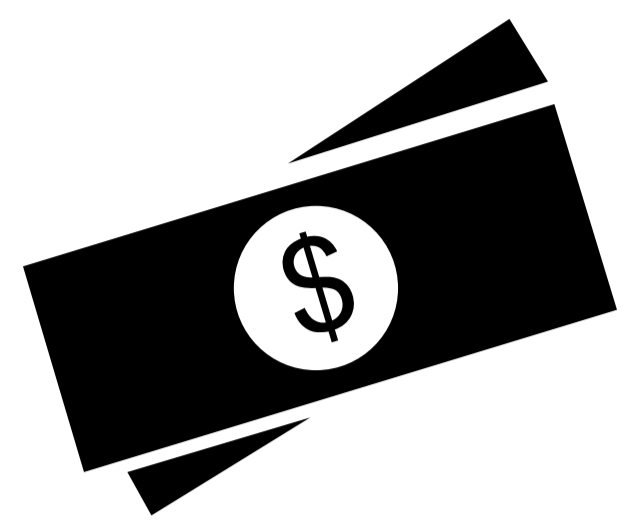


Hotel Travelers

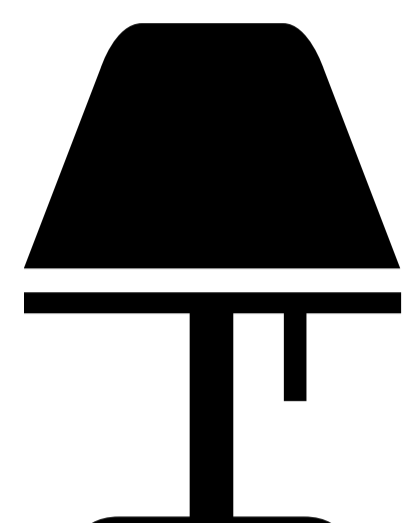


Average travel party spending:



\$896

per trip



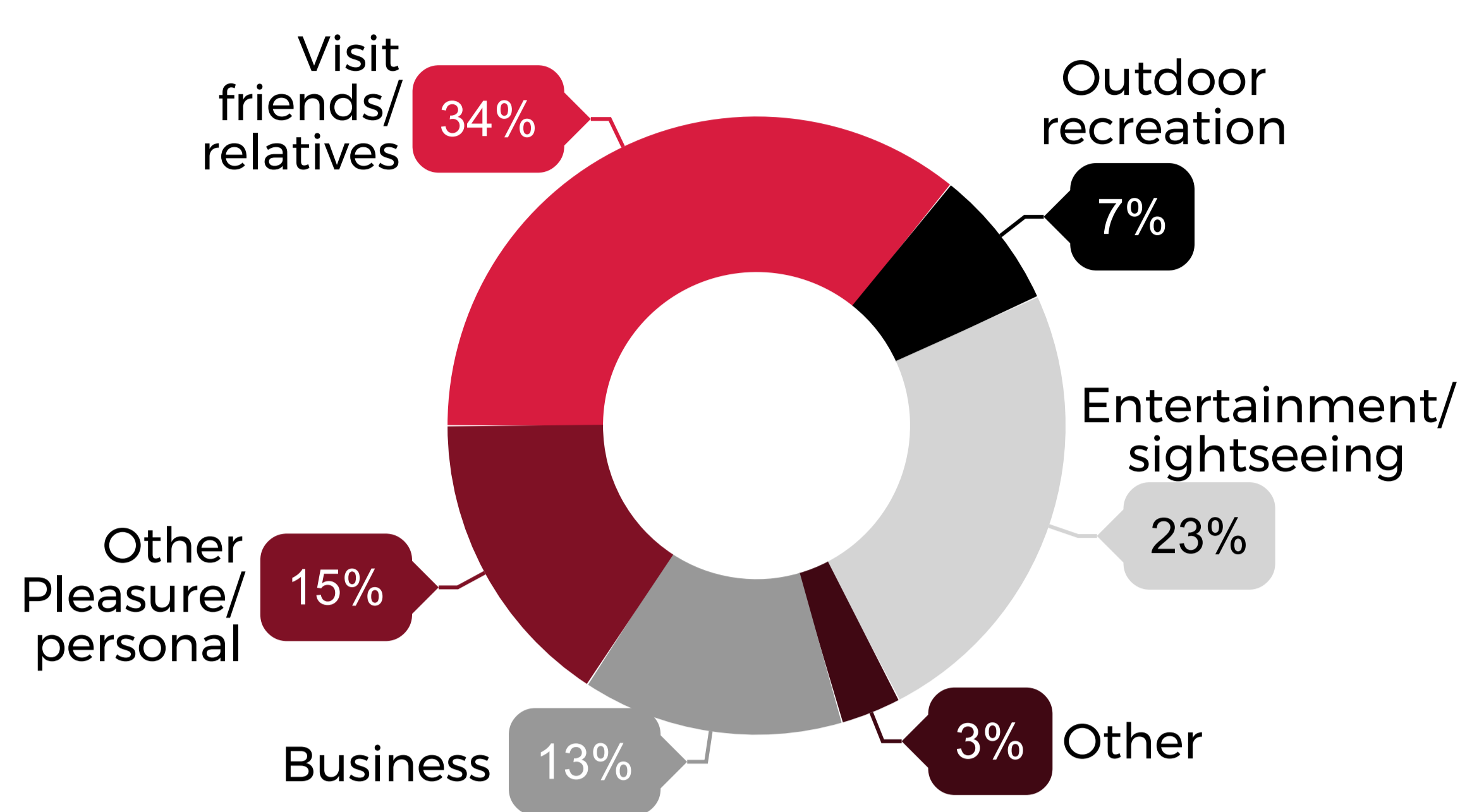
3.6
