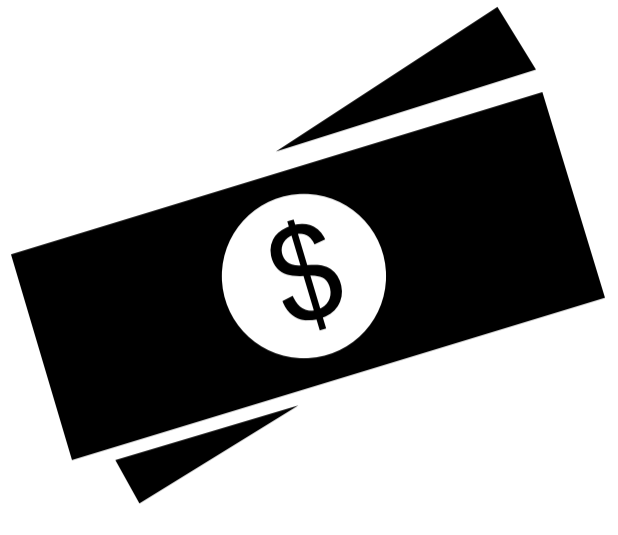




Overnight Travel

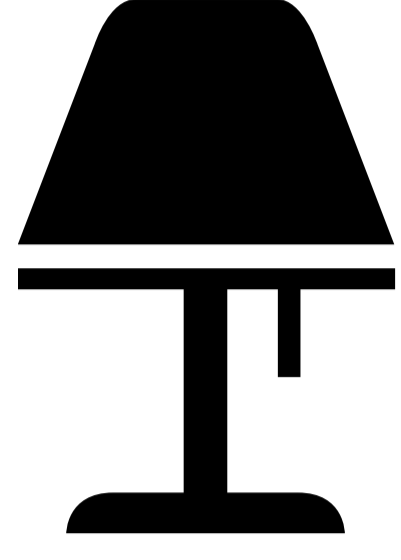


Average travel party spending:

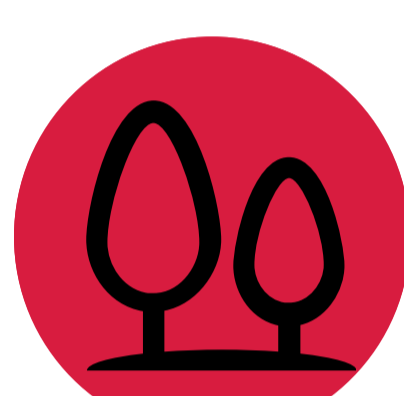


\$583

per trip



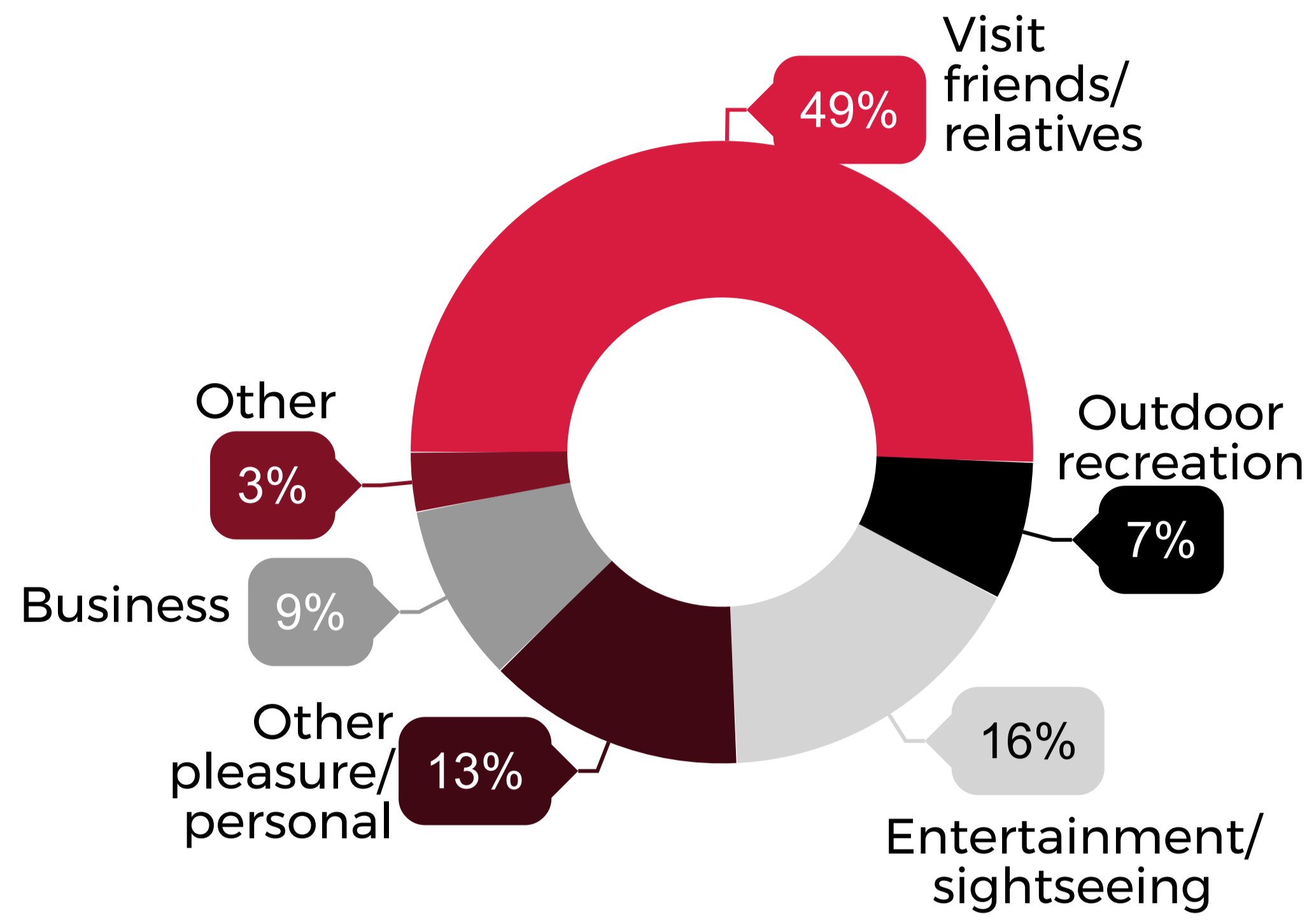
