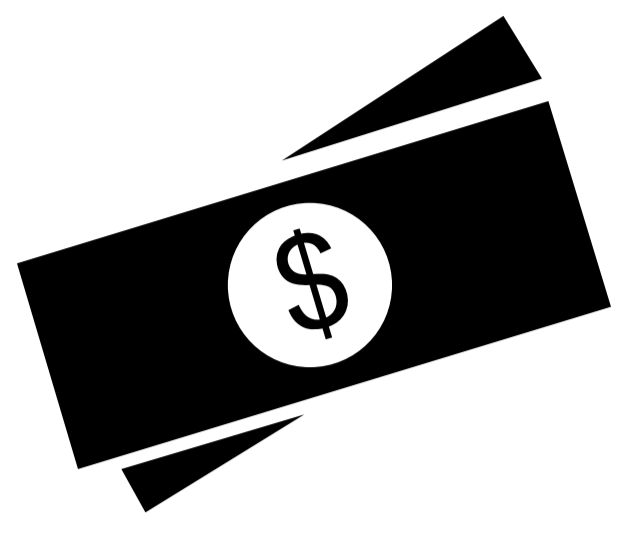




# Leisure

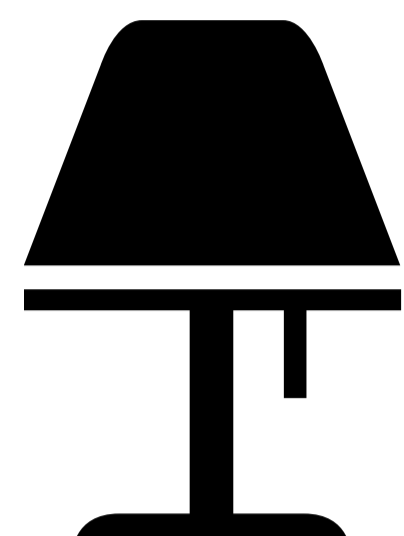


Average travel party spending:



