

Overnight Travel



Visit

49%

friends/

16%

Entertainment/

sightseeing

relatives

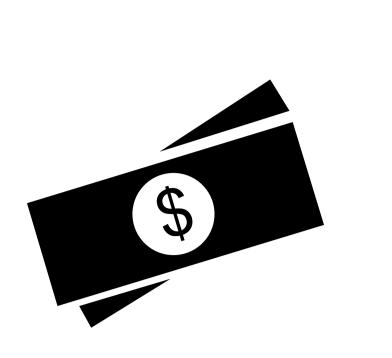
Outdoor

recreation

7%

Primary Purpose of Trip

Average travel party spending:



\$583

3.1

Nights

per trip

Top Activities:

Visiting relatives

Shopping

Historic Sites/Churches

Visiting friends

Fine dining

Museums

Rural sightseeing

Beach

Urban sightseeing

National park/Monuments





Business Other pleasure/ 13% personal

Other

3%

Travel Party Spending







10% \$0 \$1 to less than \$100 1% \$100 to less than \$250 \$250 to less than \$500 1%

25% \$500 to less than \$750 \$750 to less than \$1000 19%

\$1000+

Travel Party Origin by State



Travel Party Origin by DMA

41%

Washington, DC (Hagerstown) 14% New York 9% Richmond-Petersburg 5%

Norfolk-Portsmouth-Newport News 5%

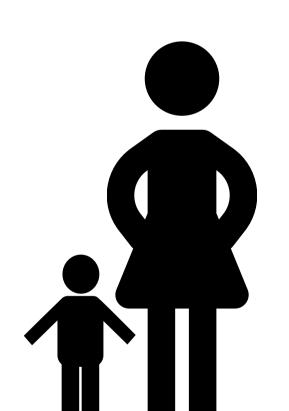
4% Philadelphia 4% Roanoke-Lynchburg

Raleigh-Durham (Fayetteville) 4%

Boston (Manchester) 3%

Pittsburg

2% Baltimore 2%

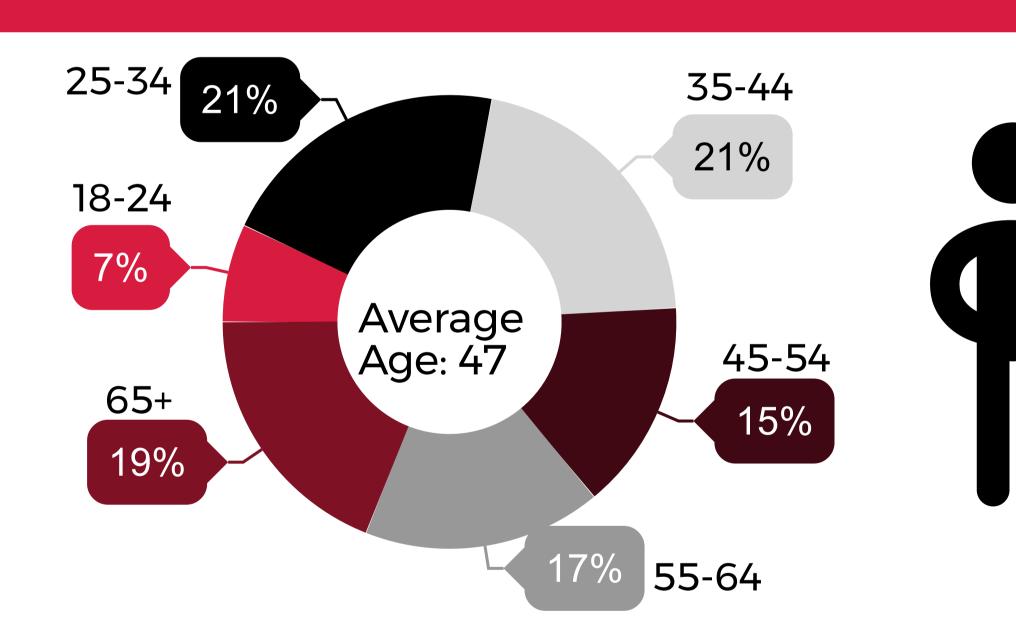


65% of travelers are married

32% are traveling with children under 18 years

Average travel party size is 2.7

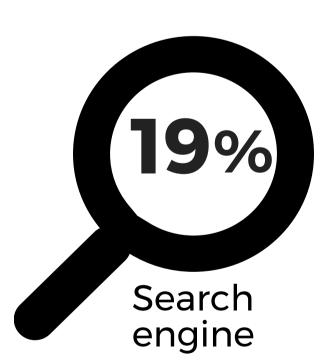
36% have an annual household income of \$100,000 or more



Planning Sources



relatives.

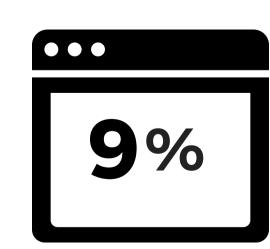


10%

Travel provider website (airline, hotel etc.)



Destination website



Full service website (Expedia, Travelocity etc.)



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