3.1
Nights



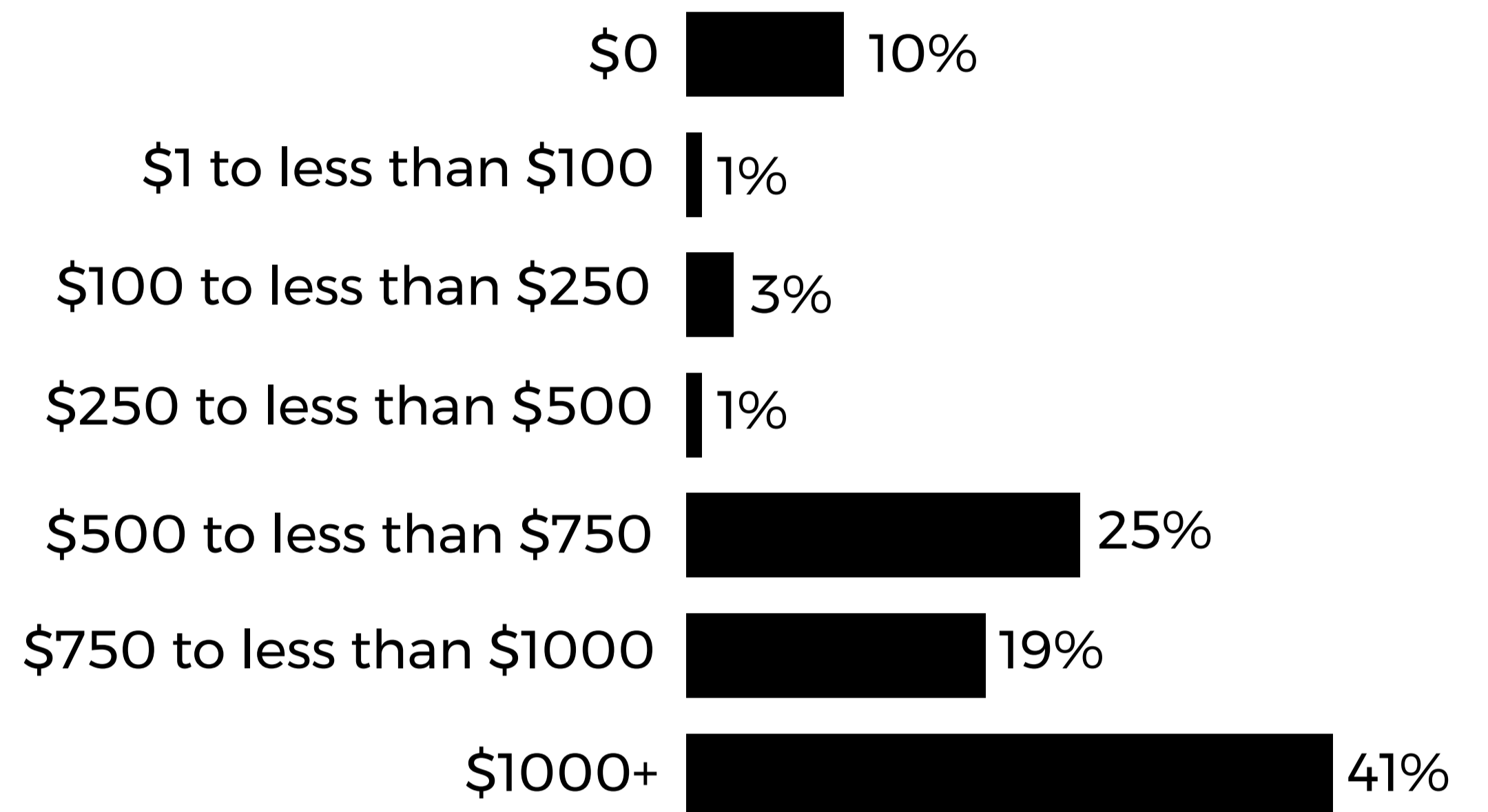
Top Activities:

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

Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

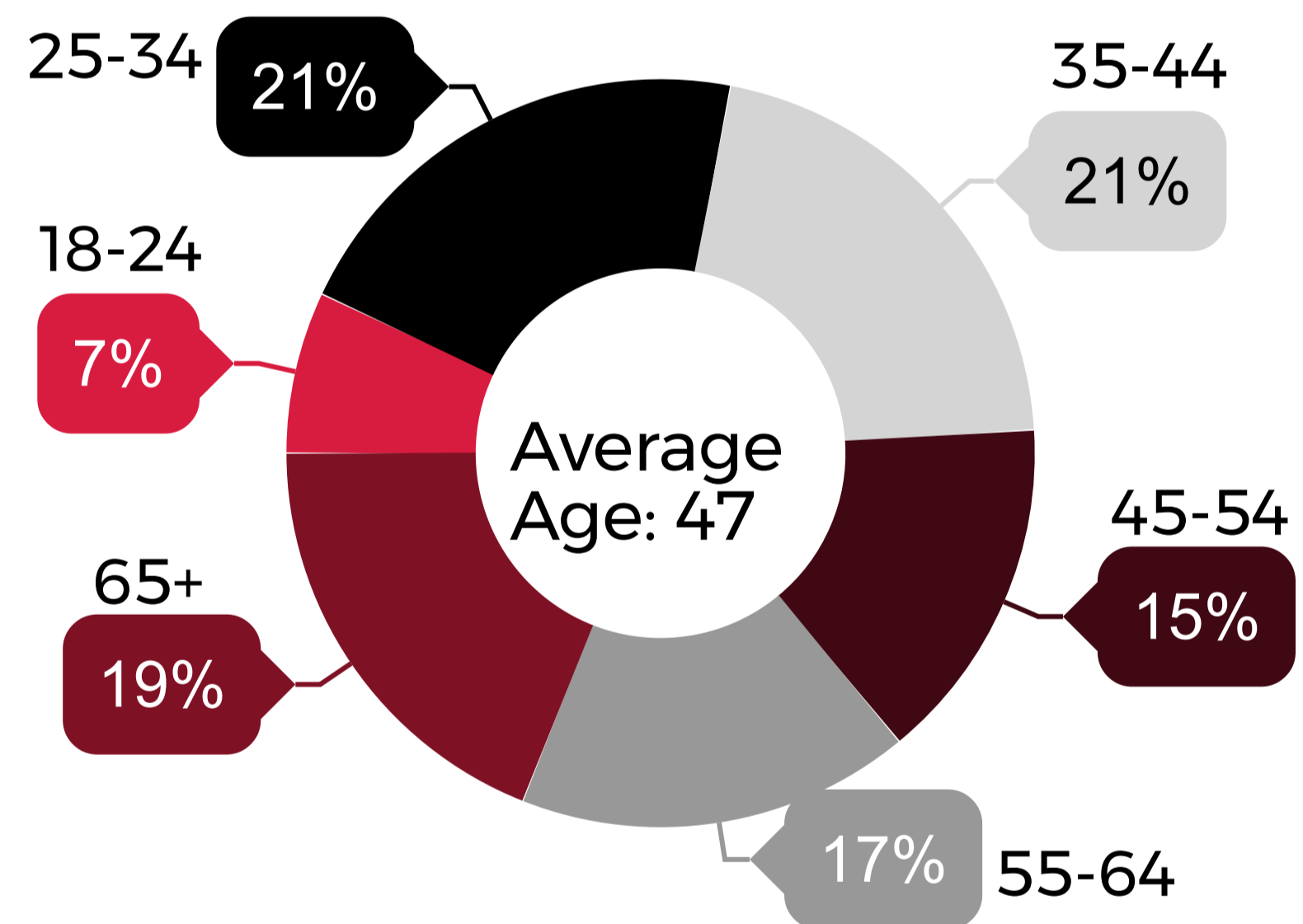


65% of travelers are married

32% are traveling with children under 18 years

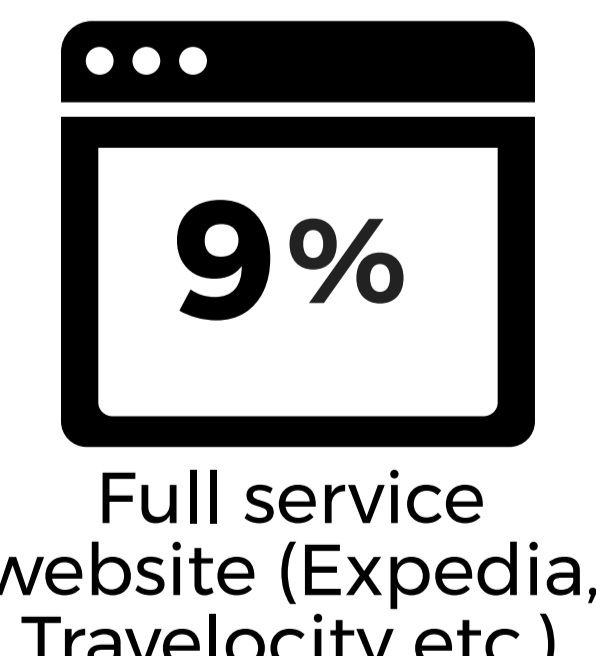
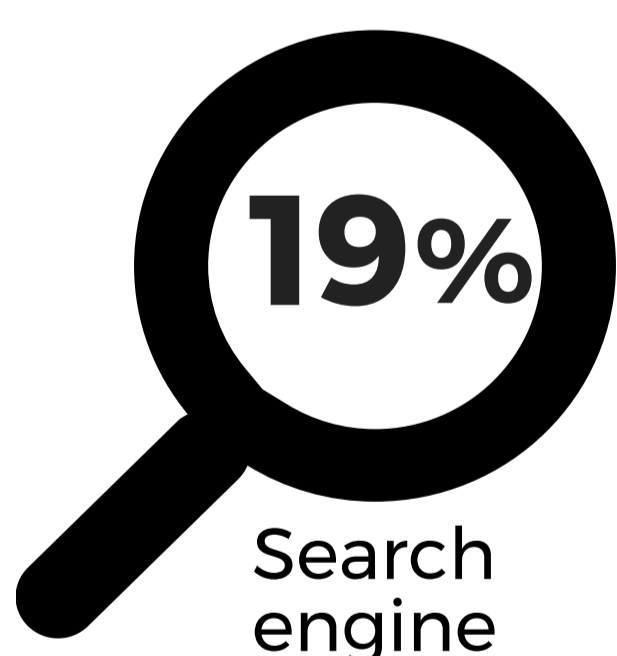
Average travel party size is 2.7