**\$512**

per trip



**2.7**

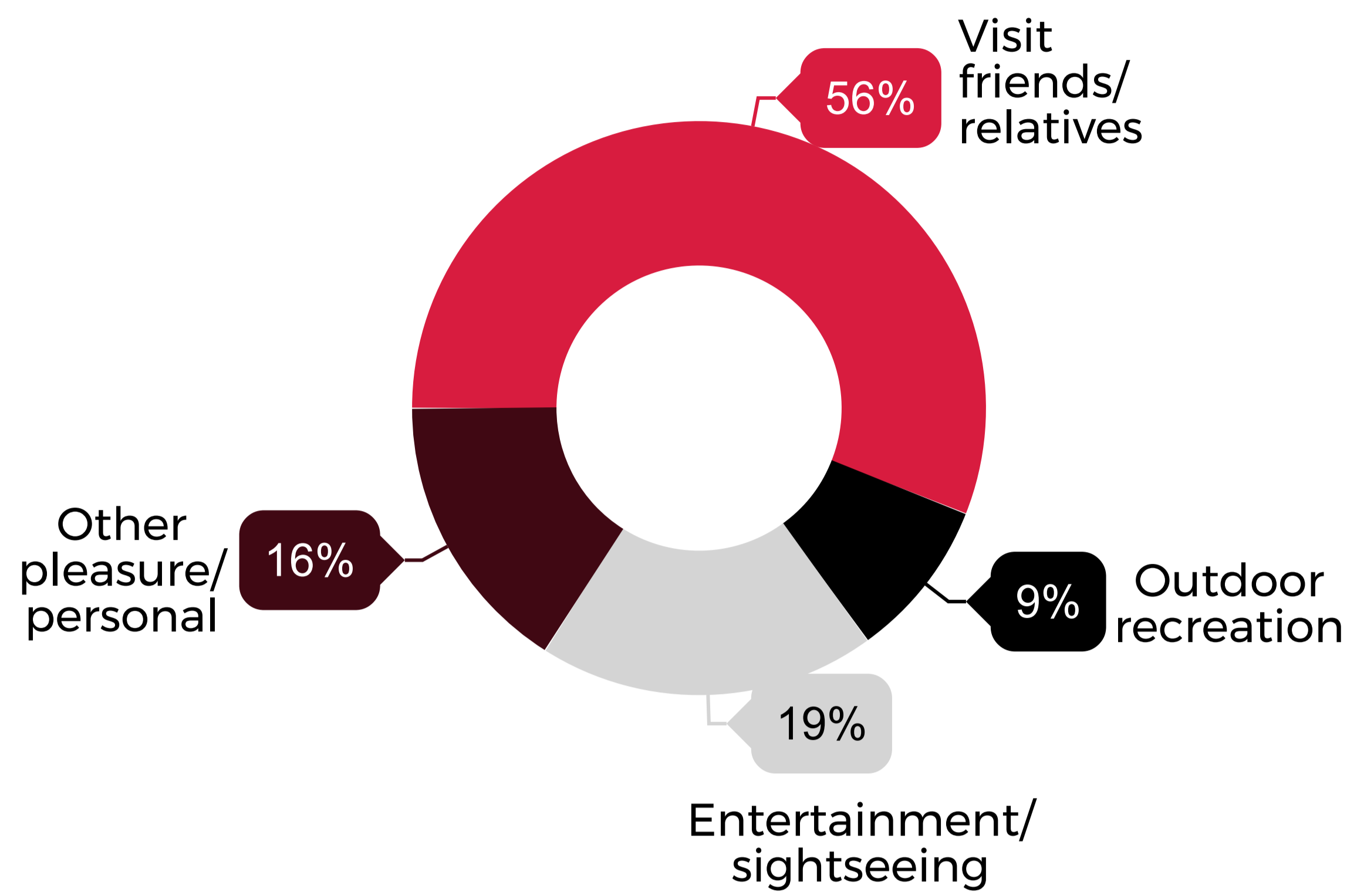
