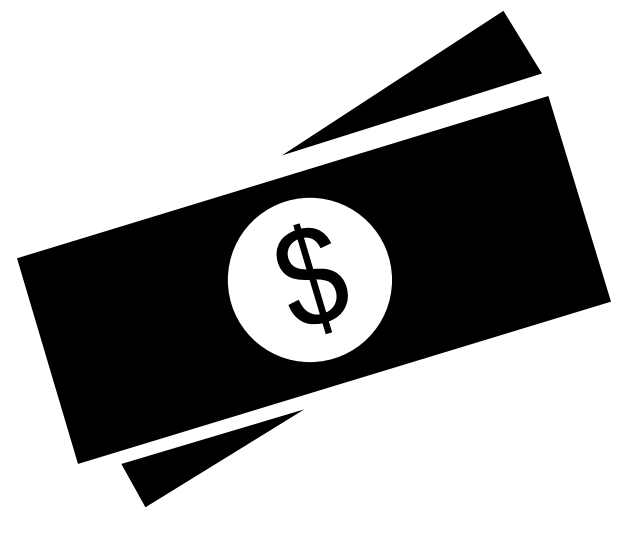




Business

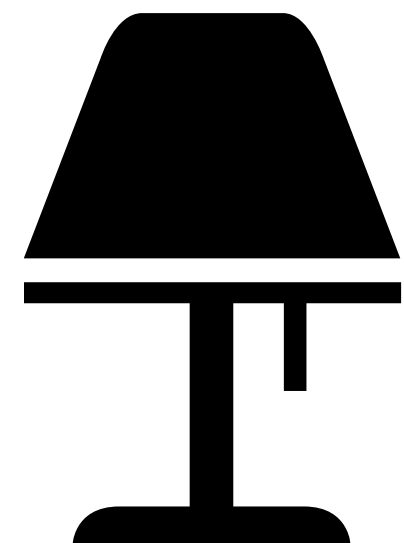


Average travel party spending:



\$754

per trip



3.3

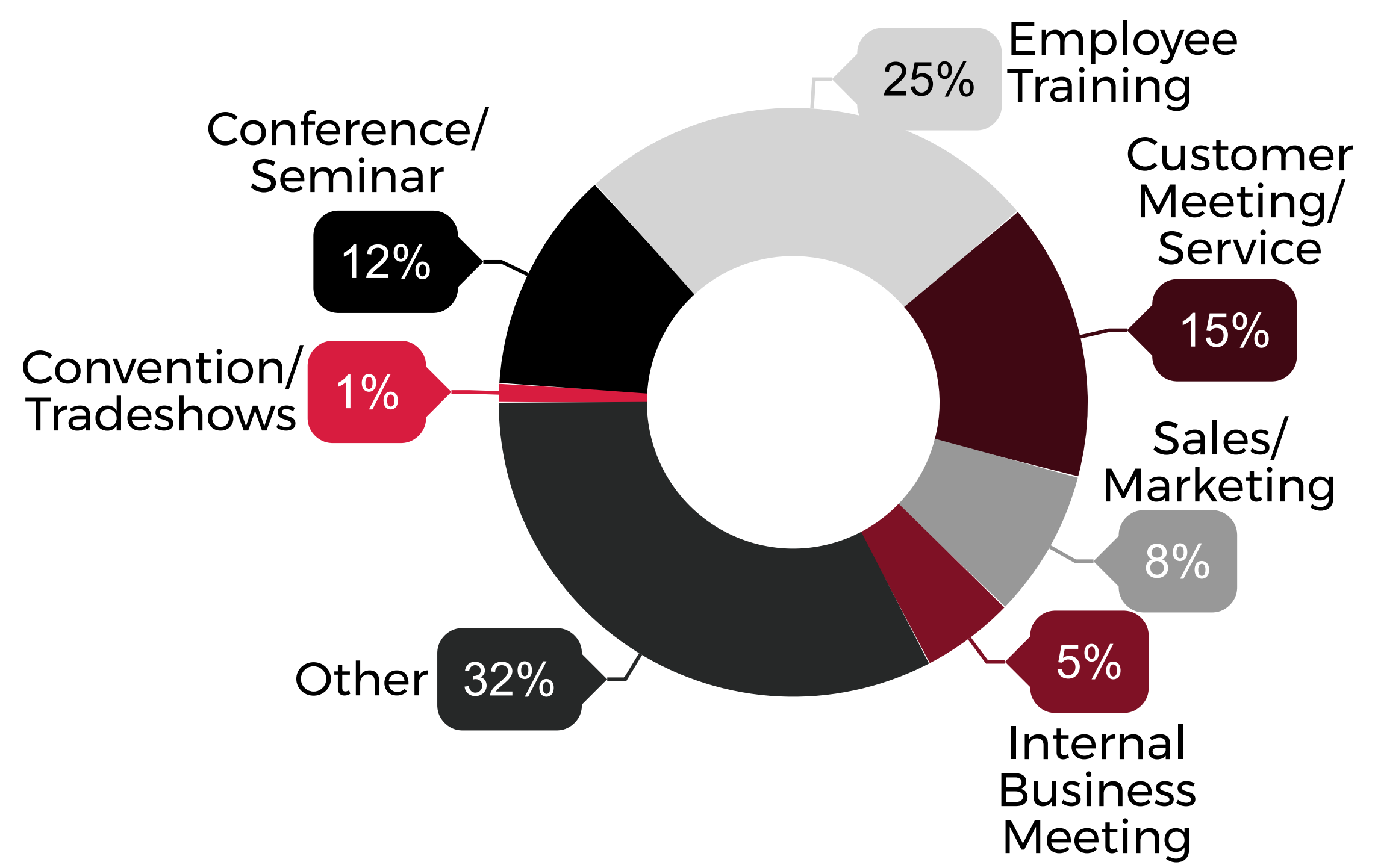
