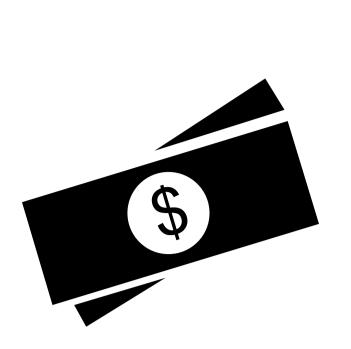


### Leisure



#### Average travel party spending:



2.7 \$512 Nights

per trip





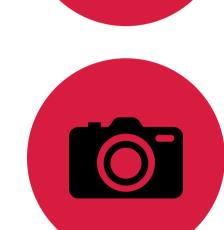
# Travel Party

### Primary Purpose of Trip Visit friends/ 56% relatives Other 16% pleasure/ Outdoor personal recreation 19%

Entertainment/ sightseeing

### Top Activities:

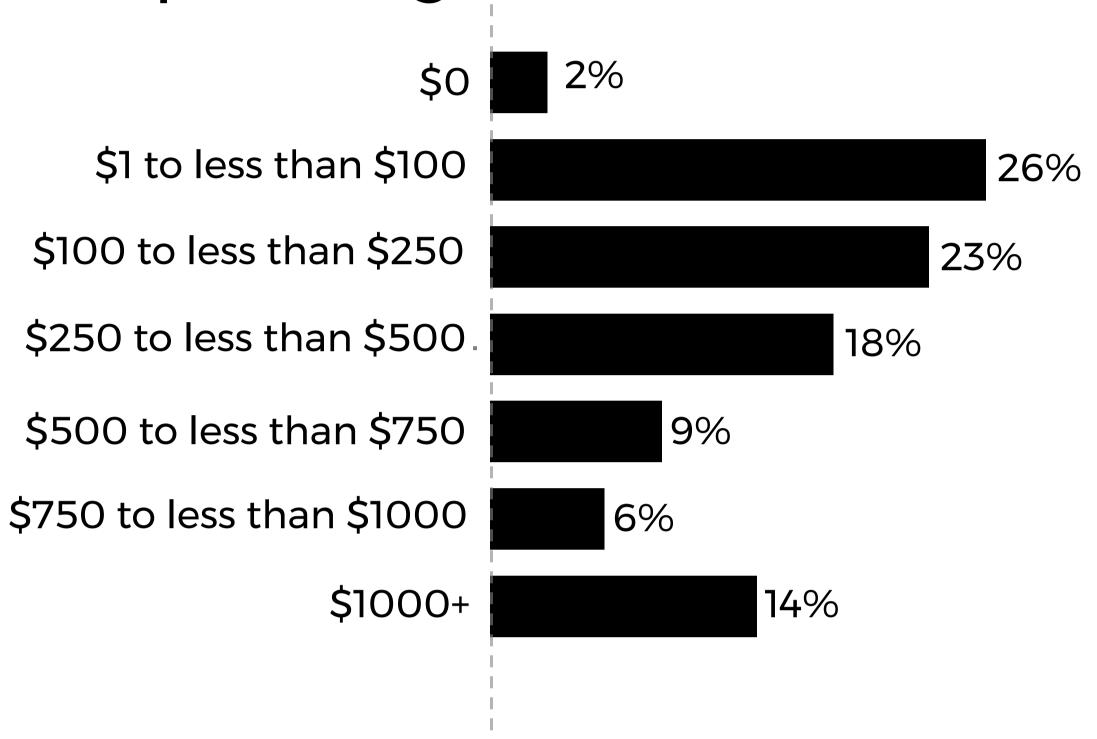
Visiting relatives Shopping Visiting Friends Historic sites/churches Fine dining Rural sightseeing Museums Beach National parks Urban sightseeing







## Spending



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

### Travel Party Origin by DMA

20

30

Washington, DC (Hagerstown) 14 % New York 8 %

10

Norfolk-Portsmouth-Newport News 6 %

Roanoke-Lynchburg 6 % Richmond-Petersburg 5 %

Raleigh-Durham (Fayetteville) 4 %

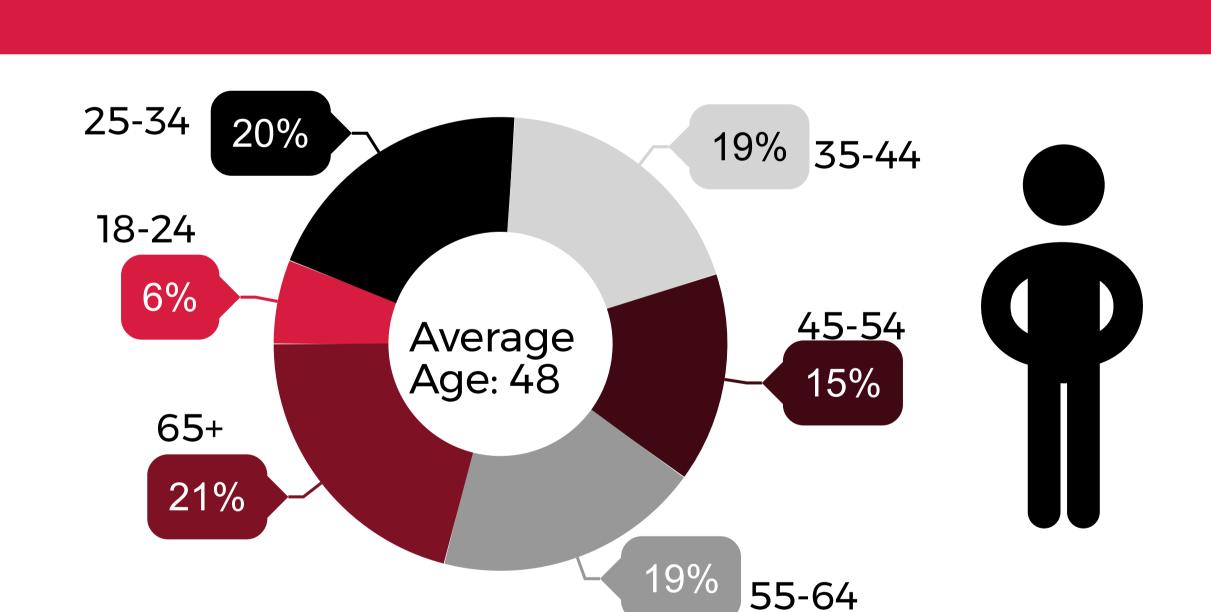
Philadelphia 4 % Boston (Manchester) 3 %

