Museum Travel to Virginia 2016

Museums Travelers to Virginia spend on average:

- $1006 per trip
- 4.5 Nights

Top Activities:
- Museums
- Historic Sites/Churches
- Shopping
- National Parks/Monuments
- Sightseeing
- Fine dining
- Art Galleries
- State Parks/Monuments
- Old Homes/Mansions

Primary Purpose of Trip:
- Visit friends/relatives: 31%
- Outdoor recreation: 31%
- Business: 15%
- Other pleasure/personal: 15%
- Other: 7%

Travel Party Spending:
- $0: 10%
- Less than $100: 12%
- $100 to less than $250: 15%
- $250 to less than $500: 15%
- $500 to less than $750: 12%
- $750 to less than $1000: 10%
- $1000+: 42%

Travel Party Origin by State:
- Virginia: 25%
- North Carolina: 13%
- Michigan: 12%
- New York: 11%
- Pennsylvania: 11%
- New Jersey: 11%
- California: 4%
- Florida: 4%
- Maryland: 3%
- Georgia: 3%

70% of travelers are married
36% have an annual household income of $100,000 or more

Planning Sources:
- Search engine: 46%
- Destination website: 39%
- Use information from friends and relatives: 35%
- Destination travel material: 19%

Planning Time:
- 23% consider visiting Virginia less than a month before their visit
- 35% decide visiting Virginia less than a month before their visit

Month of Travel:
- January: 1%
- February: 4%
- March: 17%
- April: 13%
- May: 15%
- June: 15%
- July: 15%
- August: 15%
- September: 4%
- October: 15%
- November: 15%
- December: 15%

83% Travel by owned auto or rental cars
11% Travel by plane

Source: TNS TravelsAmerica, FY2016 (N=278)