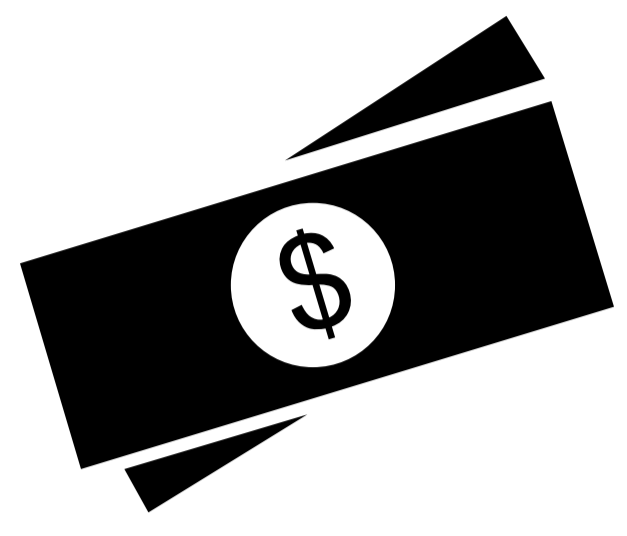




Travel to Virginia

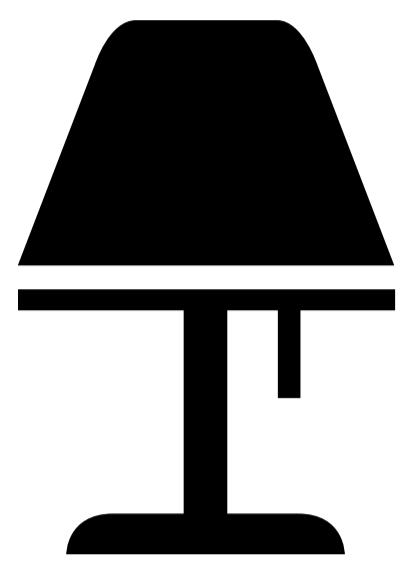


Average travel party spending:



\$513

per trip



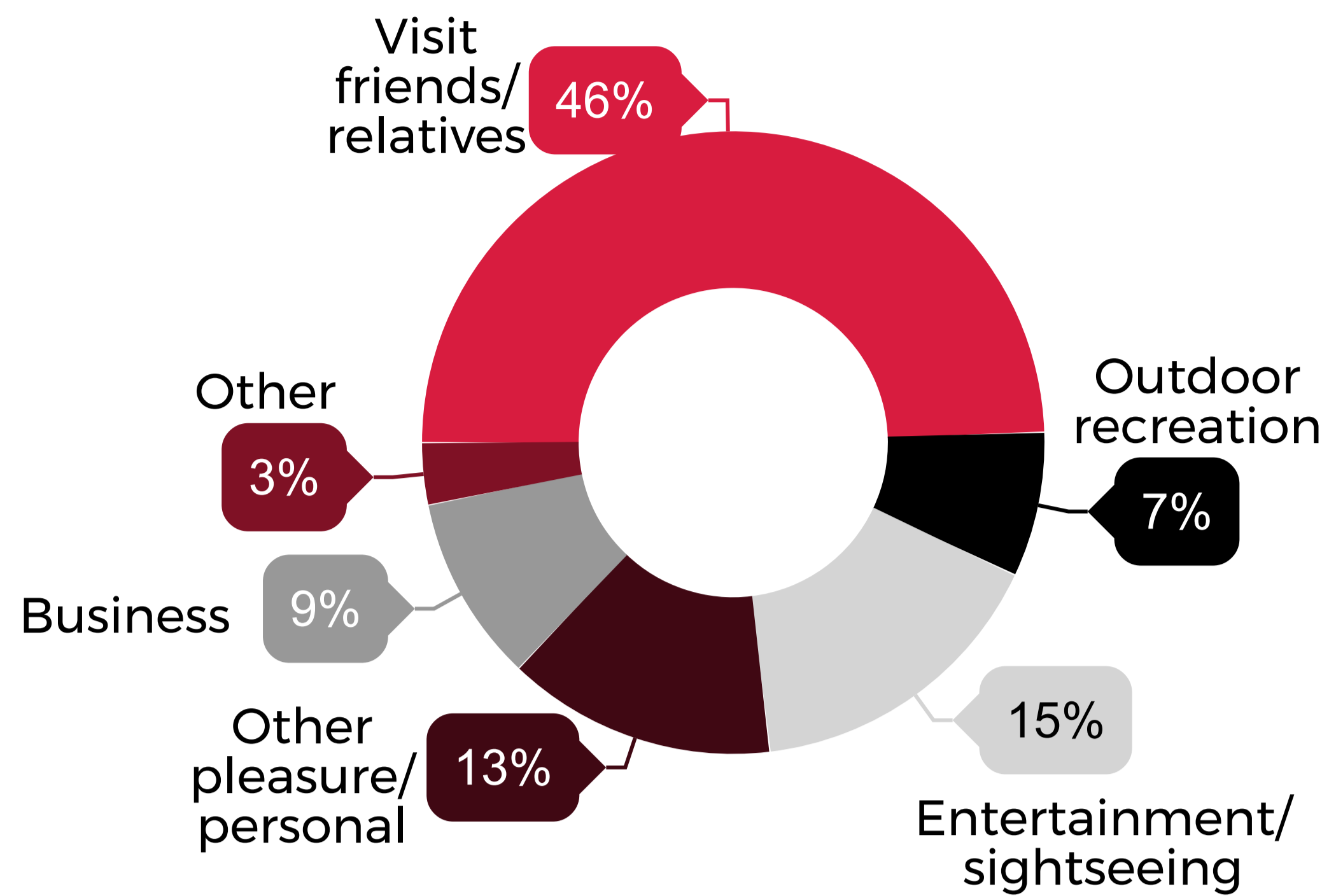
3.9
Nights



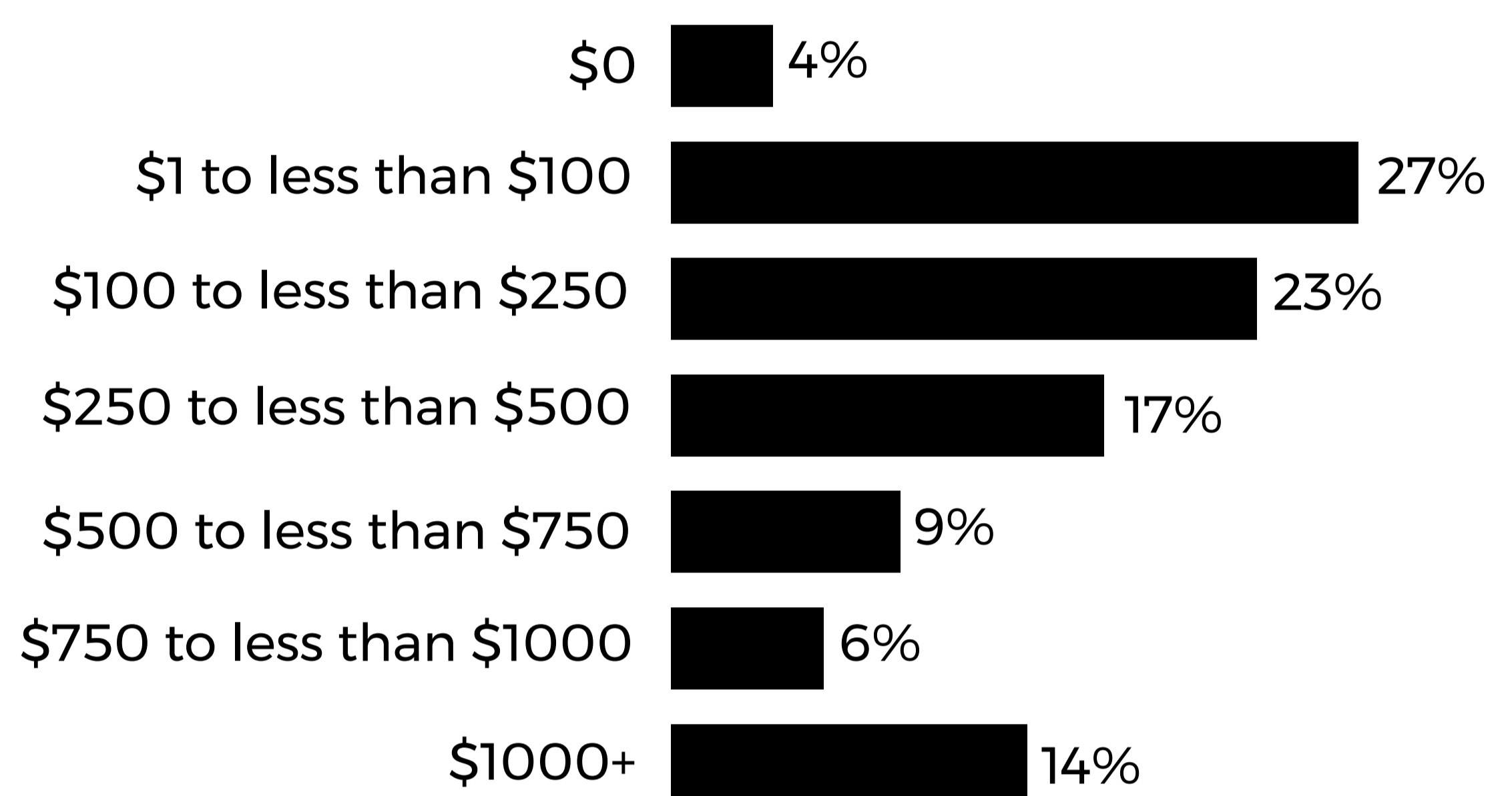
Top Activities:

- Visiting relatives
- Shopping
- Visiting friends
- Fine dining
- Historic Sites/Churches
- Rural sightseeing
- Museums
- Beach
- National park/Monuments
- Urban sightseeing

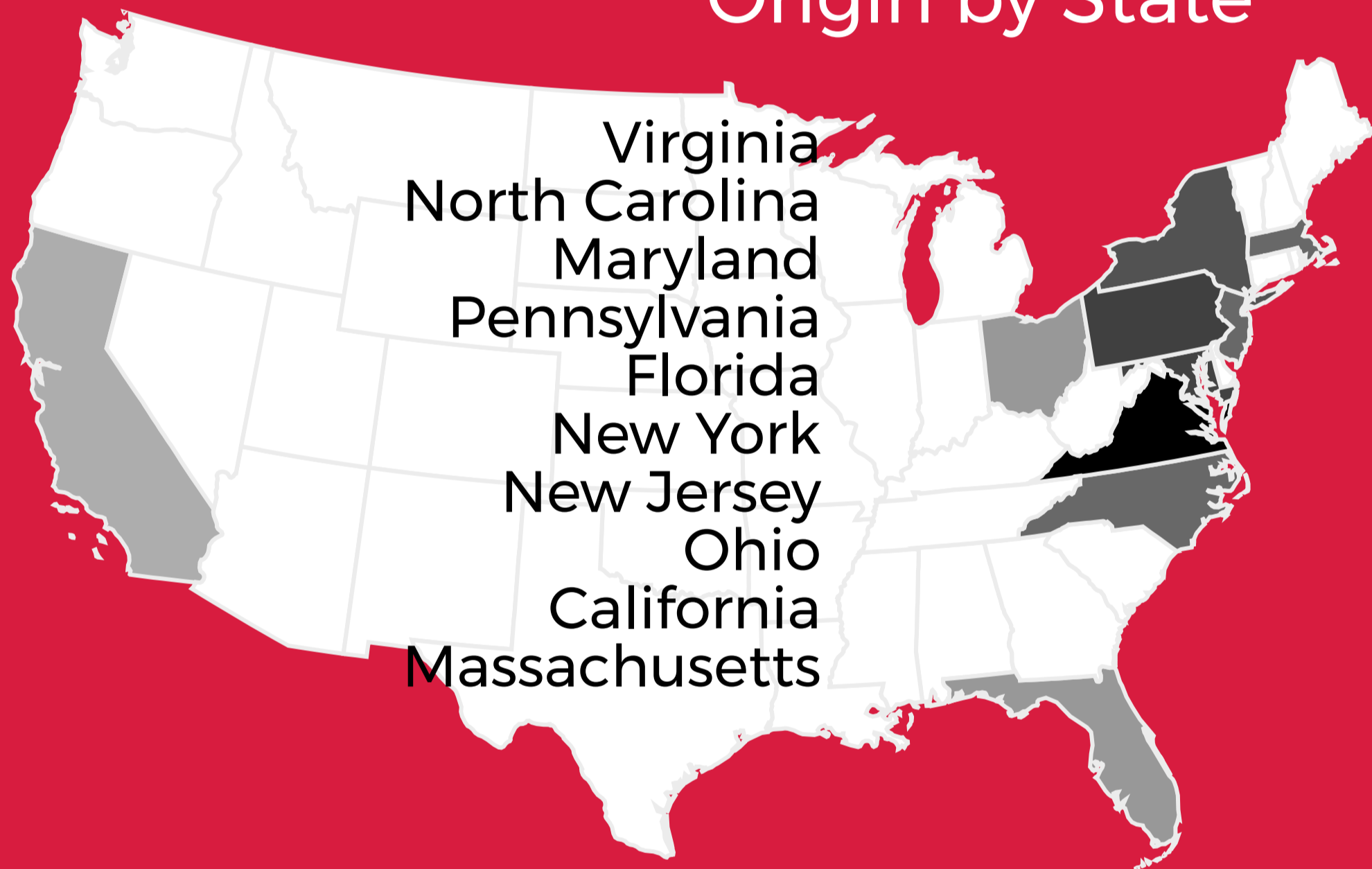
Primary Purpose of Trip



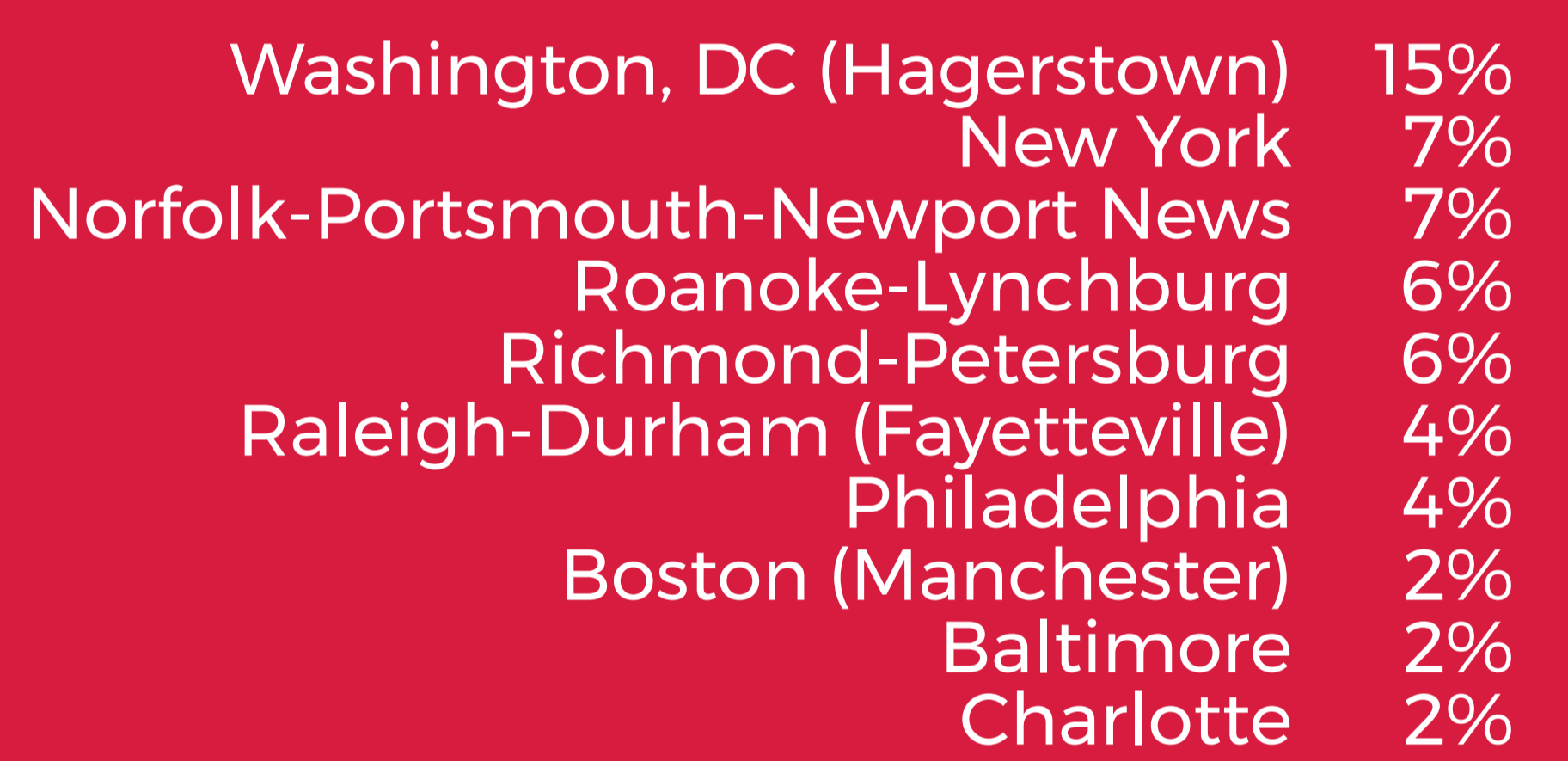
Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