Baltimore 3 % Pittsburg 2 %

65% of travelers are married

34% are traveling with children under 18 years

Average travel party size is 2.7 43% have an annual household income between \$50,000 to \$100,000



### Planning Sources

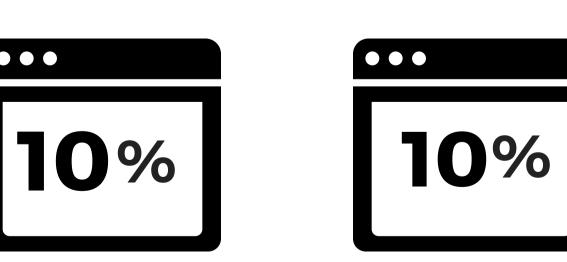


Use information from friends and

relatives.



engine

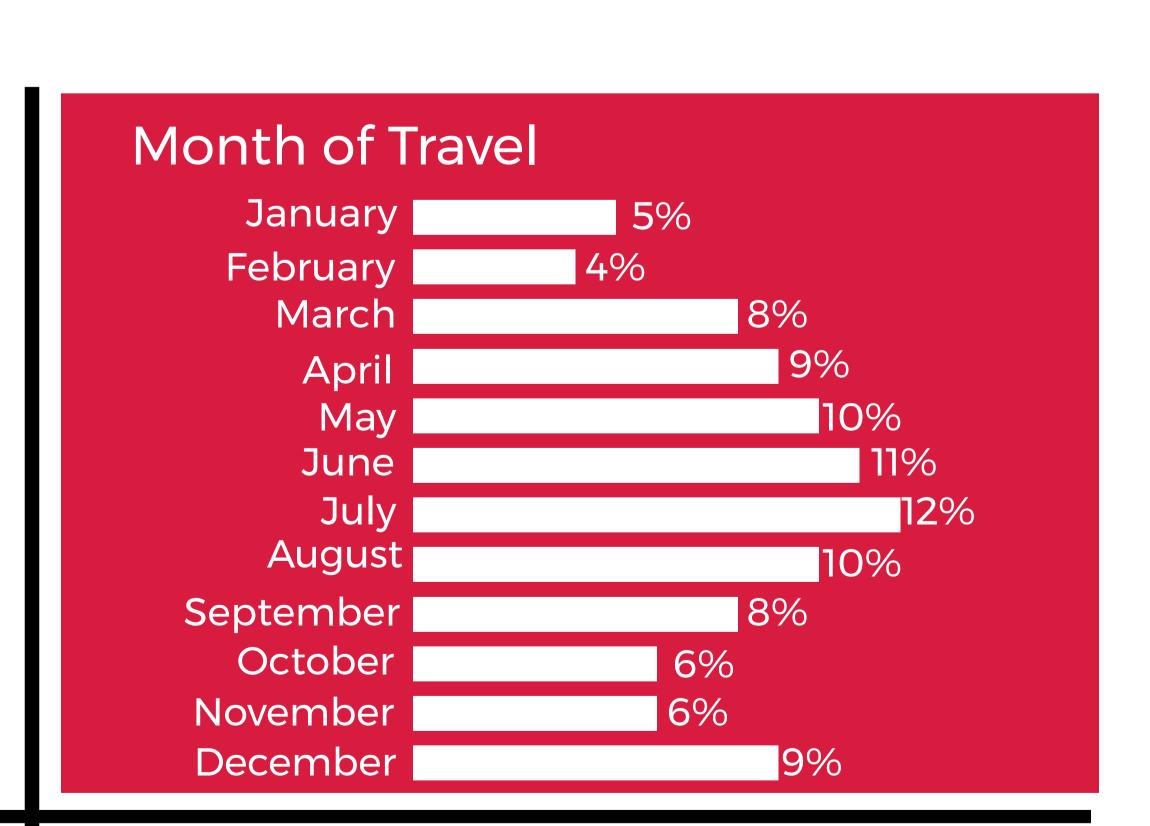


14%

Destination

website

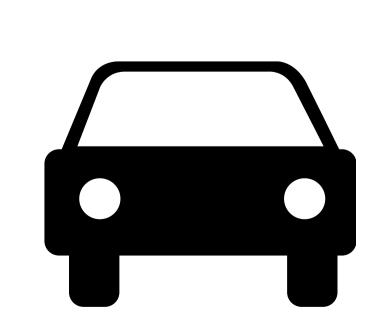
Online travel agency Travel provider (Expedia, Travelocity, website (airline, etc.) hotel, etc.)



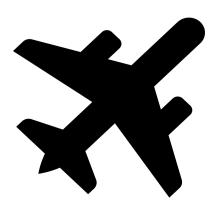
### Planning Time



40% consider visiting Virginia less than a month before their visit 50% decide visiting Virginia less than a month before their visit



89% Travel by owned auto or rental cars



7% Travel by plane