

IN 2015, VIRGINIA DAY TRAVELERS:

Primary Purpose of Trip

- 78% Leisure
- 34% Friends and Relatives
- 7% Outdoor Recreation
- 8% Entertainment and Sightseeing
- 12% Business

Top 20 Virginia Activities

- 22% Visiting Relatives
- 11% Shopping
- 8% Fine Dining
- 7% Visiting Friends
- 6% Rural Sightseeing
- 4% Historic Sites/Churches
- 3% Museums
- 3% Beach
- 3% National Parks/Monuments/Recreation Areas
- 3% Theme Park/Amusement Park/Water Park
- 3% Family Reunion
- 2% Old Homes/Mansions
- 2% Sporting Events – Youth/Amateur/Collegiate/Other – Spectator
- 2% Sporting Events – Youth/Amateur/Collegiate/Other – Participant
- 2% Wildlife Viewing
- 2% Other Nature
- 2% Urban Sightseeing
- 1% Art Galleries
- 1% Theater/Drama
- 1% Musical Performances/Shows

Average Trip Spending

Mean	Median
\$178 Total	\$60
\$107 Leisure	\$65
\$88 Business	\$45

Travel Party Origin - Top 10 States

72% Virginia	1% New Jersey
11% North Carolina	1% West Virginia
8% Maryland	1% New York
2% Tennessee	1% Kentucky
2% Pennsylvania	>.5% Washington, DC

Travel Party Origin - Top 10 Metro Areas

20% Washington D.C. (Hagerstown)	5% Raleigh-Durham (Fayetteville)
15% Roanoke/Lynchburg	5% Tri-Cities, TN-VA
15% Norfolk/Portsmouth/Newport News	4% Baltimore
14% Richmond/Petersburg	3% Charlottesville
6% Harrisonburg	2% Philadelphia

Demographics

- Average Age: 47.8
- 34% with Annual Household Income of \$75,000+
- 19% of Travel Parties Include Children Under 18
- Average Travel Party Size: 2.5

VIRGINIA IS FOR LOVERS