**Nights**



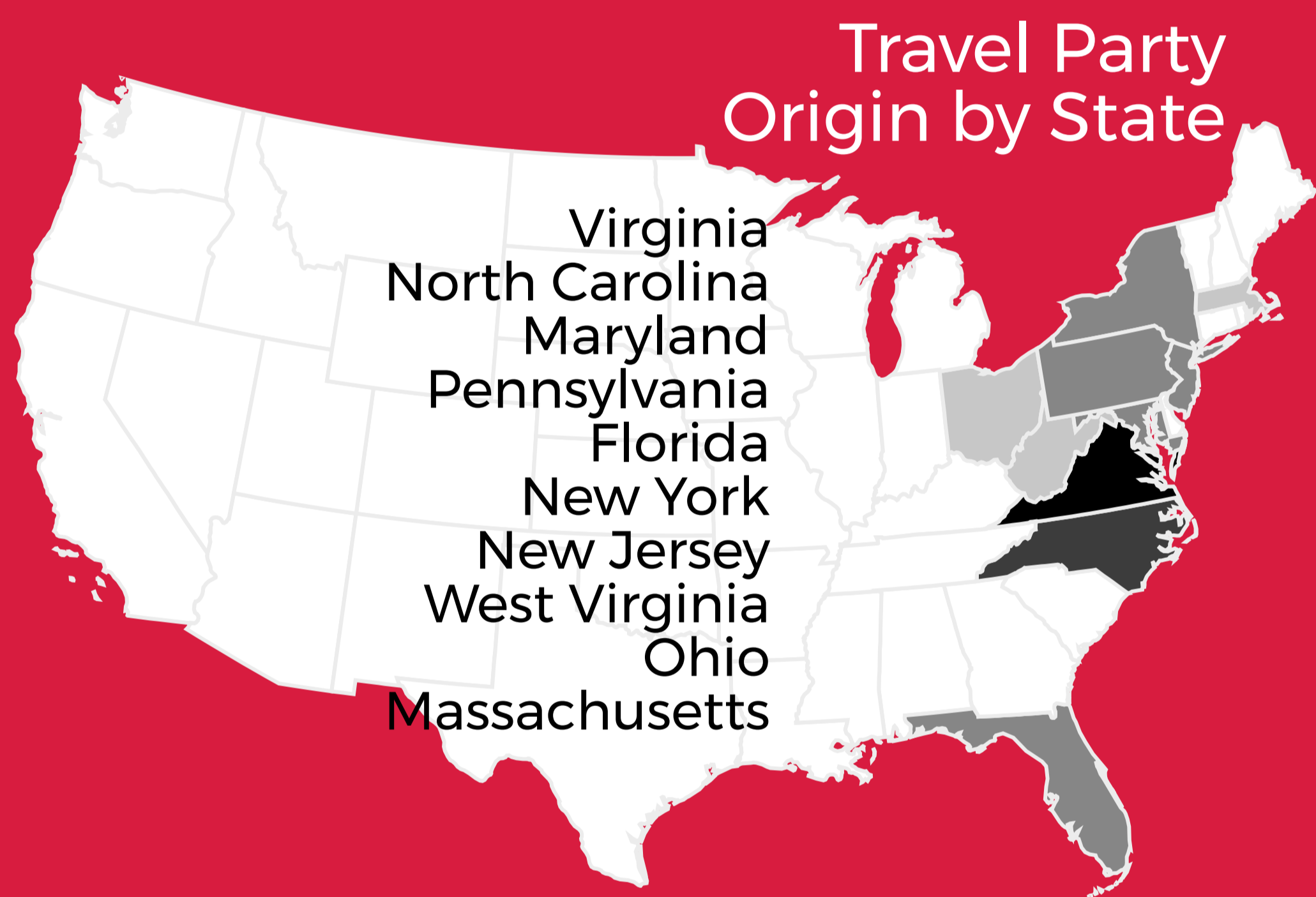
