

IN 2015, VIRGINIA OUT-OF-STATE TRAVELERS:

Primary Purpose of Trip

- 86% Leisure
- 48% Friends and Family
- 15% Entertainment and Sightseeing
- 6% Outdoor Recreation
- 11% Business

Top 20 Virginia Activities

- 28% Visiting Relatives
- 20% Shopping
- 18% Historic Sites/Churches
- 16% Visiting Friends
- 15% Fine Dining
- 15% Rural Sightseeing
- 13% Museums
- 12% Urban Sightseeing
- 10% Beach
- 9% National Park/Monuments/Recreation Areas
- 7% State Park/Monuments/Recreation Areas
- 6% Old Homes/Mansions
- 6% Family Reunion
- 4% Art Galleries
- 4% Hiking/Backpacking/Canyoneering
- 4% Gardens
- 4% Wildlife Viewing
- 4% Theme parks/Amusement Parks/Water Parks
- 4% Wine Tasting/Winery Tours
- 3% Zoos/Aquariums/Aviaries

Primary Mode of Transportation

- 82% By Auto/Truck, Rental Car and RV
- 13% By Airplane

Number of Nights by Lodging Type

- Hotel 2.71
- Private Home 4.08
- Timeshare 4.77
- 2nd Home/Condo 3.54
- Other 3.00
- B&B 1.76
- Rental Condo 3.05
- RV/Tent 4.73
- Rental Home 3.88

Average Trip Spending

- \$631 Total
- \$593 Leisure
- \$899 Business

Number of Nights in Virginia

Average Number of Nights: 4.00

Travel Party Origin - Top 10 States

- 12% North Carolina
- 9% Pennsylvania
- 8% Maryland
- 8% New York
- 8% Florida
- 6% South Carolina
- 5% Ohio
- 5% New Jersey
- 5% Texas
- 3% Tennessee

Travel Party Origin - Top 10 Metro Areas

- 9% New York
- 6% Washington D.C. (Hagerstown)
- 5% Philadelphia
- 5% Raleigh/Durham (Fayetteville)
- 5% Baltimore
- 3% Pittsburgh
- 3% Charlotte
- 3% Chicago
- 2% Atlanta
- 2% Greensboro/High Point/Winston Salem

Demographics

- Average Age: 48.5
- 48% with Annual Household Income of \$75,000+
- 22% of Travel Parties Include Children Under 18
- Average Travel Party Size: 2.7

VIRGINIA IS FOR LOVERS