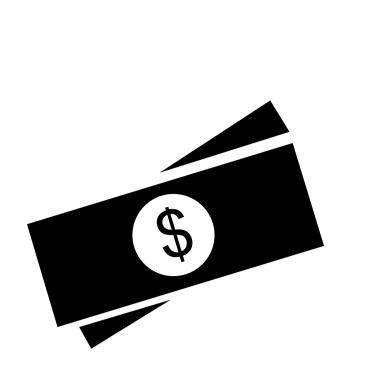


# E Hotel Travelers

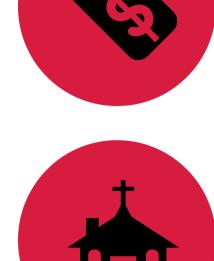


## Average travel party spending:



\$896

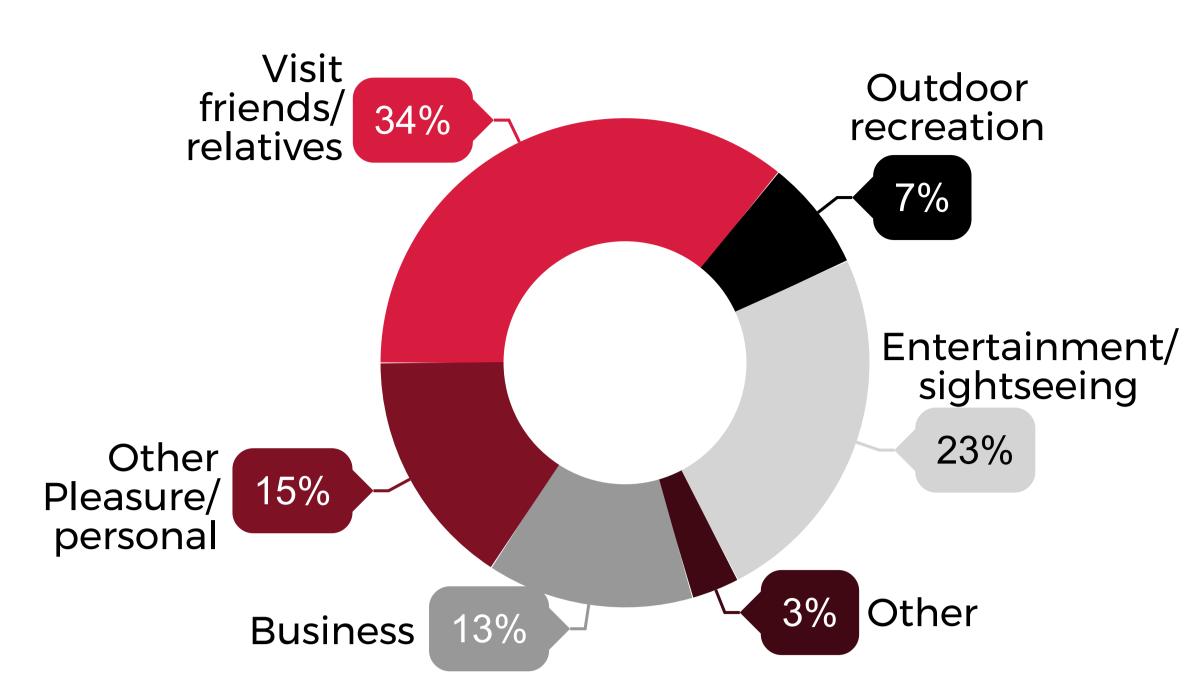
15.6 3.6 Nich



Nights



## Primary Purpose of Trip



### Top Activities:

per trip

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









### Travel Party Spending

\$0

1%

\$1 to less than \$100 \ 2%

\$250 to less than \$500. 1%

\$100 to less than \$250

\$500 to less than \$750 28% \$750 to less than \$1000 18% \$1000+

0 10 20 30 40 50

#### Travel Party Origin by State

Virginia
North Carolina
New Jersey
Pennsylvania
New York
Maryland
Florida
South Carolina
Massachusetts
Ohio



#### Travel Party Origin by DMA

50%

Washington, DC (Hagerstown) 12%

New York 11 %

Philadelphia 5 % Roanoke-Lynchburg 4 %

Norfolk-Portsmouth-Newport News 4 %

Boston (Manchester) 4 %

Richmond-Petersburg 4 % Raleigh-Durham (Fayetteville) 3 %

45-54

17%

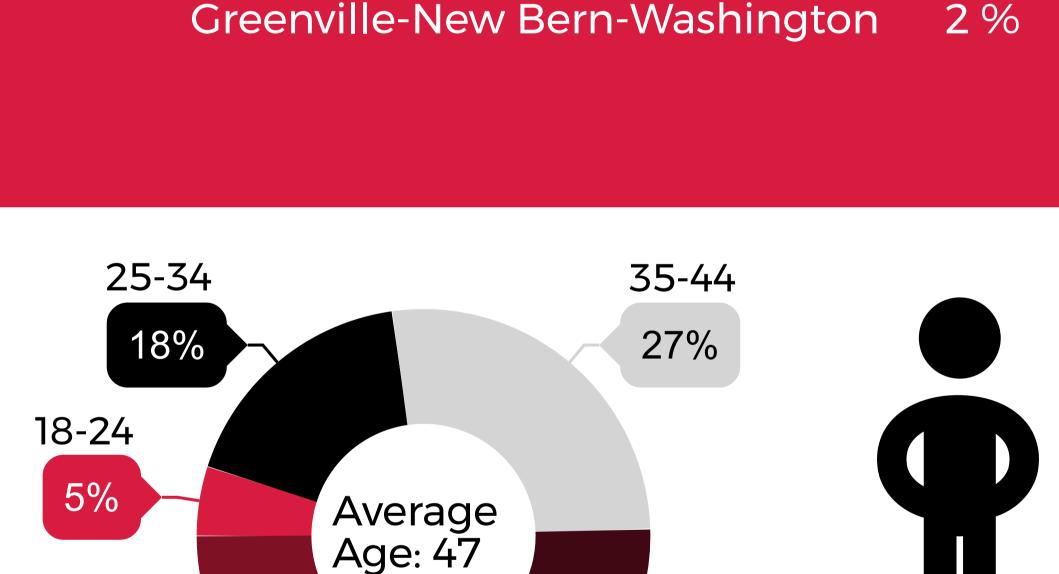
Baltimore 3%

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



16%

55-64

#### Planning Sources

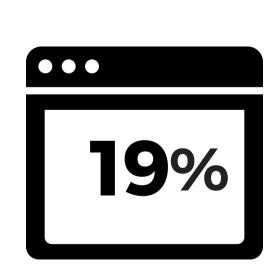


Use information from friends and relatives.



14%
Travel provide

Travel provider website (airline, hotel, tour etc)



Destination website



Full-service travel website (Expedia, Travelocity etc.)



#### Planning Time



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

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

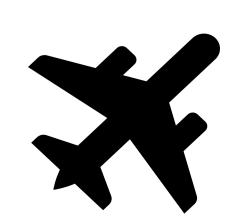


65+

18%

**87**%

Travel by owned auto or rental cars



**8%**Travel by plane

Includes travelers who stayed in a Virginia hotel and spent \$1 or more during their trip.