Winter Season

Average travel party spending:
- $504 per trip
- 2.4 Nights

Top Activities
- Visiting relatives: 31%
- Shopping: 22%
- Visiting friends: 15%
- Fine Dining: 13%
- Museums: 9%
- Rural sightseeing: 8%
- Urban sightseeing: 6%
- Art galleries: 5%
- Nightclub/dancing: 4%

Primary Purpose of Trip
- Visit friends/relatives: 55%
- Business: 30%
- Personal business: 12%
- Other pleasure/personal: 9%
- Outdoor recreation: 5%
- Entertainment/Sightseeing: 4%

Travel Party Spending
- $0: 3%
- $1 to less than $100: 23%
- $100 to less than $250: 18%
- $250 to less than $500: 8%
- $500 to less than $750: 7%
- $750 to less than $1000: 6%
- $1000+: 2%

Travel Party Origin by State
- VA: 38%
- MD: 9%
- NC: 8%
- PA: 8%
- NY: 5%
- WV: 3%
- FL: 3%
- OH: 3%
- TX: 2%
- CA: 2%

Planning Sources
- Search engine: 14%
- Destination website: 9%
- Travel provider website (airline, hotel etc.): 7%
- 26% Use information from friends and relatives.

Planning Time
- 52% consider visiting Virginia less than a month before their visit
- 62% decide visiting Virginia less than a month before their visit

Planning Sources
- Search engine: 26%

Use information from friends and relatives.

Month of Travel
- January: 11%
- February: 25%
- March: 14%
- April: 12%
- May: 18%
- June: 13%
- July: 14%
- August: 14%
- September: 14%
- October: 18%
- November: 11%
- December: 44%

82% Travel by owned auto or rental cars
12% Travel by plane

Source: TNS - TravelTrekAmerica, FY2019 (N=645)

Winter Travel Profile to Virginia