36% have an annual household income of \$100,000 or more

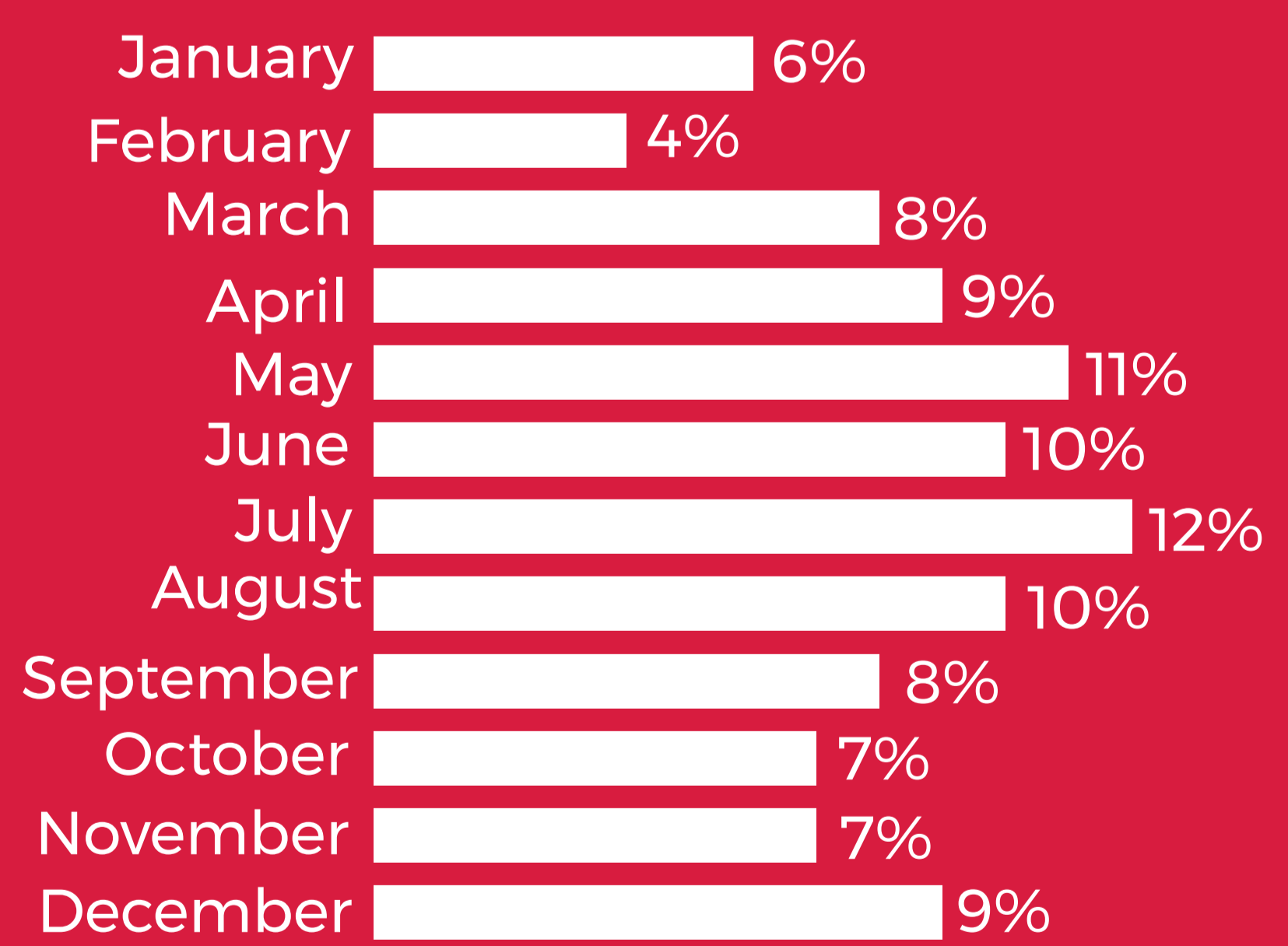


Planning Sources

27%
Use information from friends and relatives.



Month of Travel



Planning Time

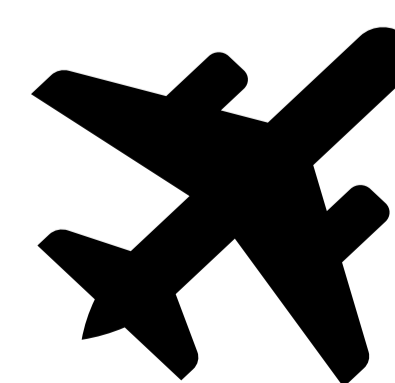


37% consider visiting Virginia less than a month before their visit

48% decide visiting Virginia less than a month before their visit



84%
Travel by owned auto or rental cars



10%
Travel by plane