Nights



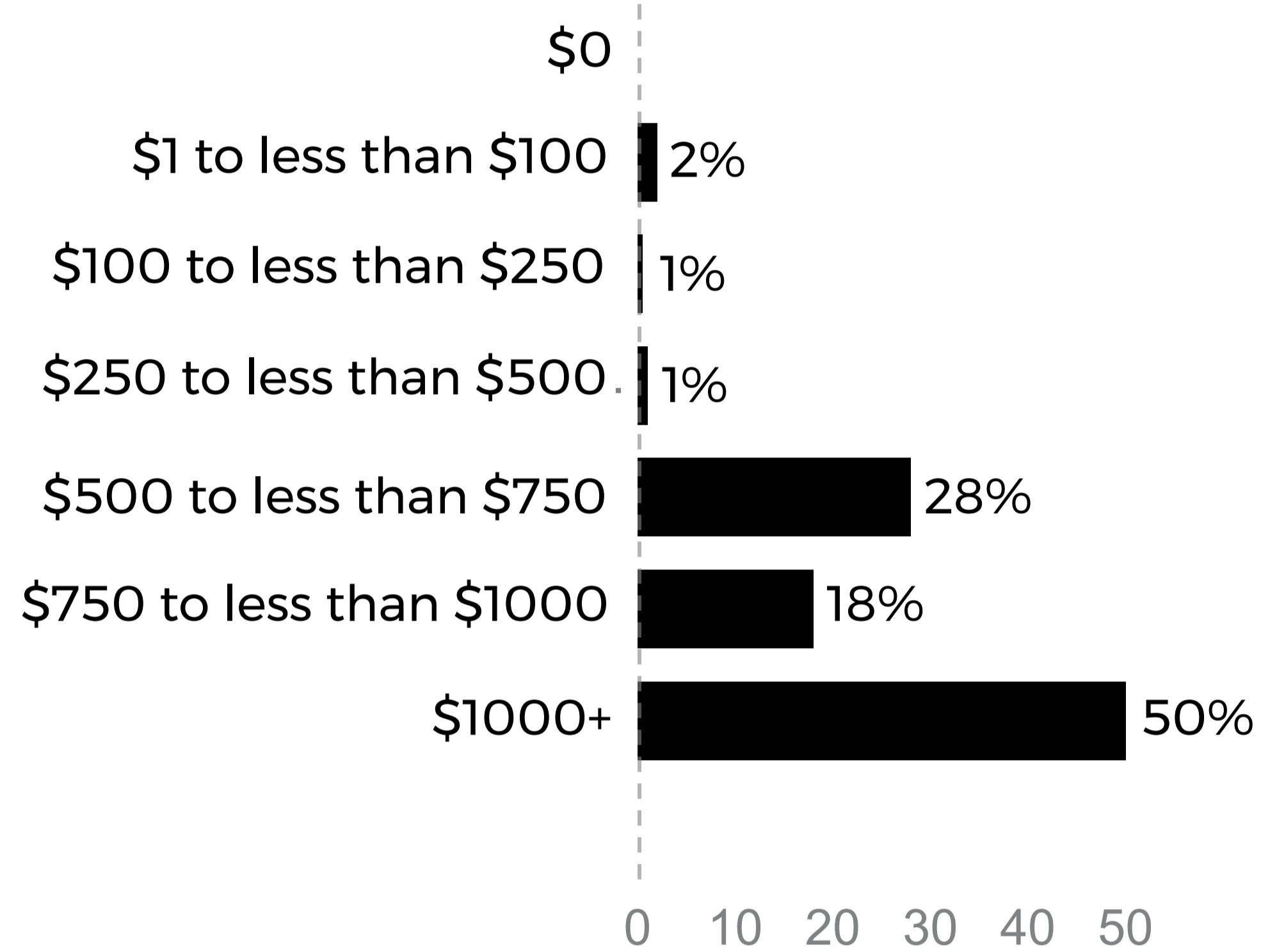
Top Activities:

- Shopping
- Historic sites/churches
- Visiting relatives
- Fine dining
- Museums
- Rural sightseeing
- Visiting friends
- Beach
- Urban sightseeing
- National park

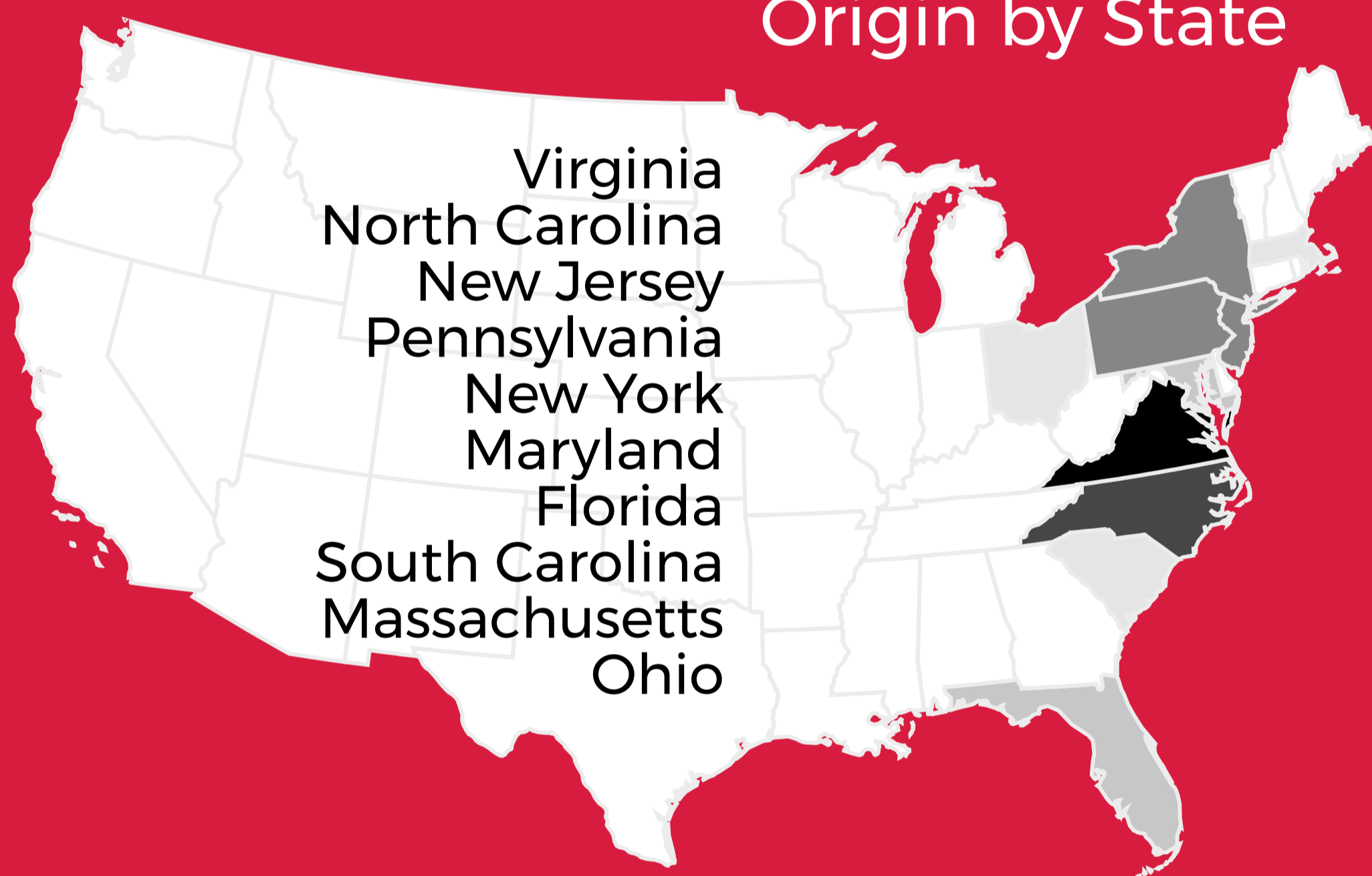
Primary Purpose of Trip



Travel Party Spending



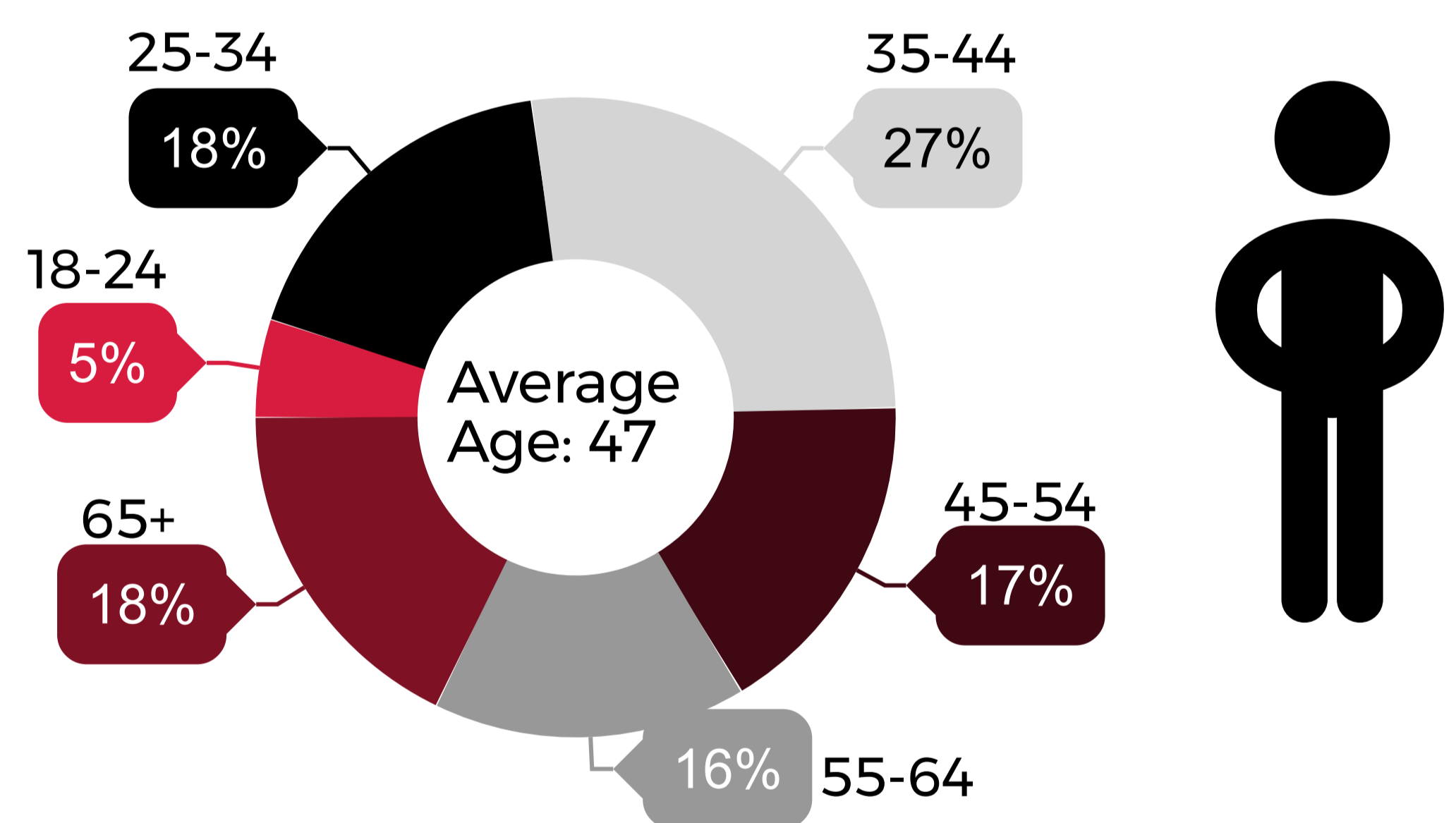
