Black Travelers

Average travel party spending:

- $516 per trip in Virginia
- 2.6 Nights per trip

Primary Purpose of Trip

- Visit friends/relatives: 28%
- Outdoor recreation: 17%
- Entertainment/sightseeing: 16%
- Personal business: 11%
- Other pleasure/personal: 10%
- Other: 9%
- Business: 7%

Top Activities:

- Visiting relatives: 27%
- Shopping: 19%
- Visiting Friends: 18%
- Fine Dining: 14%
- Beach: 10%
- Historic Sites/Churches: 9%
- Nightclub/dancing: 9%
- Urban/rural sightseeing: 8%
- Theme/Amusement park: 5%

Travel Party Spending

- $1 to less than $100: 24%
- $100 to less than $250: 10%
- $250 to less than $500: 10%
- $500 to less than $750: 7%
- $750 to less than $1000: 7%
- $1000+: 5%

Travel Party Origin by State

- VA: 24%
- NC: 15%
- MD: 11%
- CA: 10%
- NY: 6%
- D.C: 4%
- PA: 4%
- SC: 4%
- NJ: 2%
- FL: 2%

Travel Party Origin by DMA

- Washington, DC (Hagerstown): 21%
- Norfolk-Portsmouth-Newport News: 11%
- Richmond-Petersburg: 11%
- New York: 7%
- Philadelphia: 6%
- Greenville-New Bern-Washington: 6%
- Raleigh-Durham (Fayetteville): 5%
- Roanoke-Lynchburg: 4%
- Baltimore: 3%
- Columbus, GA: 3%

Planning Time

- 27% Traveling with Children
- 39% Married
- 43% Annual household income of $75K or more
- 2.5 Average travel party size

Planning Sources

- Search engine: 12%
- Travel provider website (airline, hotel etc.): 11%
- Online full service website (Expedia, Travelocity etc.): 8%
- TV: 7%
- Use information from friends and relatives: 27%

Month of Travel

- January: 7%
- February: 3%
- March: 7%
- April: 7%
- May: 9%
- June: 9%
- July: 9%
- August: 12%
- September: 11%
- October: 7%
- November: 7%
- December: 8%

Planning Time

- 81% Travel by owned auto or rental cars
- 9% Travel by plane

49% consider visiting Virginia less than a month before their visit. 59% decide visiting Virginia less than a month before their visit.