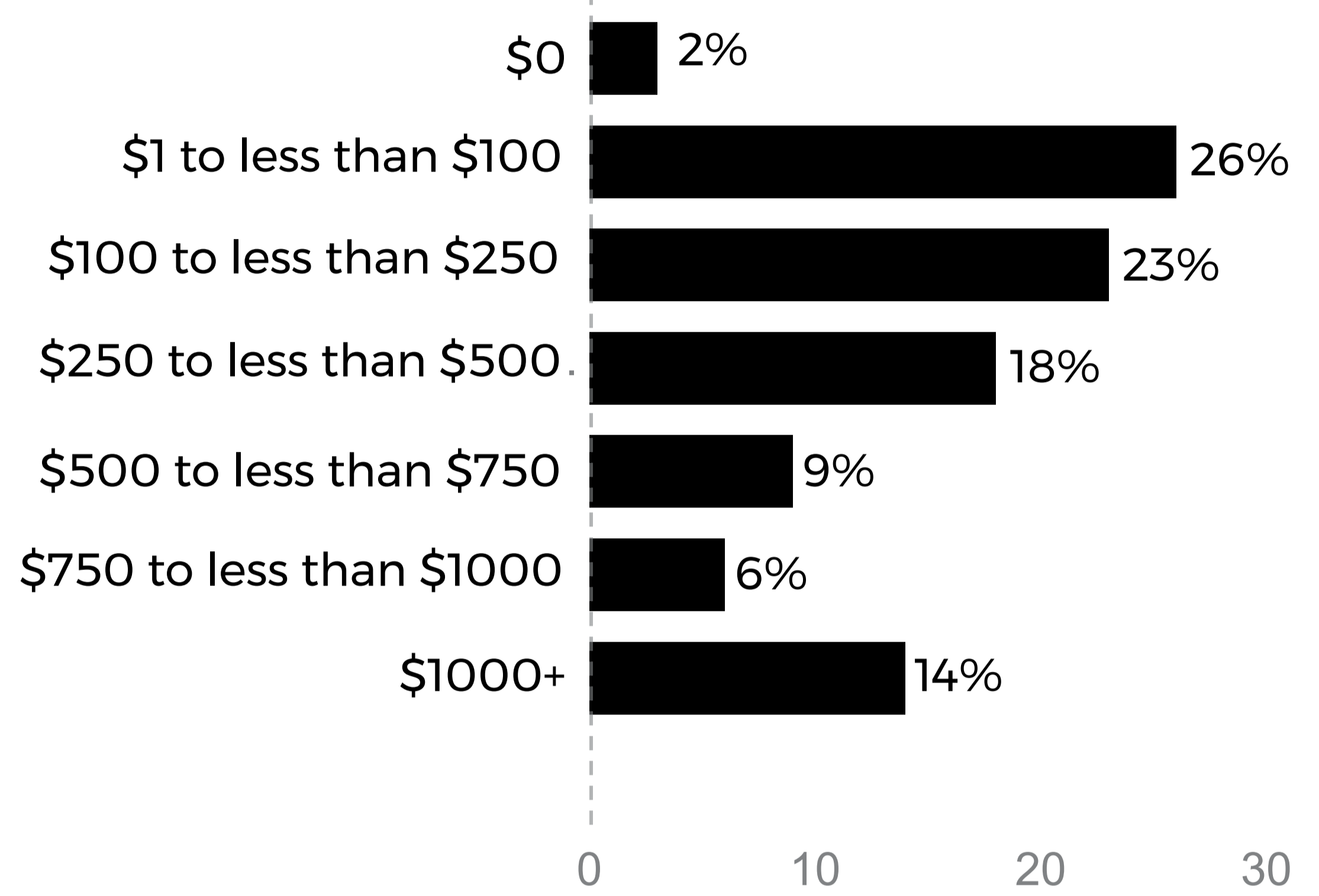
## Top Activities:

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

## Primary Purpose of Trip



## Travel Party Spending



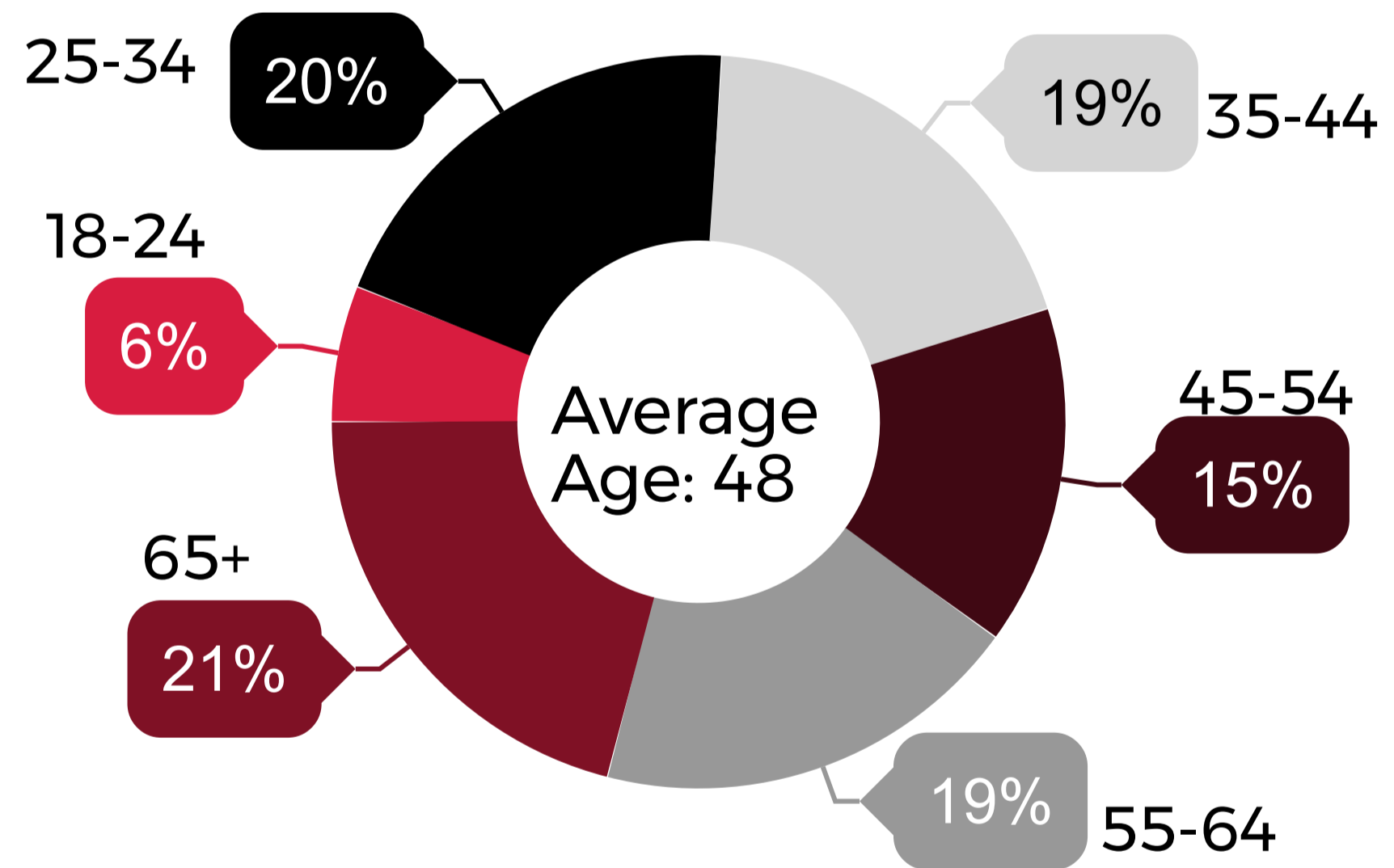
## Travel Party Origin by DMA

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

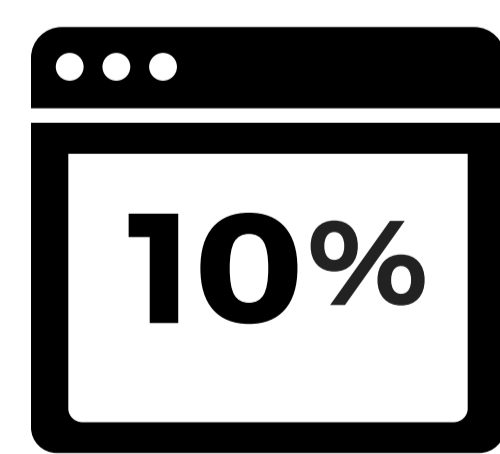
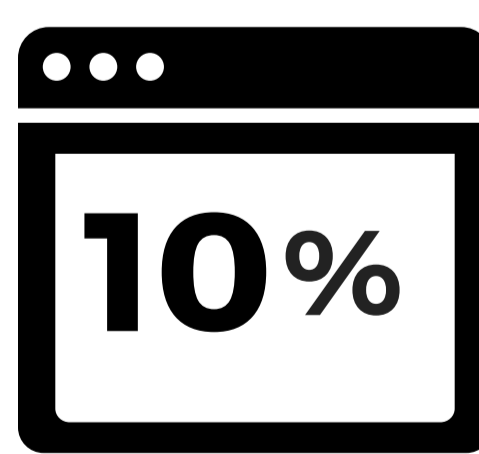
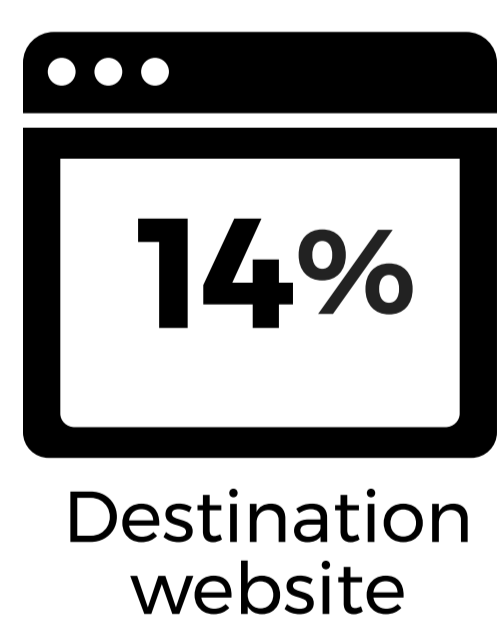
34% are traveling with children under 18 years