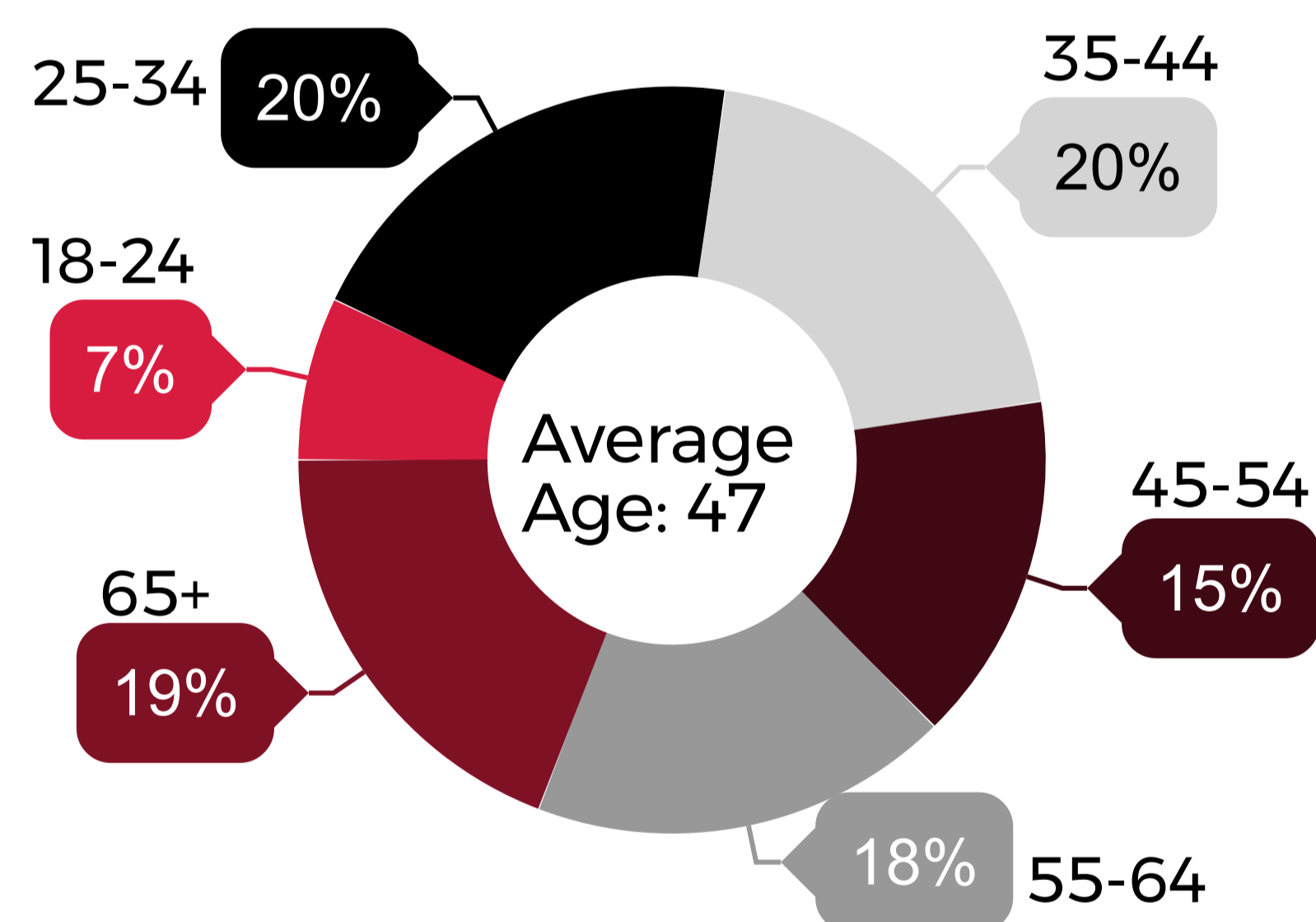


64% of travelers are married

32% are traveling with children under 18 years