Travel Party Origin by State



Travel Party Origin by DMA

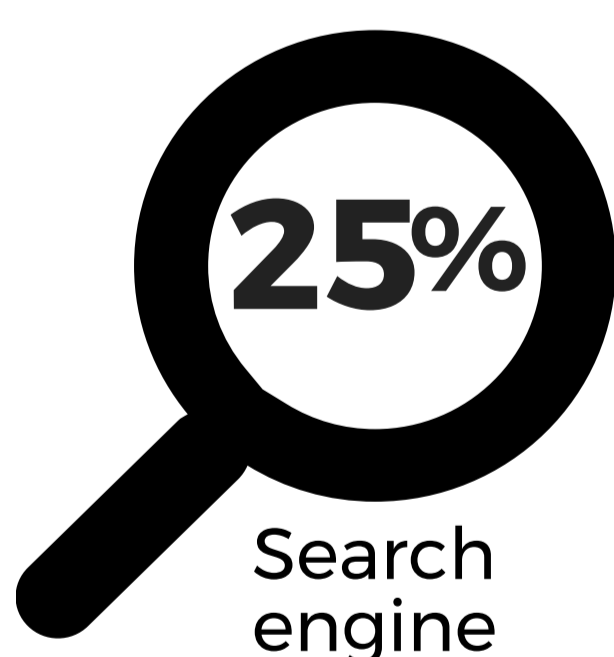


- 71% of travelers are married
- 35% are traveling with children under 18 years
- Average travel party size is 2.8
- 56% have an annual household income of \$75,000 or more