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

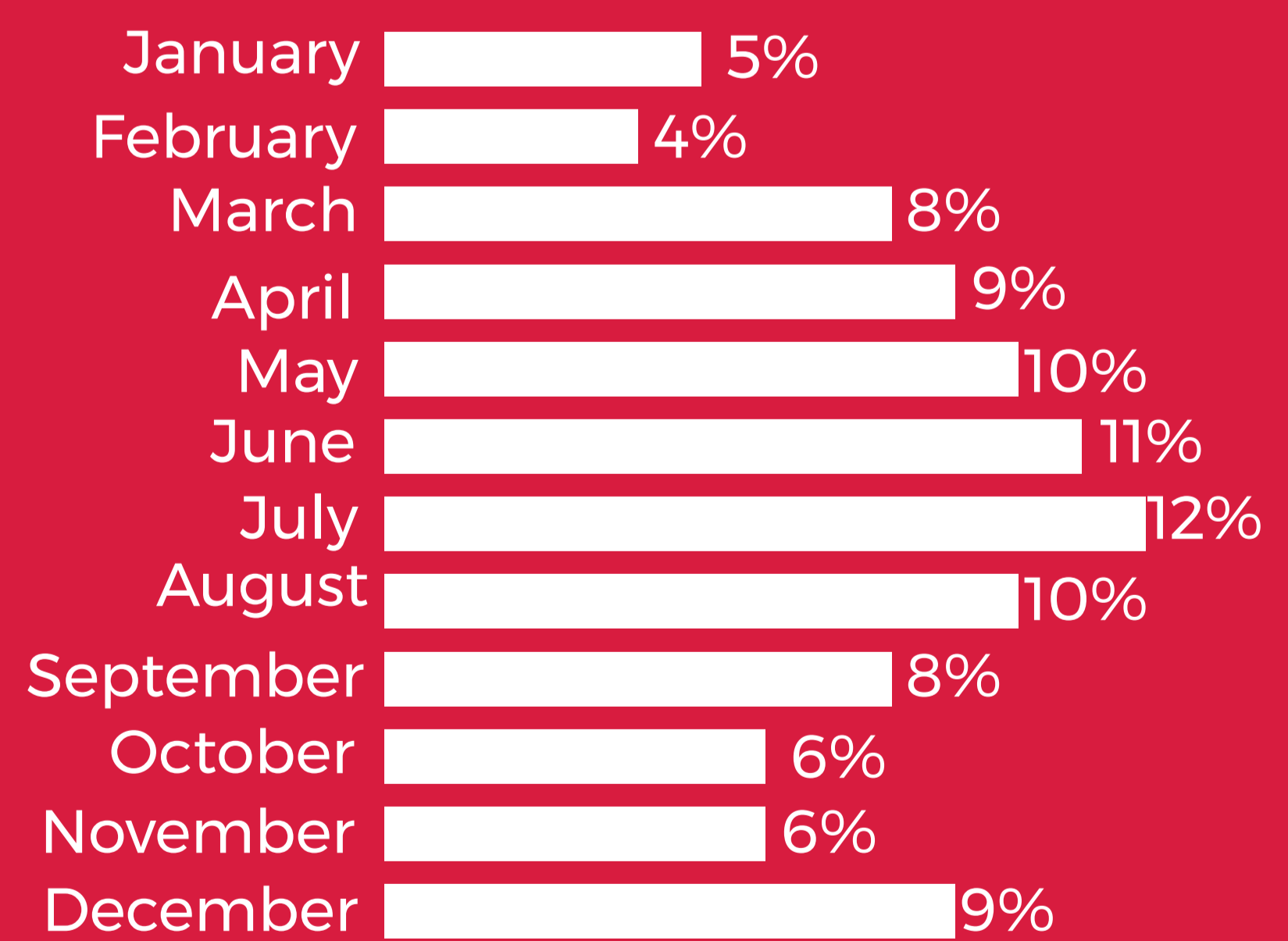


## Planning Sources

26%  
Use information from friends and relatives.



## Month of Travel



## 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