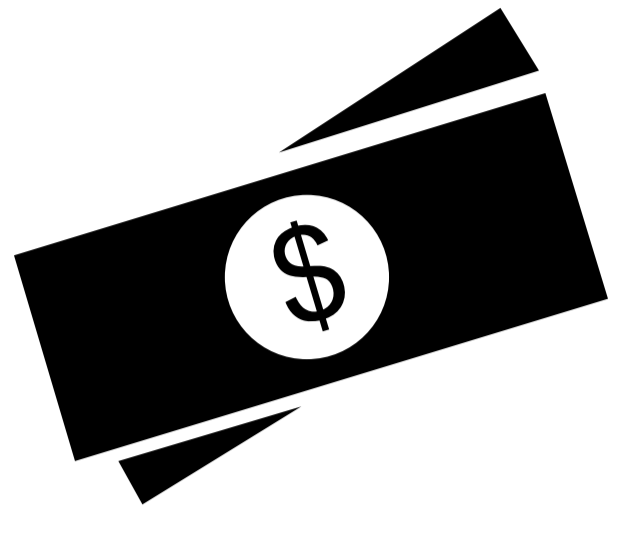




Travel to Virginia

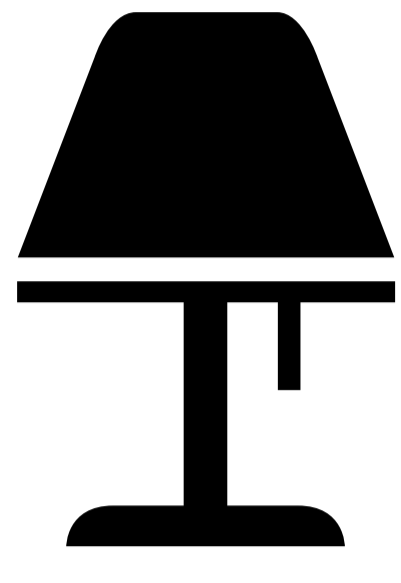


Average travel party spending:



\$536

per trip



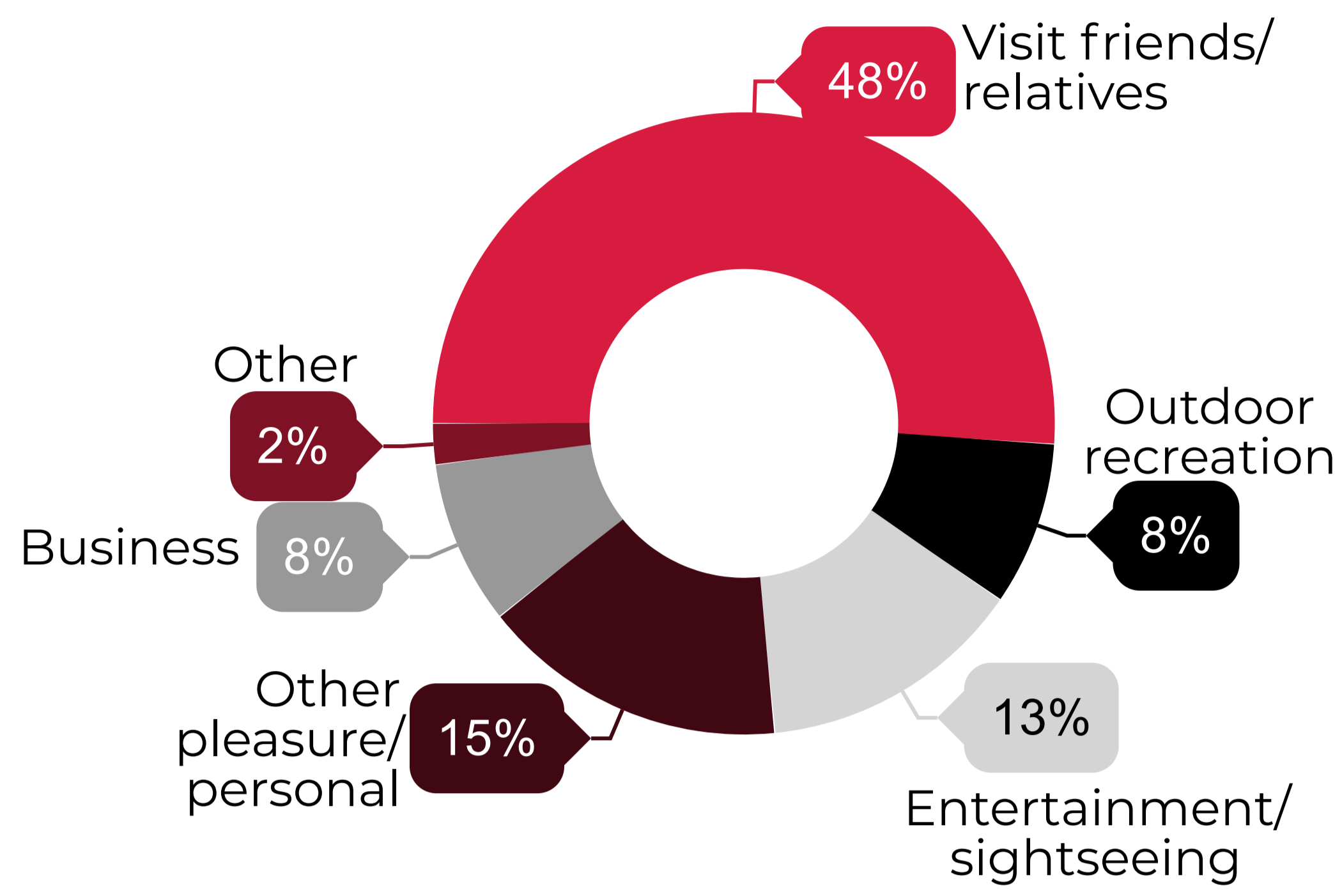
2.4
