

# IN 2015, TRAVELERS WHO STAYED IN A VIRGINIA HOTEL:

## Primary Purpose of Trip

- 79% Leisure
- 34% Friends and Family
- 21% Entertainment and Sightseeing
- 7% Outdoor Recreation
- 16% Business

## Top 20 Virginia Activities

- 23% Shopping
- 21% Historic Sites/Churches
- 18% Fine Dining
- 17% Visiting Relatives
- 15% Rural Sightseeing
- 15% Urban Sightseeing
- 14% Museums
- 12% Visiting Friends
- 11% Beach
- 9% National Park/  
Monuments/Recreation  
Areas
- 8% State Park/  
Monuments/Recreation  
Areas
- 8% Old Homes/Mansions
- 7% Theme Parks/Amusement  
Parks/Water Parks
- 5% Art Galleries
- 5% Gardens
- 5% Wildlife Viewing
- 5% Zoos/Aquariums/Aviaries
- 5% Family Reunion
- 4% Hiking/Backpacking/  
Cayoneering
- 4% Casino/Gaming

## Primary Mode of Transportation

- 83% By Auto/Truck, Rental Car and RV
- 12% By Airplane

## Number of Nights by Lodging Type

- Hotel 2.56
- Private Home 4.00
- Timeshare 4.00
- 2<sup>nd</sup> Home/Condo 1.68
- B&B 1.39
- Rental Condo 2.10
- RV/Tent 1.61
- Rental Home 3.32
- Other 2.60

## Average Trip Spending

- \$843 Total
- \$826 Leisure
- \$1034 Business

## Number of Nights in Virginia

Average Number of Nights: 3.4

## Travel Party Origin - Top 10 States

- 20% Virginia
- 9% North Carolina
- 8% Maryland
- 7% Pennsylvania
- 7% New York
- 6% Florida
- 5% New Jersey
- 4% Illinois
- 4% Georgia
- 3% Texas

## Travel Party Origin - Top 10 Metro Areas

- 11% Washington D.C.  
(Hagerstown)
- 9% New York
- 4% Philadelphia
- 4% Baltimore
- 4% Norfolk/Portsmouth/  
Newport News
- 3% Roanoke/Lynchburg
- 3% Chicago
- 3% Richmond/Petersburg
- 3% Raleigh/Durham  
(Fayetteville)
- 3% Atlanta

## Demographics

- Average Age: 47.4
- 57% with Annual Household Income of \$75,000+
- 26% of Travel Parties Include Children Under 18
- Average Travel Party Size: 2.7

VIRGINIA IS FOR LOVERS