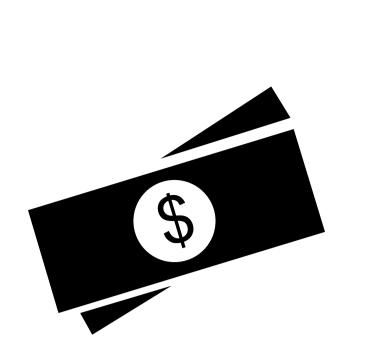


# Travel to Virginia



### Average travel party spending:



\$513

3.9

Nights

per trip





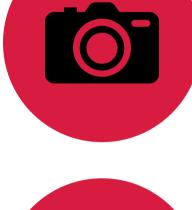


### Top Activities:

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

Urban sightseeing

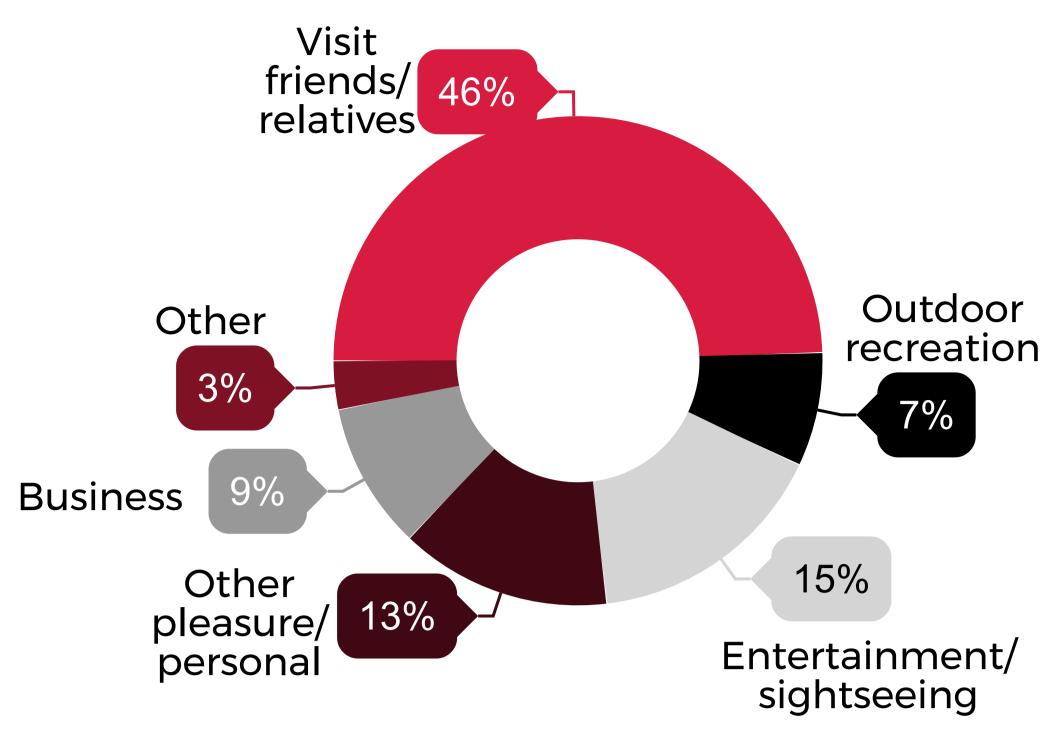




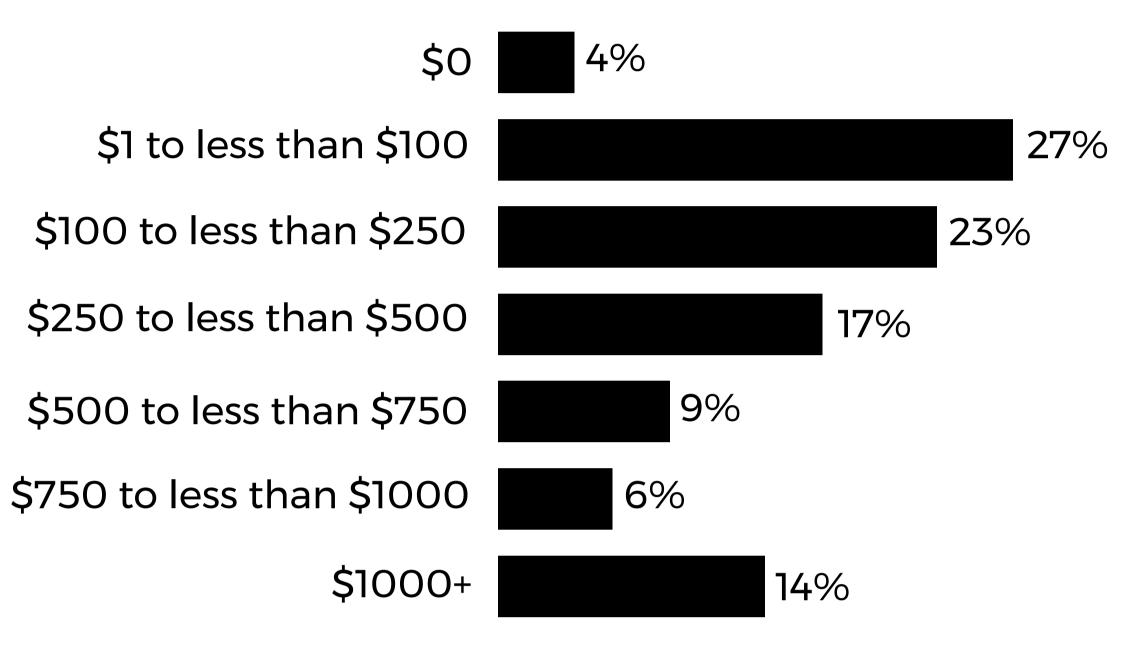




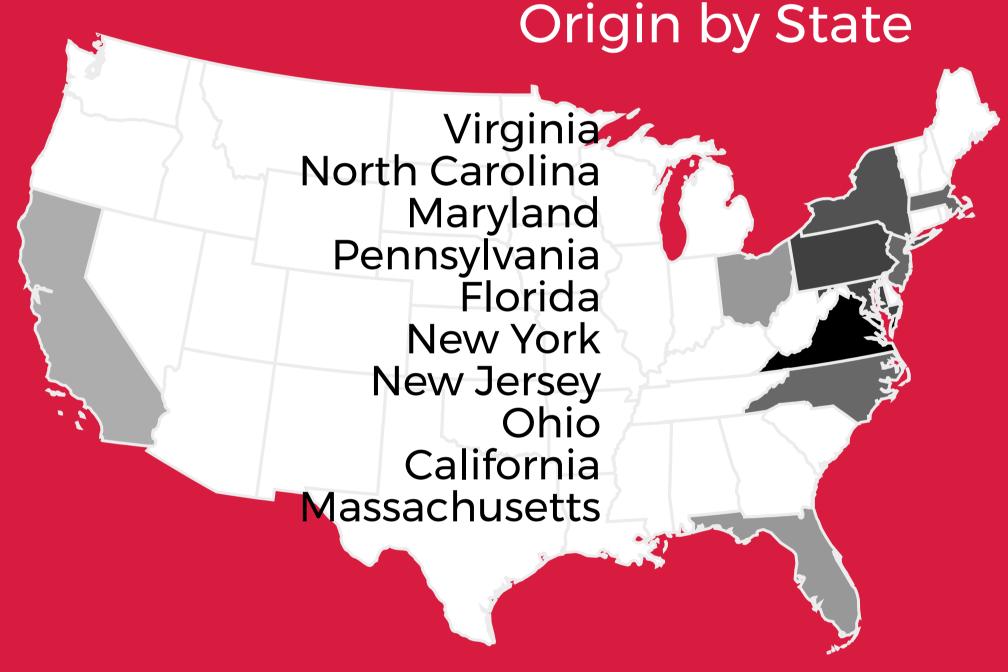
### Primary Purpose of Trip



### Travel Party Spending



## Travel Party



#### Travel Party Origin by DMA

Washington, DC (Hagerstown) 15% New York 7%

> 4% Philadelphia Boston (Manchester) 2%

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

