

# Travel to Virginia



Outdoor

recreation

15%

Entertainment/

sightseeing

Primary Purpose of Trip

46%

Visit

friends/r

elatives

Other

3%

9%

Other

pleasure/

personal

13%

## Average travel party spending:



\$513

2.6

Nights per trip

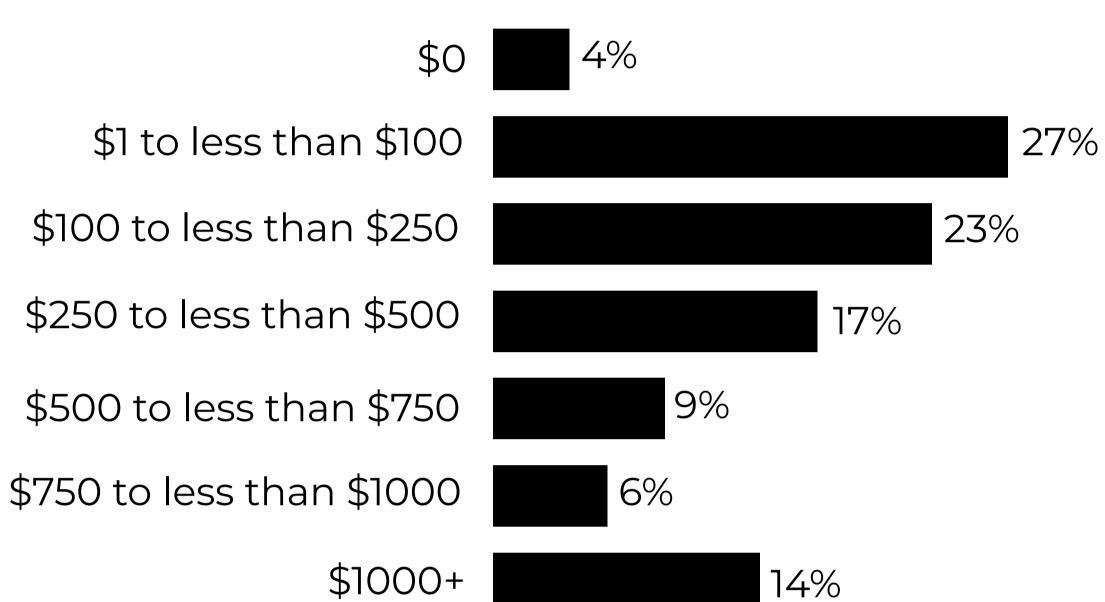






# Travel Party Spending

Business



# Top Activities:

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



### Travel Party Origin by State Virginia North Carolina Maryland Pennsylvania Florida New York New Jersey Ohio California Massachusetts

#### Travel Party Origin by DMA

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

Norfolk-Portsmouth-Newport News 7%

Roanoke-Lynchburg 6% Richmond-Petersburg 6%

4% Raleigh-Durham (Fayetteville)

Philadelphia 4%

Boston (Manchester) 2%

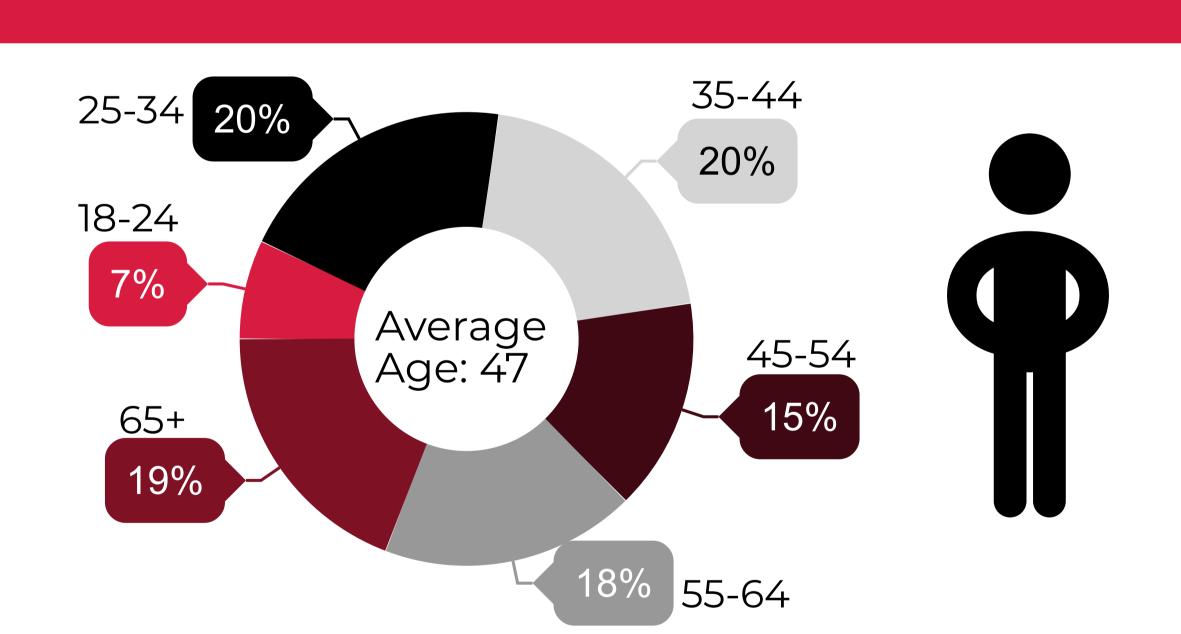
2% Baltimore Charlotte 2%

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

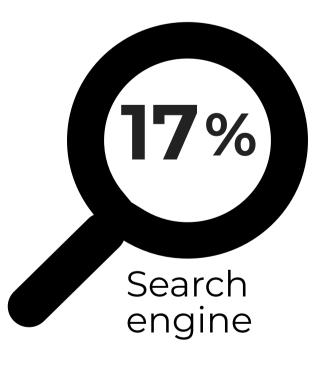


# Planning Sources



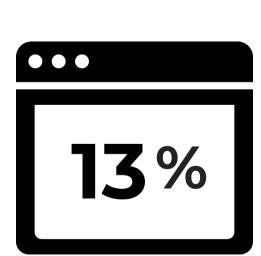
from friends and

relatives.

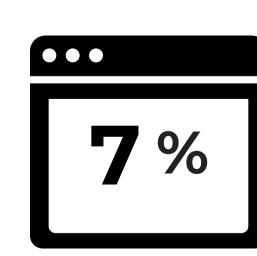


8%

Travel provider website (airline, hotel etc.)



Destination website



Full service website (Expedia, Travelocity etc.)



# 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