Nights



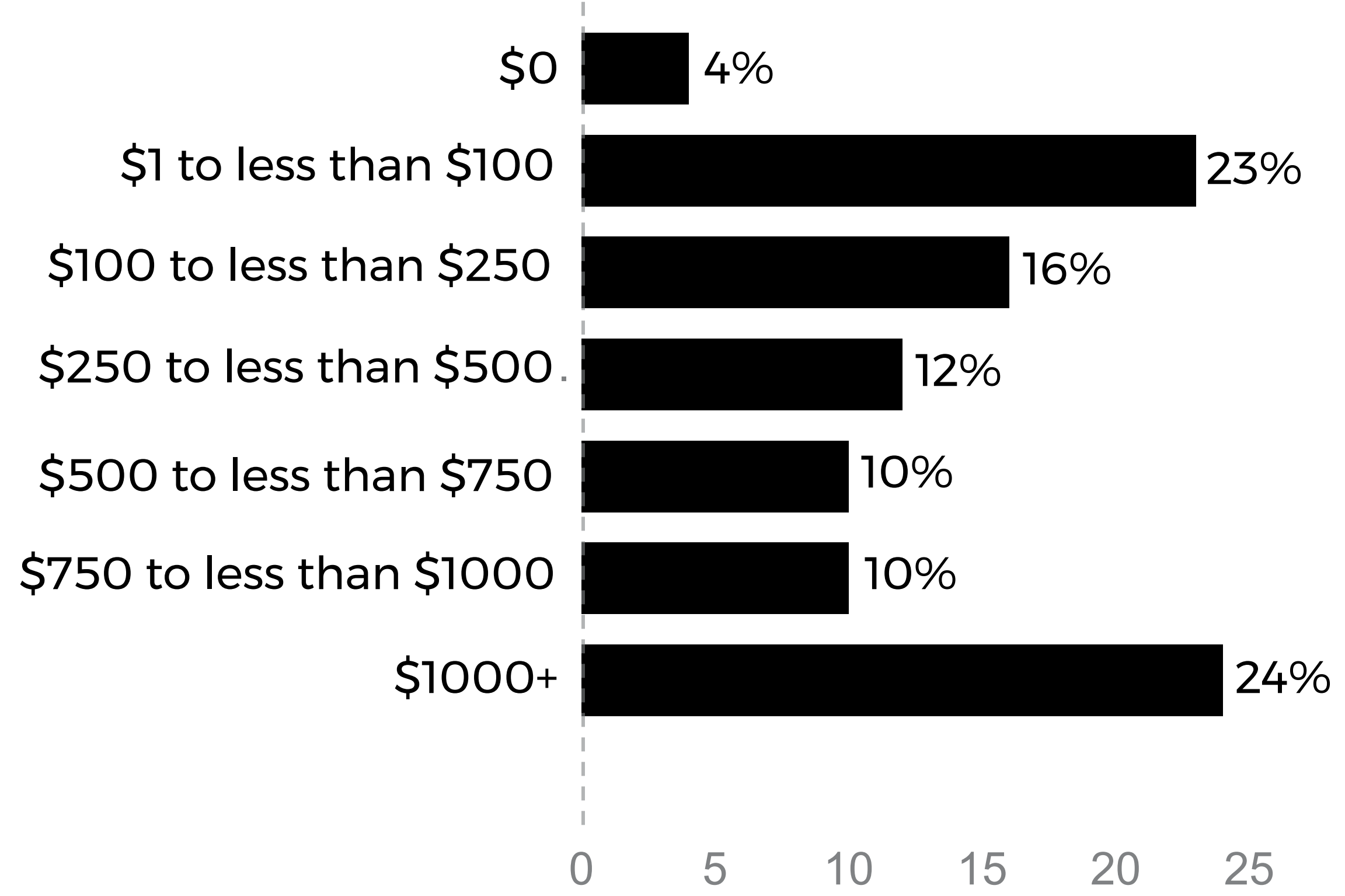
Top Activities:

- Fine dining
- Shopping
- Museums
- Urban sightseeing
- Visiting friends
- Historic sites/churches
- Art galleries
- Beach
- Nightclub/dancing
- Rural sightseeing

Primary Purpose of Trip

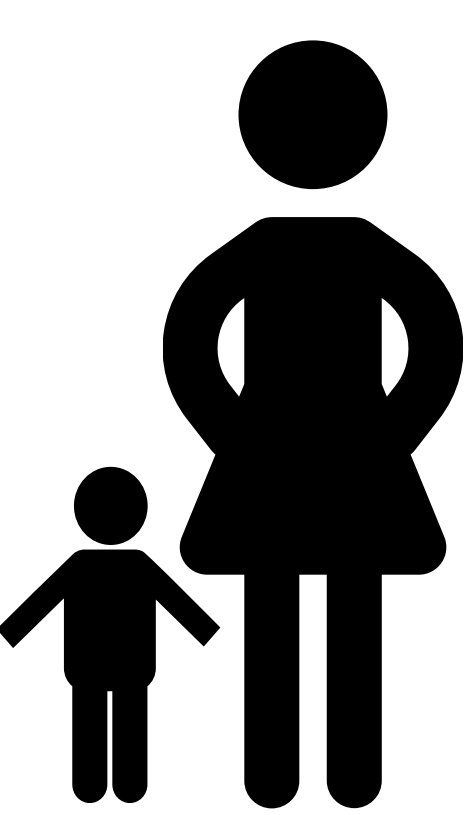


Travel Party Spending

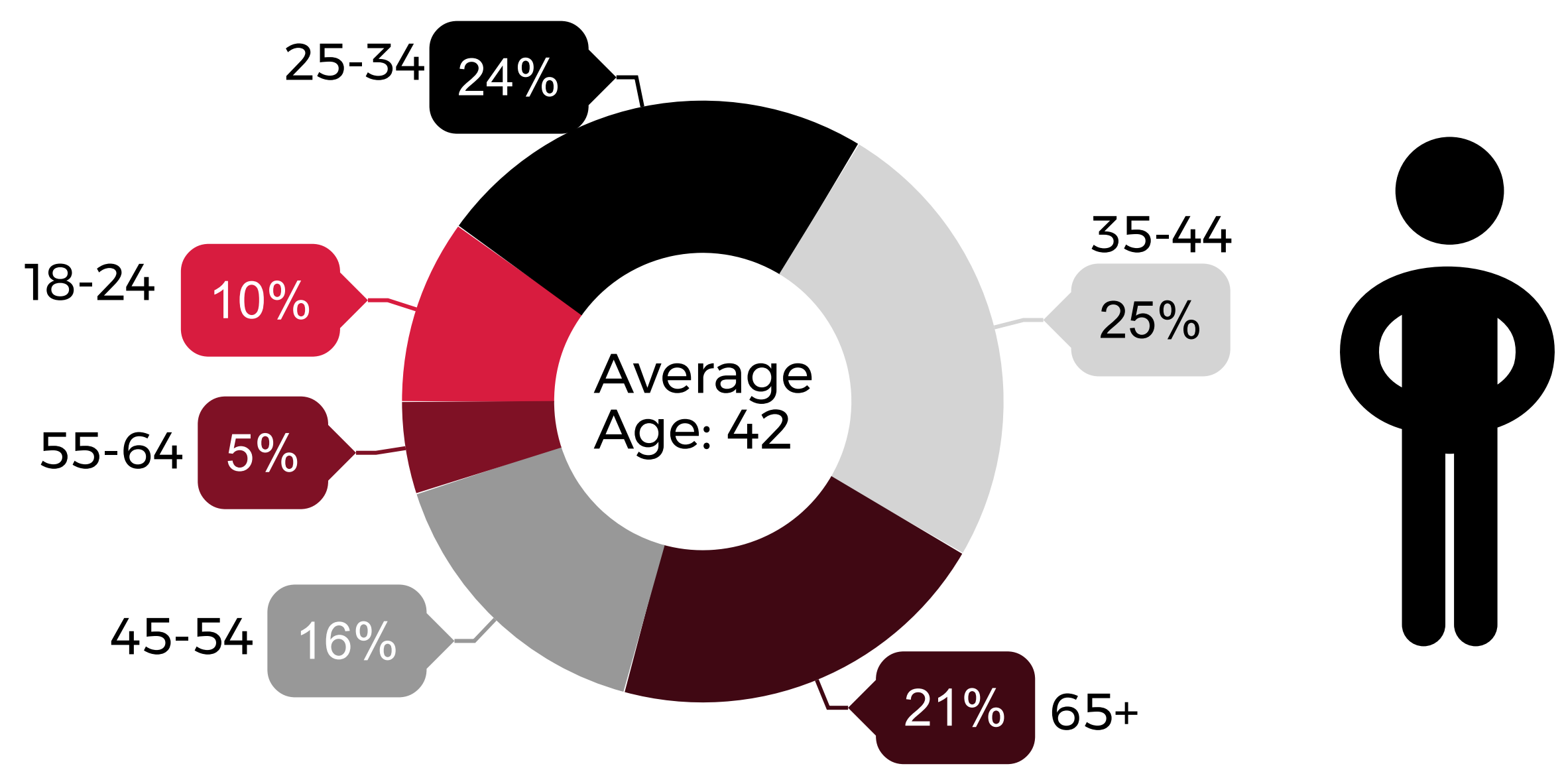


