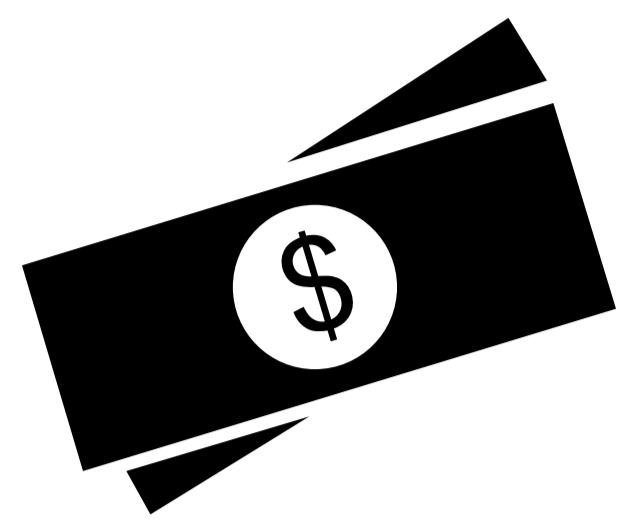




Day Travel



Average travel party spending:



\$134

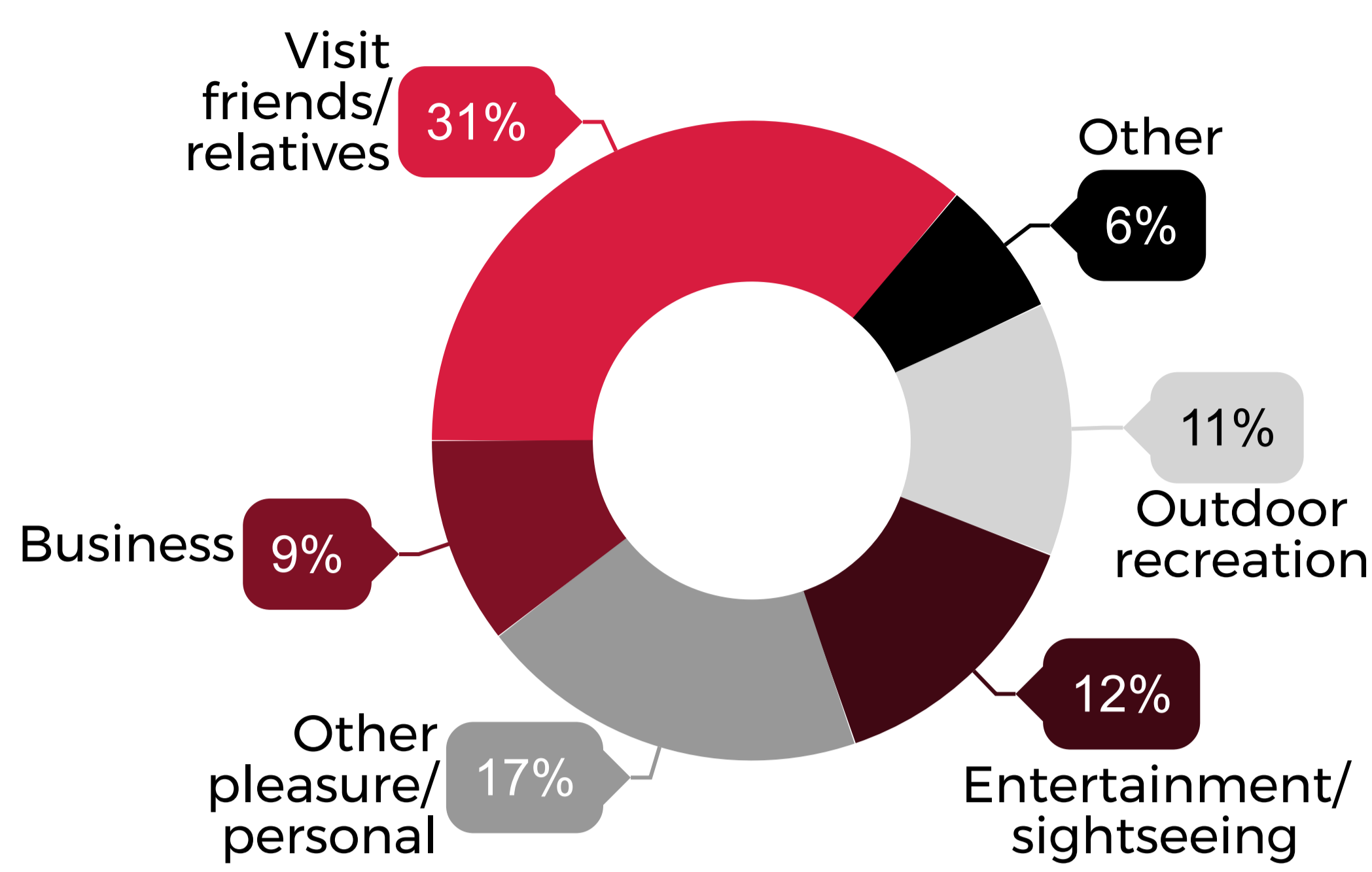
per trip



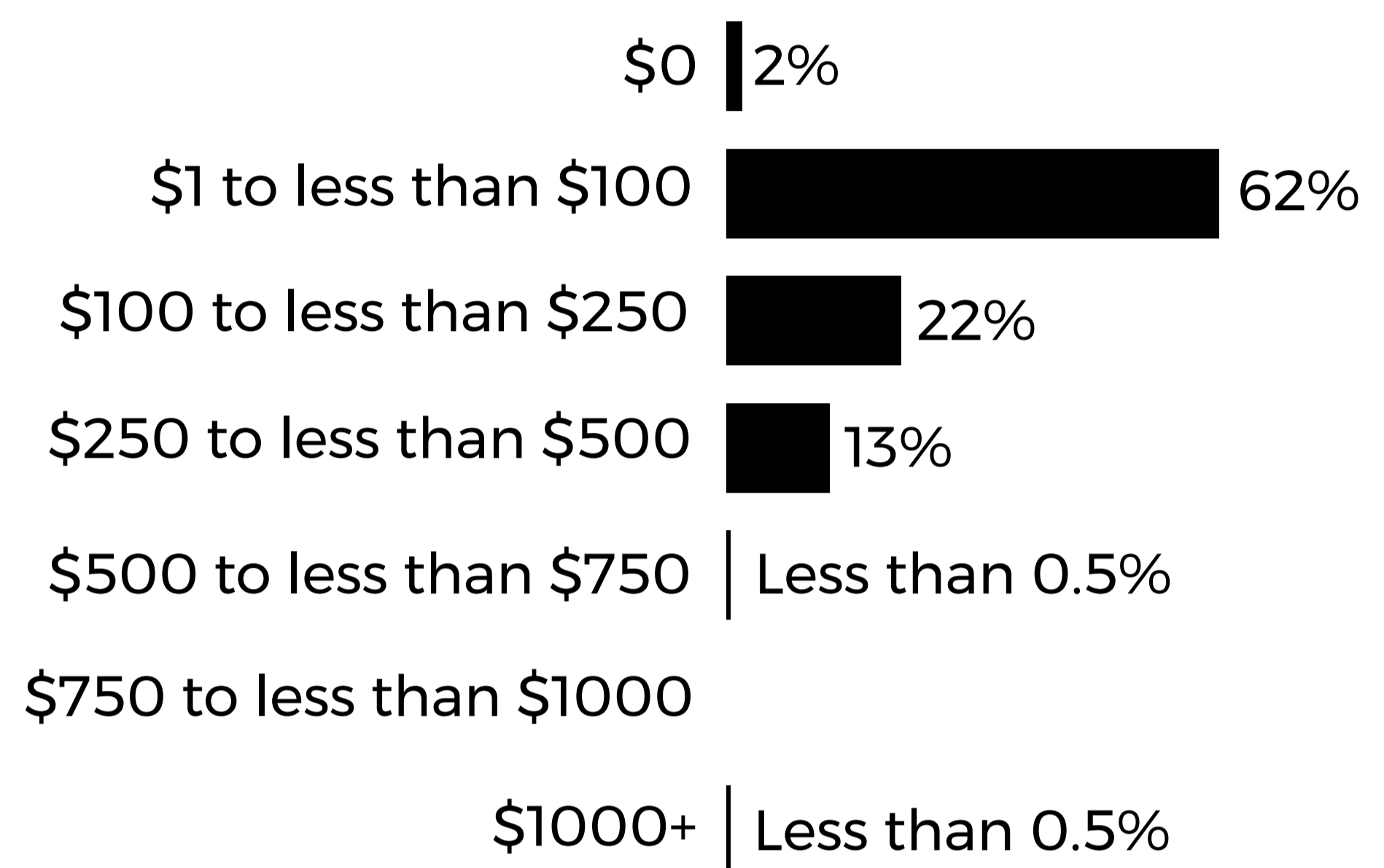
Top Activities:

- Shopping
- Visiting relatives
- Rural sightseeing
- Fine dining
- Visiting friends
- Horseback riding
- Horse racing
- National park/monuments
- Wildlife viewing
- Historic sites/churches

Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

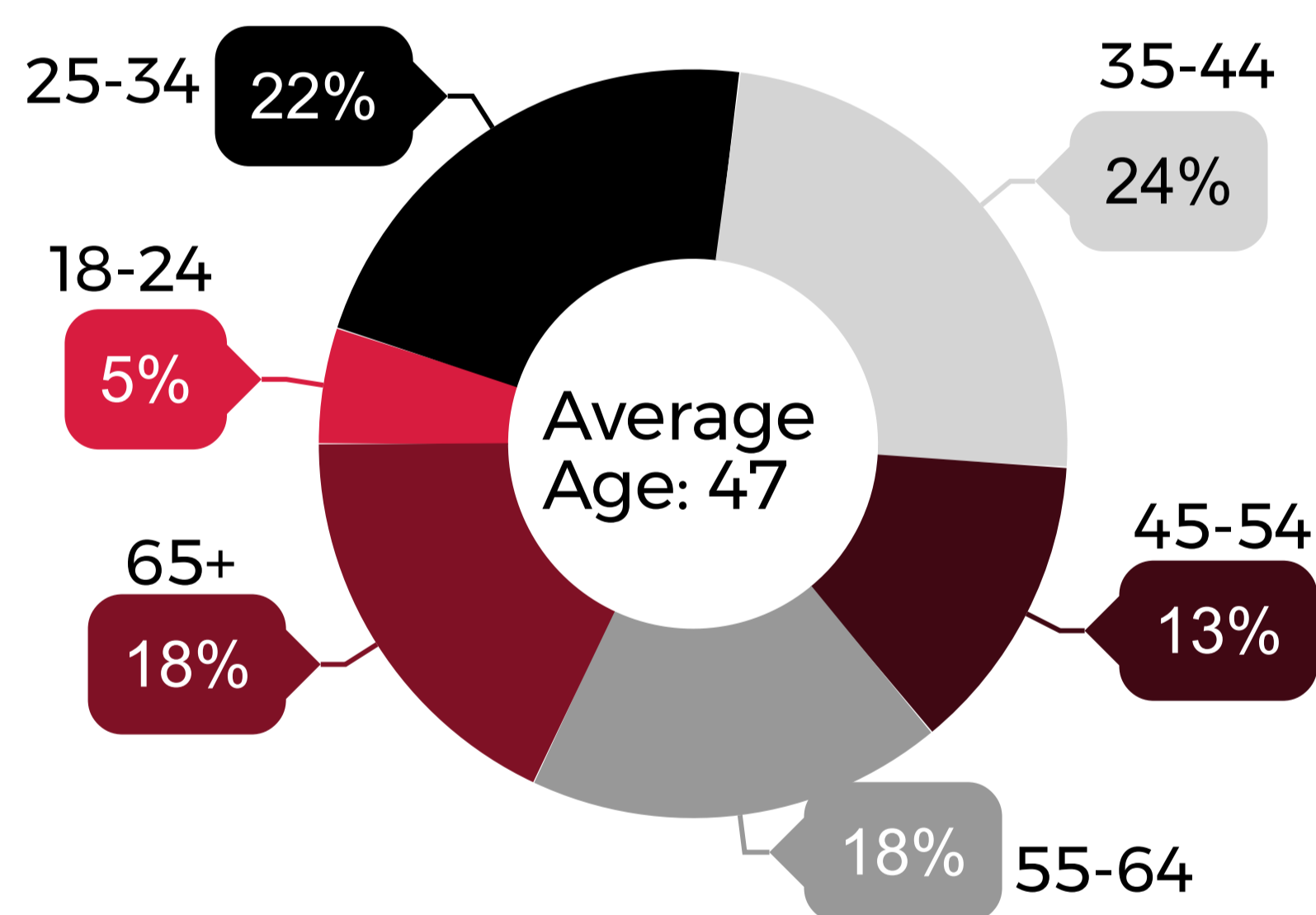
Roanoke-Lynchburg	21%
Washington, DC (Hagerstown)	20%
Norfolk-Portsmouth-Newport News	17%
Richmond-Petersburg	10%
Tri-Cities, TN-VA	6%
Raleigh-Durham (Fayetteville)	6%
Bluefield-Beckley-Oak Hill	5%
Baltimore	3%
Charlottesville	3%
Harrisonburg	2%

64% of travelers are married

31% are traveling with children under 18 years

Average travel party size is 2.5

37% have an annual household income between \$50,000 and \$100,000



Planning Sources

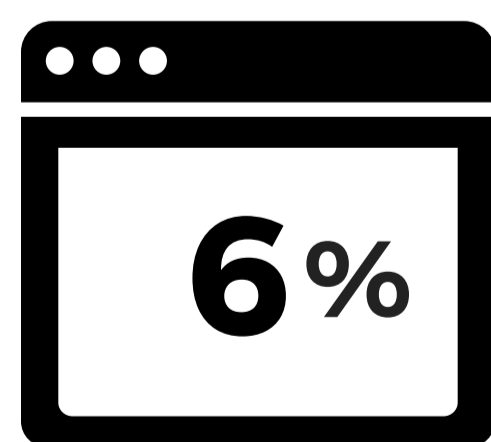
13%

Use information from friends and relatives.