#### Norfolk-Portsmouth-Newport News 7% Roanoke-Lynchburg 6% Richmond-Petersburg 6% Raleigh-Durham (Fayetteville) 4%

Baltimore 2% Charlotte 2%







Search engine

8% Travel provider

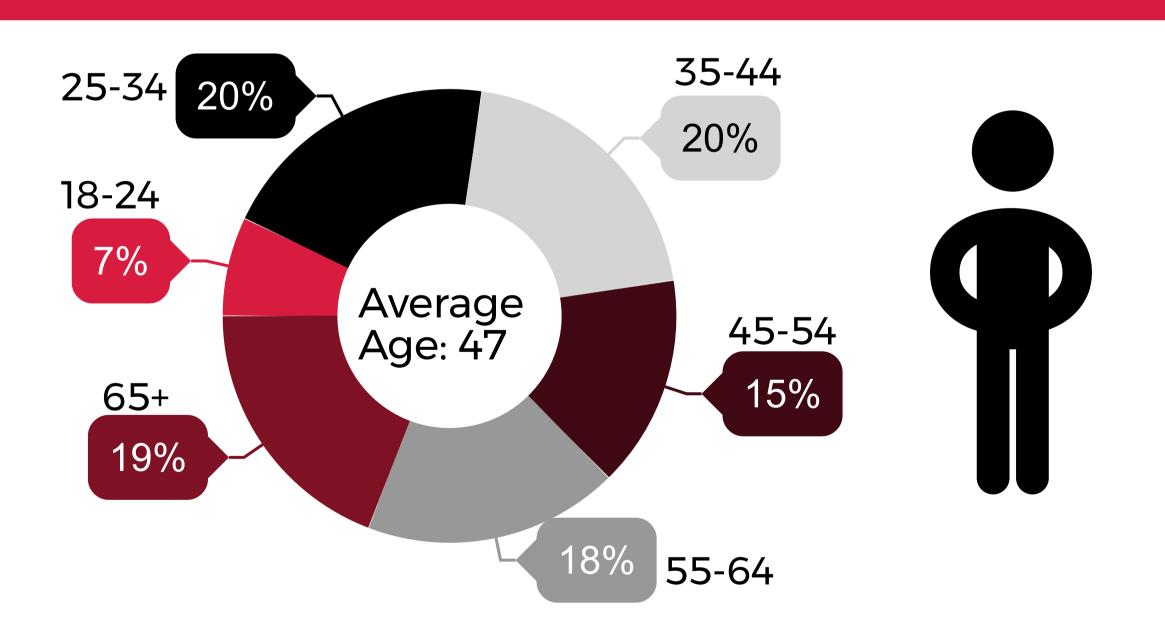
hotel etc.)

••• 13%

Destination website

••• %

Full service website (Expedia, Travelocity etc.)



## website (airline,



43% consider visiting Virginia less than a month before their visit 52% decide visiting Virginia less than a month before their visit

### October November December

Month of Travel

January|

**February** 

March

April

May

July

August

September

June

8% 7% 7% 9% 86%

Travel by owned

auto or rental cars

6%

8%

9%

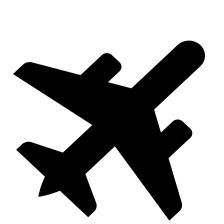
10%

10%

10%

12%

4%



8% Travel by plane