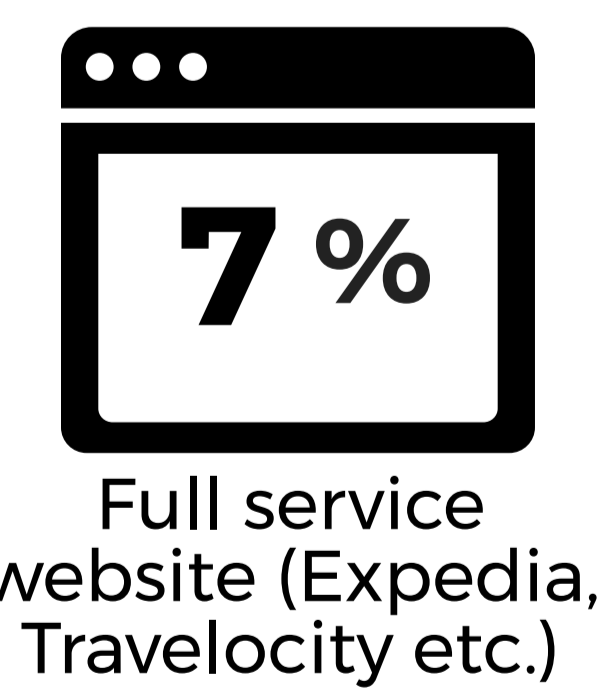
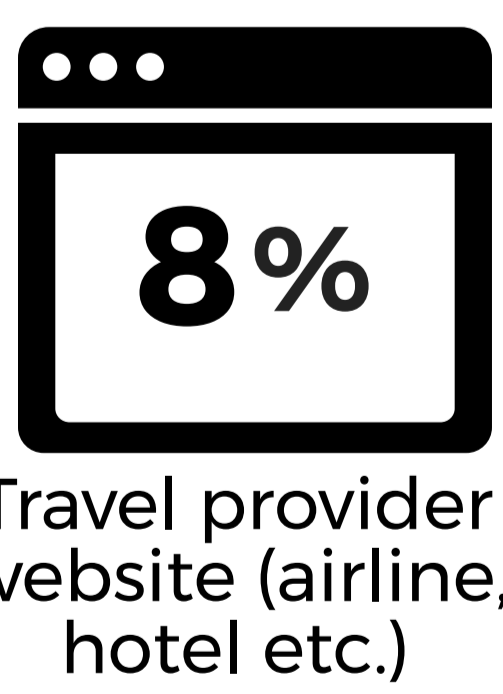
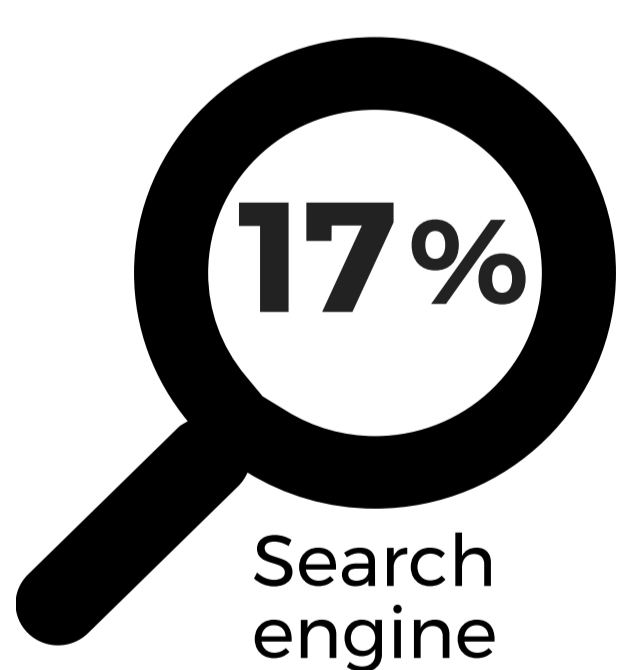
Average travel party size is 2.6