Travel Party Origin by DMA

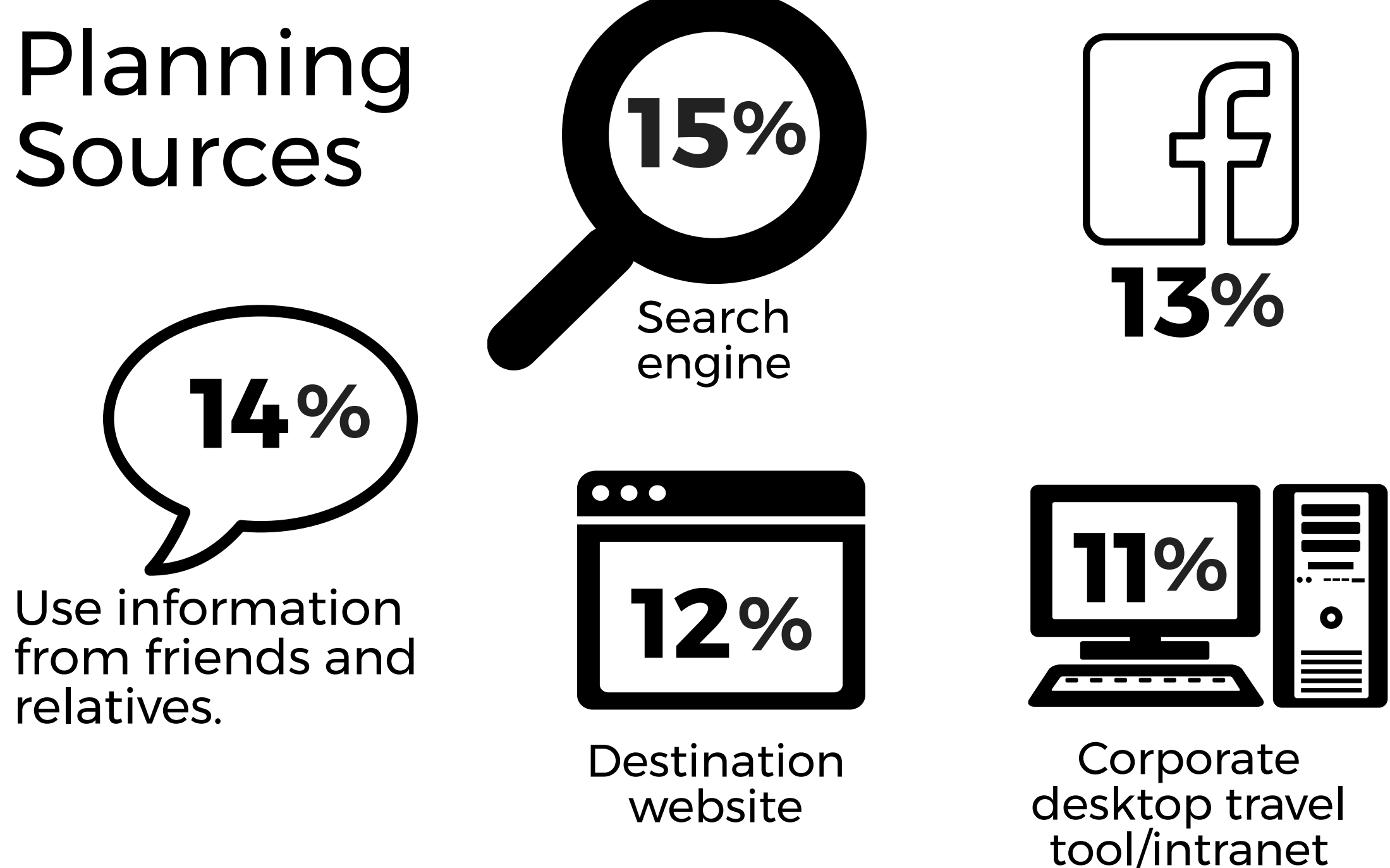
Washington, DC (Hagerstown)	15%
Norfolk-Portsmouth-Newport News	7%
Roanoke-Lynchburg	6%
Philadelphia	5%
Richmond-Petersburg	5%
New York	5%
Miami-Ft. Lauderdale	5%
Jacksonville	3%
Chicago	3%
Minot-Bismarck-Dickinson (Williston)	3%