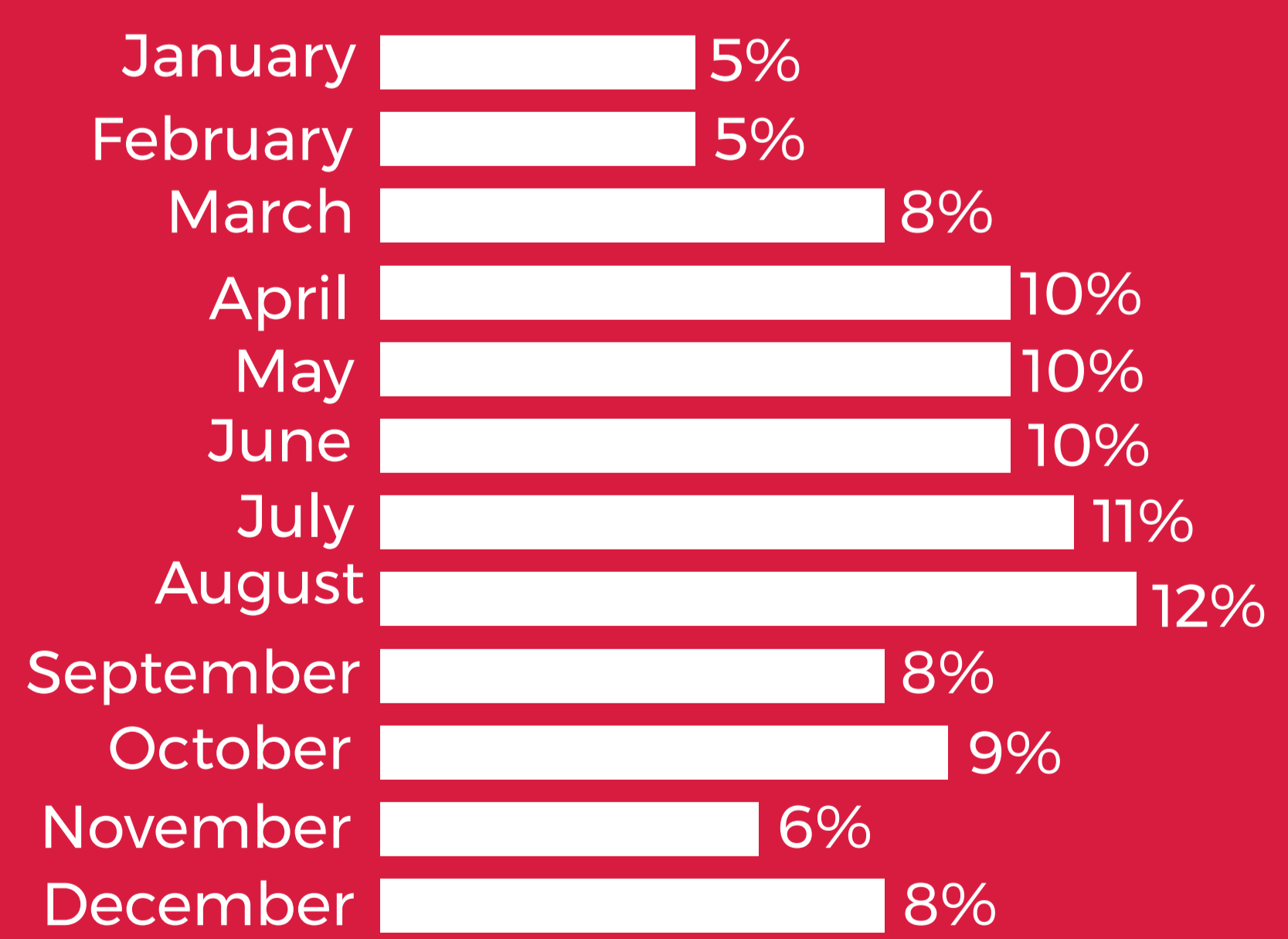


Planning Sources

21%
Use information from friends and relatives.



Month of Travel



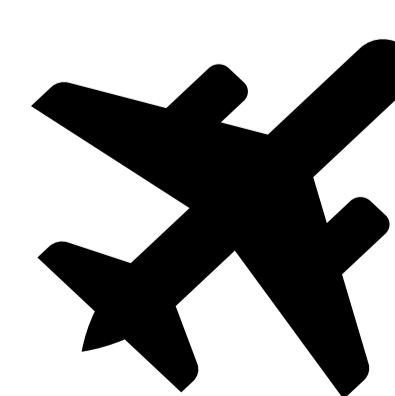
Planning Time



- 34% consider visiting Virginia less than a month before their visit
- 45% decide visiting Virginia less than a month before their visit



87%
Travel by owned auto or rental cars



8%
Travel by plane