33% have an annual household income of \$100,000 or more

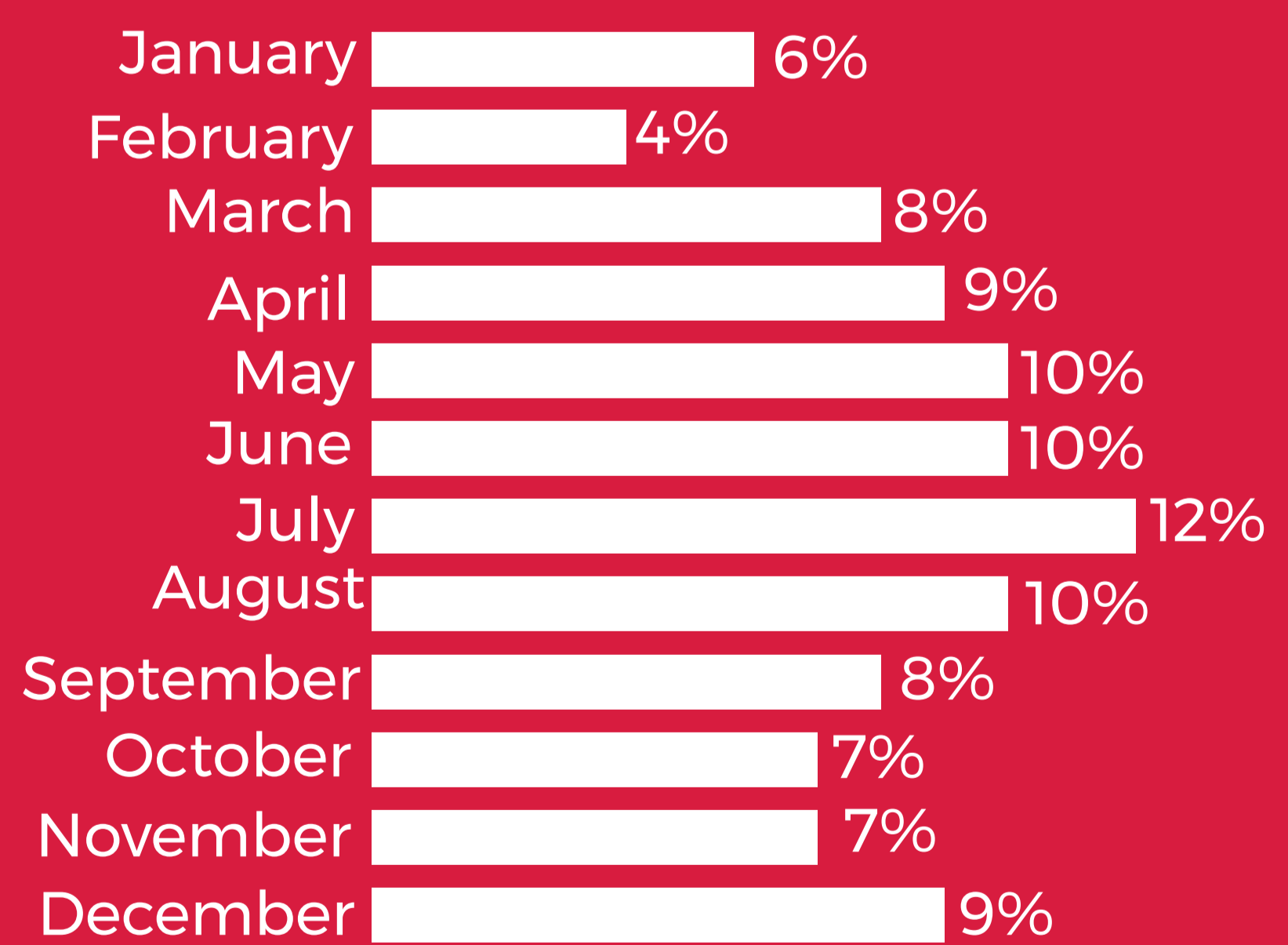


Planning Sources

25%
Use information from friends and relatives.



Month of Travel



Planning Time



43% consider visiting Virginia less than a month before their visit

52% decide visiting Virginia less than a month before their visit



86%
Travel by owned auto or rental cars



8%
Travel by plane