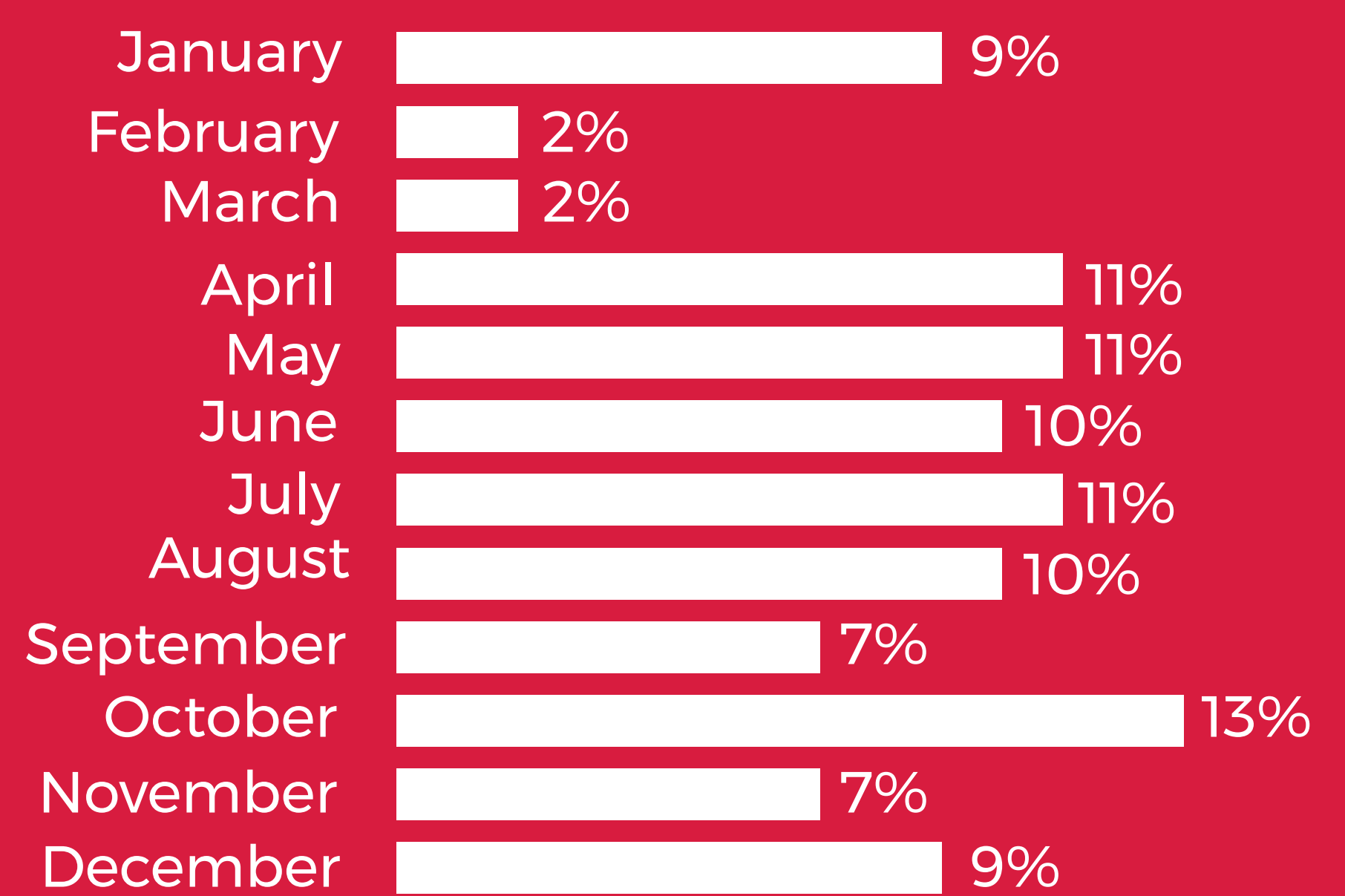
- 60% of travelers are married
- 15% are traveling with children under 18 years
- Average travel party size is 2.2
- 46% have an annual household income between \$75,000 to \$150,000



Planning Sources



Month of Travel



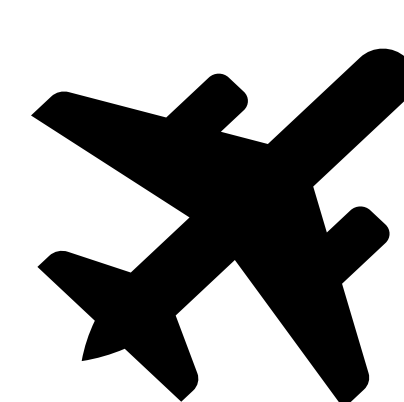
Planning Time



- 50% consider visiting Virginia less than a month before their visit
- 63% decide visiting Virginia less than a month before their visit



61%
Travel by owned auto or rental cars



26%
Travel by plane