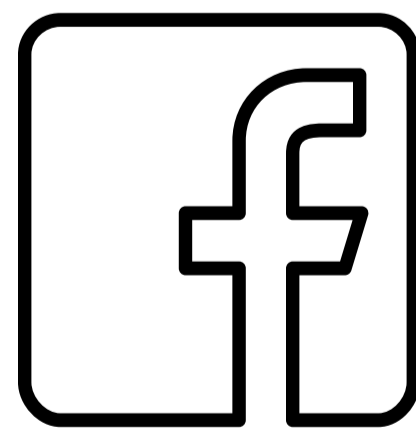
6%

Search engine



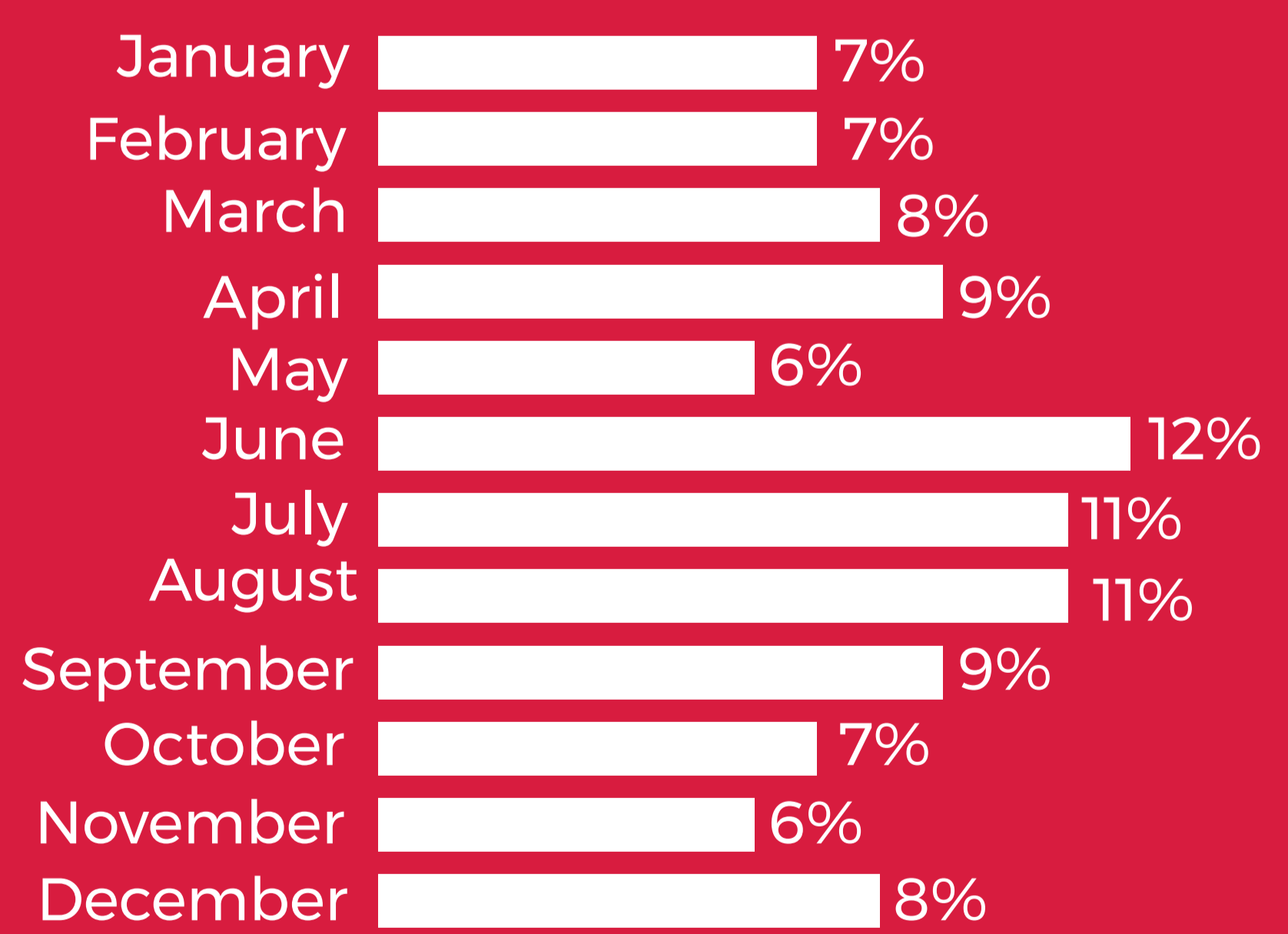
6%

Destination website



4%

Month of Travel



Planning Time



73% consider visiting Virginia less than a month before their visit

77% decide visiting Virginia less than a month before their visit



96%

Travel by owned auto or rental cars



Less than 0.5%

Travel by plane