

# IN 2015, VIRGINIA OVERNIGHT TRAVELERS:

## Primary Purpose of Trip

- 86% Leisure
- 49% Friends and Family
- 14% Entertainment and Sightseeing
- 6% Outdoor Recreation
- 10% Business

## Top 20 Virginia Activities

- 27% Visiting Relatives
- 22% Shopping
- 16% Historic Sites/Churches
- 16% Visiting Friends
- 15% Fine Dining
- 14% Rural Sightseeing
- 12% Museums
- 12% Urban Sightseeing
- 10% Beach
- 8% National Park/Monuments/Recreation Areas
- 7% State Park/Monuments/Recreation Areas
- 6% Old Homes/Mansions
- 5% Wildlife Viewing
- 5% Family Reunion
- 5% Theme Parks/Amusement Parks/Water Parks
- 5% Art Galleries
- 4% Hiking/Backpacking/Canyoneering
- 4% Musical Performance/Show
- 3% Local/Folk Arts/Crafts
- 3% Camping

## Primary Mode of Transportation

- 74% By Auto/Truck, Rental Car and RV
- 11% By Airplane

## Number of Nights by Lodging Type

- Hotel 2.56
- Private Home 3.70
- Timeshare 4.51
- 2<sup>nd</sup> Home/Condo 3.29
- Other 2.78
- B&B 1.70
- Rental Condo 2.91
- RV/Tent 4.22
- Rental Home 3.58

## Average Trip Spending

- \$588 Total
- \$564 Leisure
- \$839 Business

## Number of Nights in Virginia

Average Number of Nights: 3.6

## Travel Party Origin - Top 10 States

- 24% Virginia
- 10% North Carolina
- 7% Maryland
- 7% Pennsylvania
- 6% Florida
- 6% New York
- 4% Ohio
- 4% New Jersey
- 3% Texas
- 3% California

## Travel Party Origin - Top 10 Metro Areas

- 12% Washington D.C. (Hagerstown)
- 7% New York
- 5% Norfolk/Portsmouth/Newport News
- 5% Richmond/Petersburg
- 4% Philadelphia
- 4% Raleigh/Durham (Fayetteville)
- 3% Baltimore
- 3% Roanoke/Lynchburg
- 3% Pittsburgh
- 2% Charlotte

## Demographics

- Average Age: 47.2
- 53% 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**