Nights



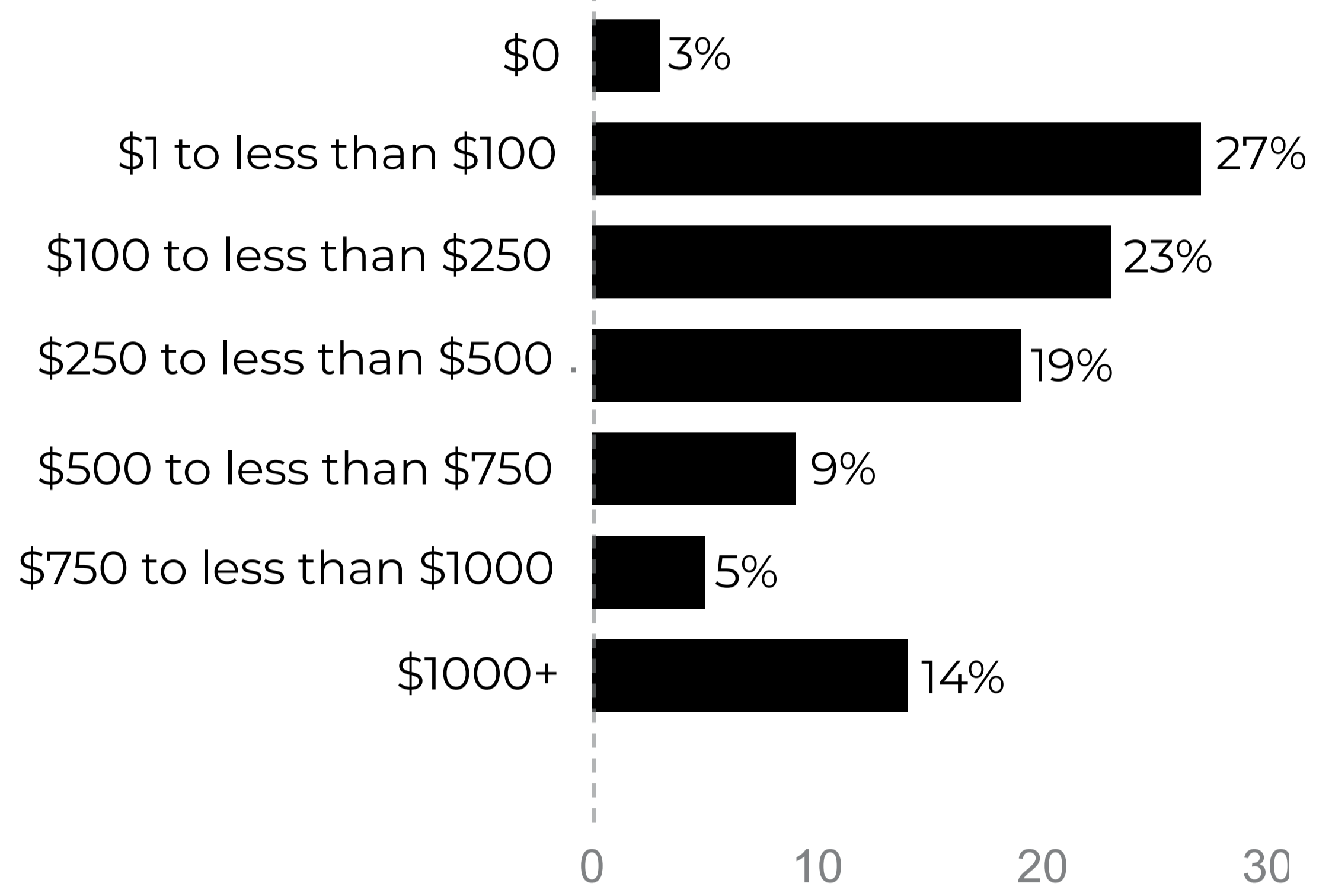
Top Activities:

- Visiting relatives 24%
- Shopping 21%
- Visiting friends 16%
- Fine dining 13%
- Historic Sites/Churches 13%
- Rural sightseeing 12%
- Museums 11%
- Beach 10%
- Urban sightseeing 8%
- State park/Monuments 7%

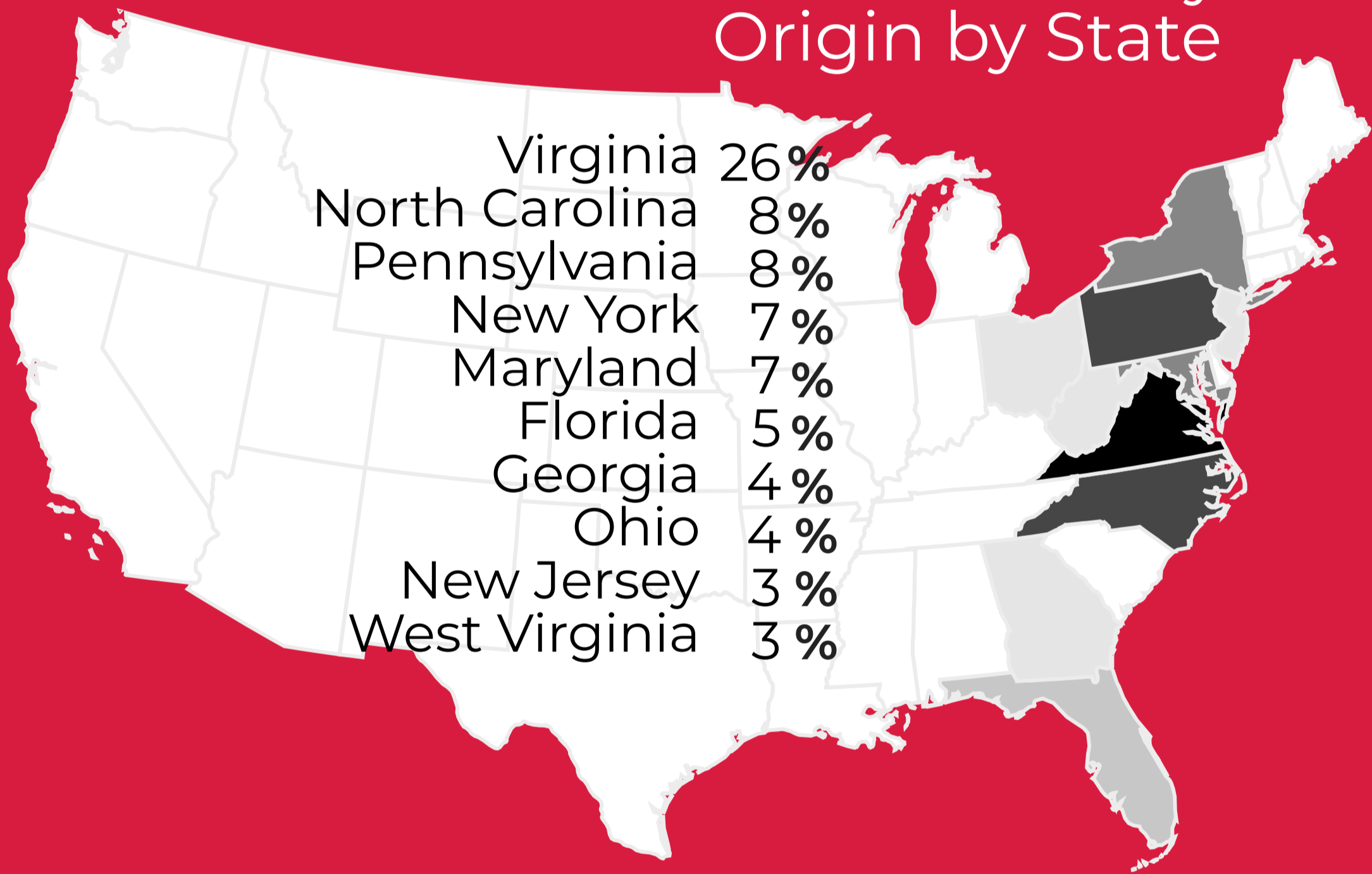
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

