WINE TRAVEL PROFILE TO VIRGINIA
Source: TNS - TravelTrakAmerica, FY2019 (N=123)

Average travel party spending:

- $717 per trip
- 3.7 Nights

Primary Purpose of Trip

- Visit friends/relatives: 53%
- Outdoor recreation: 15%
- Entertainment/nightlife: 14%
- Other pleasure/personal: 15%
- Business: 9%
- Personal: 2% (less than 1%)

Travel Party Spending

- $0 to less than $100: 3%
- $100 to less than $250: 22%
- $250 to less than $500: 22%
- $500 to less than $750: 18%
- $750 to less than $1000: 22%
- $1000+: 1%

Top Activities

- Historic Sites/Churches: 34%
- Rural sightseeing: 33%
- Craft breweries: 32%
- Shopping: 31%
- Fine Dining: 31%
- Visiting relatives: 30%
- Museums: 20%
- State Park/Monuments: 17%
- Old homes/Mansions: 15%

Use information from friends and relatives: 37%

Search engine: 30%

Travel provider website (airline, hotel etc.): 15%

Online full service website (Expedia, Travelocity etc.): 12%

Own experience: 42%

Planning Time

- 27% consider visiting Virginia less than a month before their visit
- 35% decide visiting Virginia less than a month before their visit

Planning Sources

- 42% Own experience
- 30% Search engine
- 12% Travel Club (AAA)
- 11% Online full service website
- 15% Travel provider website

Month of Travel

- 10% January
- 11% February
- 11% March
- 10% April
- 11% May
- 11% June
- 10% July
- 10% August
- 10% September
- 10% October
- 10% November
- 10% December

Planning by own car or rental car: 85%

Travel by plane: 11%