

IN 2015, ALL VIRGINIA TRAVELERS:

Primary Purpose of Trip

- 85% Leisure
- 47% Friends and Families
- 13% Entertainment and Sightseeing
- 7% Outdoor Recreation
- 12% Business

Top 20 Virginia Activities

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|---|--|
| 27% Visiting Relatives | 6% State Park/Monuments/Recreation Areas |
| 20% Shopping | 5% Old Homes/Mansions |
| 15% Historic Sites/Churches | 5% Wildlife Viewing |
| 15% Visiting Friends | 5% Theme Parks/Amusement Parks/Water Parks |
| 14% Fine Dining | 5% Family Reunion |
| 13% Rural Sightseeing | 4% Art Galleries |
| 11% Museums | 4% Gardens |
| 10% Urban Sightseeing | 4% Wine Tasting/Winery Tour |
| 9% Beach | 3% Local/Folk Arts/Crafts |
| 7% National Park/Monuments/Recreation Areas | |

Primary Mode of Transportation

- 84% By Auto/Truck, Rental Car and RV
- 13% By Airplane

Number of Nights by Lodging Type

- | | |
|---------------------------------|-------------------|
| Hotel 2.53 | B&B 1.69 |
| Private Home 3.64 | Rental Condo 2.98 |
| Timeshare 4.48 | RV/Tent 4.07 |
| 2 nd Home/Condo 3.32 | Rental Home 3.46 |
| Other 2.80 | |

Average Trip Spending

- \$538 Total
- \$520 Leisure
- \$718 Business

Number of Nights in Virginia

Average Number of Nights: 3.6

Travel Party Origin - Top 10 States

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|--------------------|---------------|
| 30% Virginia | 5% Florida |
| 10% North Carolina | 3% New Jersey |
| 7% Maryland | 3% Ohio |
| 6% Pennsylvania | 3% Texas |
| 5% New York | 2% California |

Travel Party Origin - Top 10 Metro Areas

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|------------------------------------|----------------------------------|
| 13% Washington DC (Hagerstown) | 4% Raleigh/Durham (Fayetteville) |
| 6% Norfolk/Portsmouth/Newport News | 4% Philadelphia |
| 6% Richmond/Petersburg | 3% Baltimore |
| 6% Roanoke/Lynchburg | 2% Pittsburgh |
| 6% New York | 2% Charlotte |

Demographics

- Average Age: 47
- 51% with Annual Household Income of \$75,000+
- 24% of Travel Parties Include Children Under 18
- Average Travel Party Size: 2.6

VIRGINIA IS FOR LOVERS