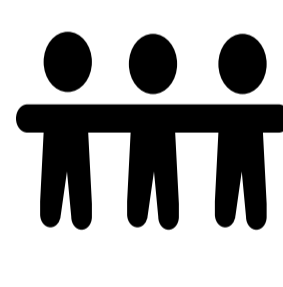


Travel Party Origin by DMA

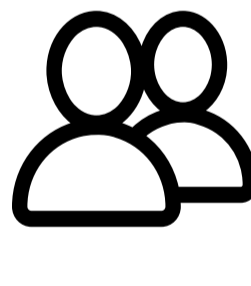
- Washington, DC (Hagerstown) 14%
- Richmond-Petersburg 6%
- New York 6%
- Norfolk-Portsmouth-Newport News 5%
- Philadelphia 5%
- Baltimore 4%
- Charlotte 3%
- Roanoke-Lynchburg 3%
- Atlanta 3%
- Greensboro-High Point-Winston Salem 2%



66%
Married



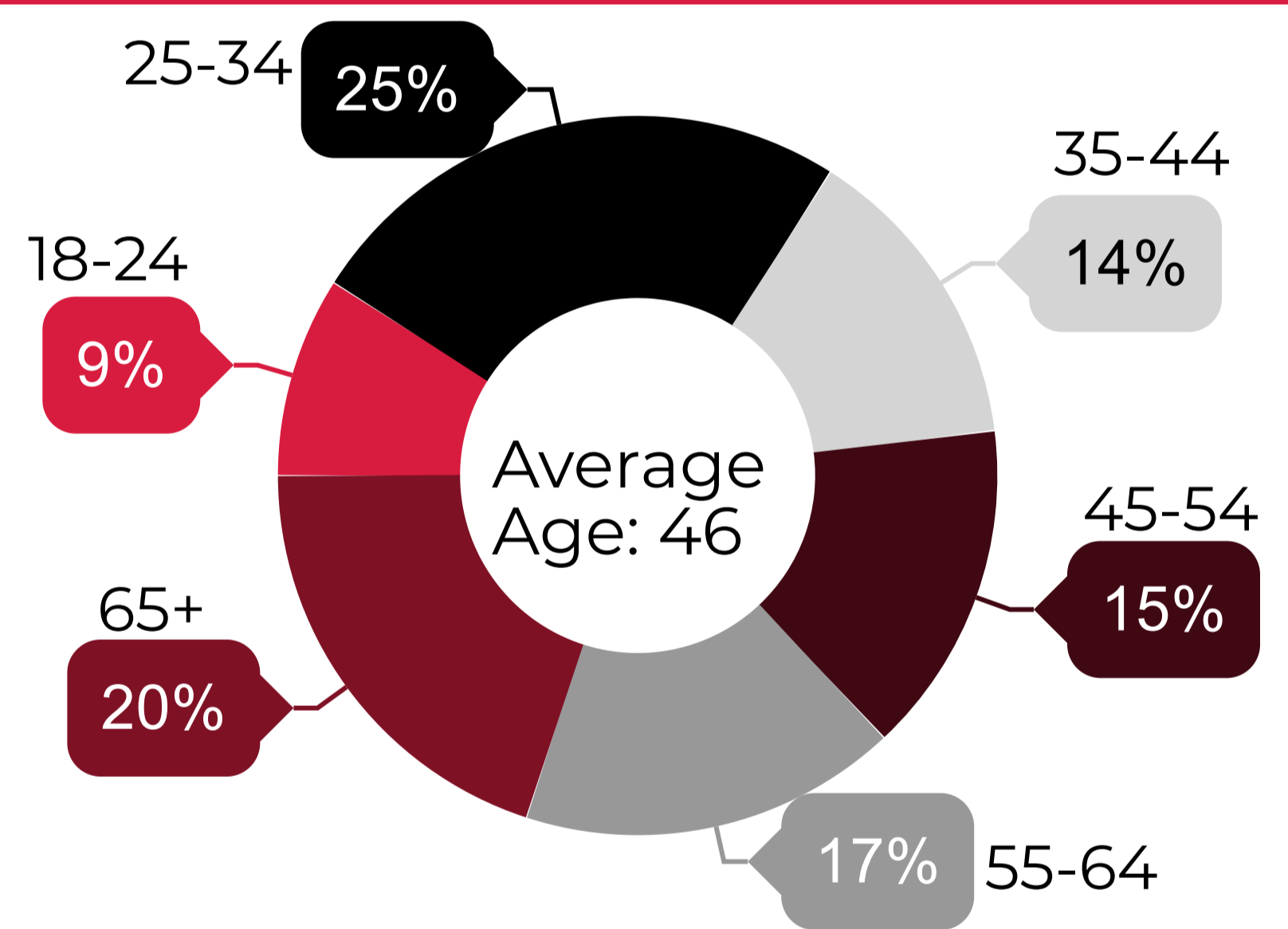
29%
Traveling with Children



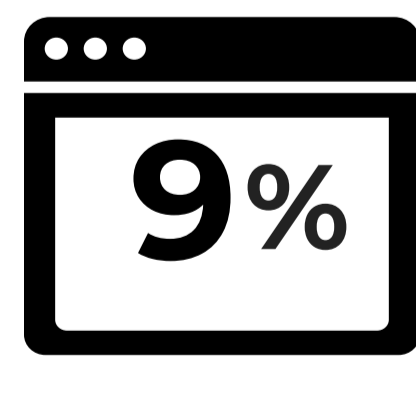
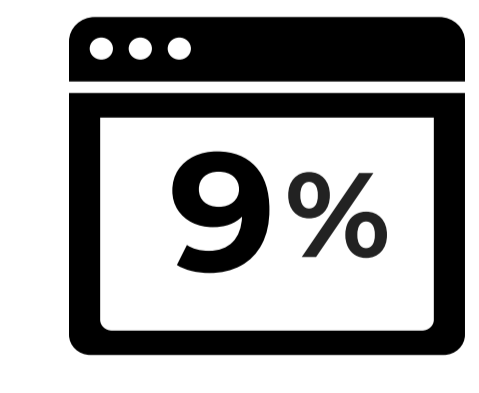
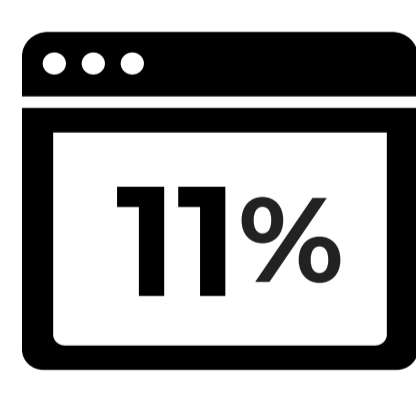
2.7
Average travel party size



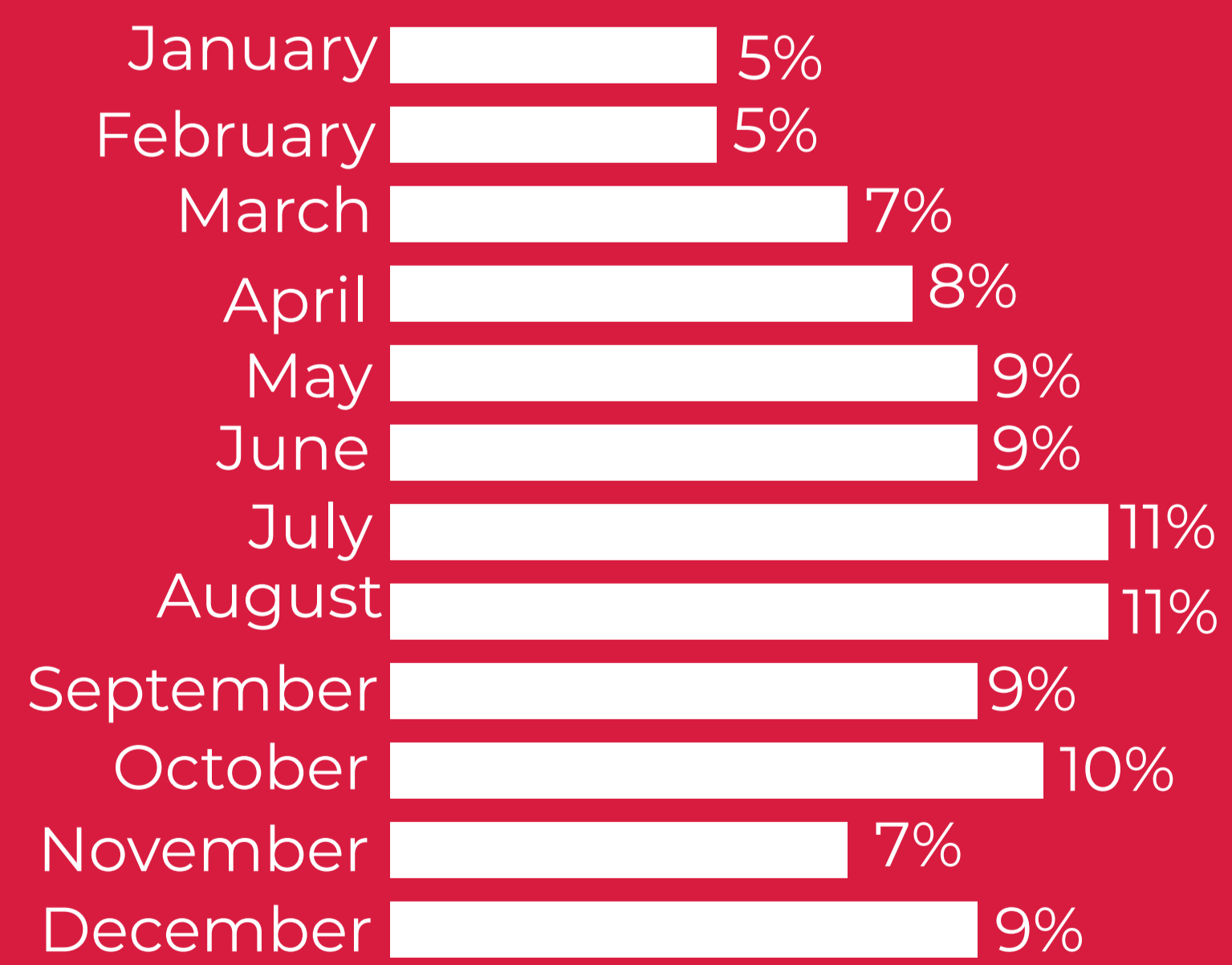
38%
Annual household income of 100K or more



Planning Sources



Month of Travel



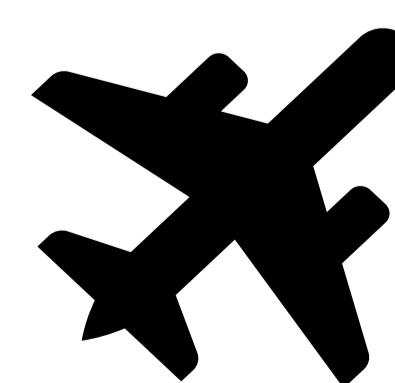
Planning Time



42% consider visiting Virginia less than a month before their visit
54% decide visiting Virginia less than a month before their visit



84%
Travel by owned auto or rental cars



9%
Travel by plane