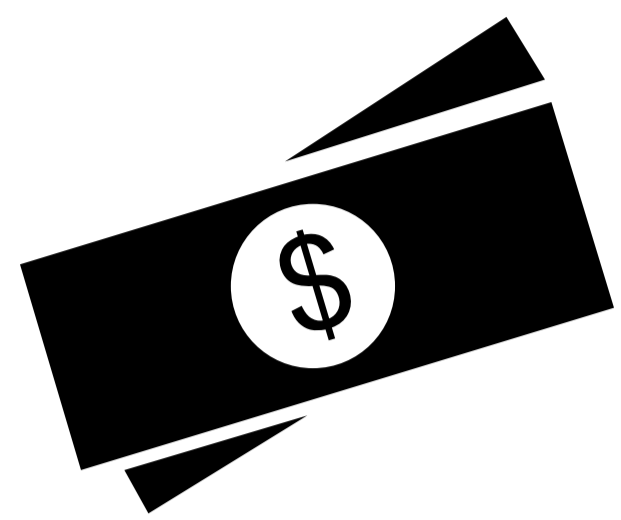




Arts & Culture

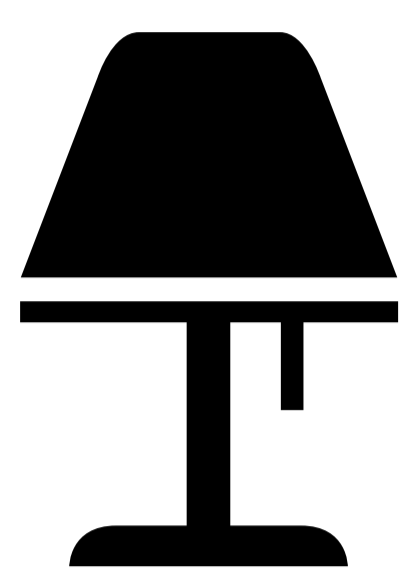


Average travel party spending:



\$859

per trip



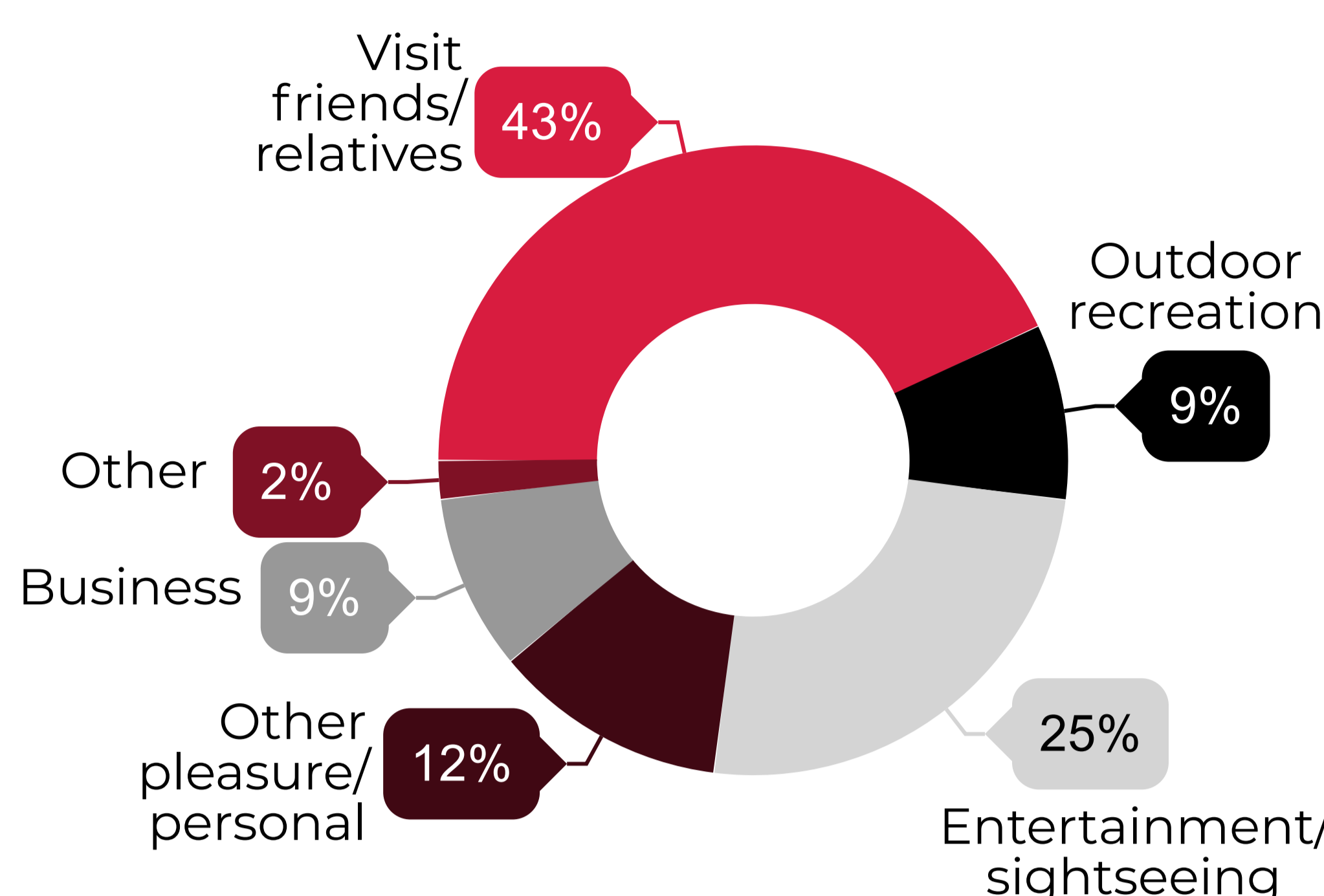
3.3
Nights



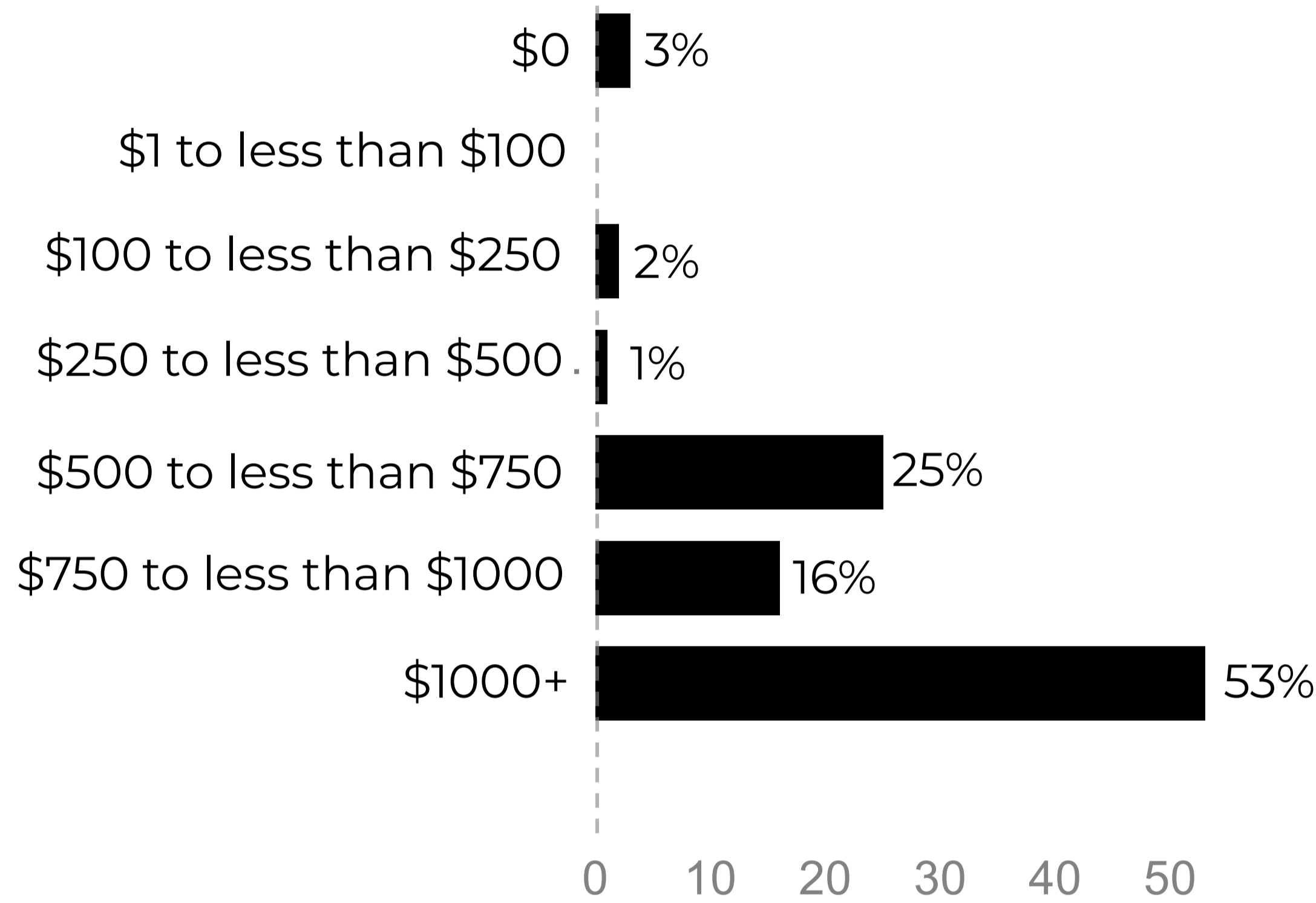
Top Activities:

- Historic Sites/churches 52 %
- Museums 45 %
- Shopping 32 %
- Rural sightseeing 25 %
- Visiting relatives 23 %
- Old homes/mansions 21 %
- Fine dining 20 %
- Urban sightseeing 20 %
- Art galleries 19 %
- National Parks/monuments 18 %

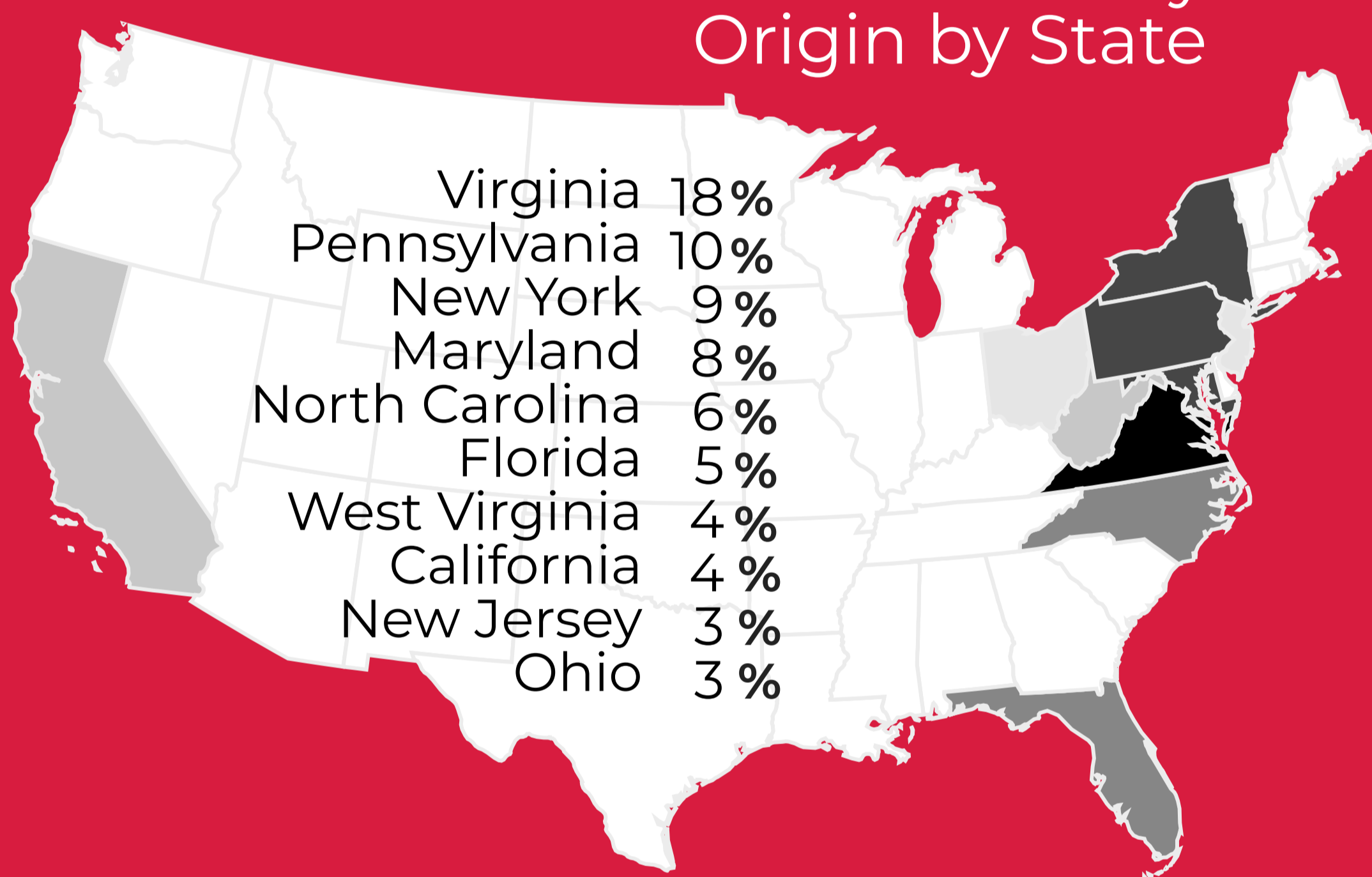
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

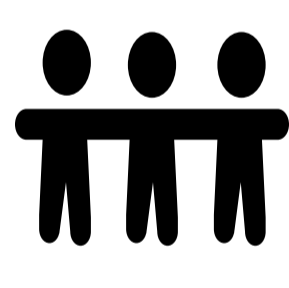


Travel Party Origin by DMA

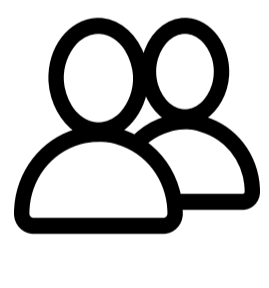
- Washington, DC (Hagerstown) 13%
- New York 9%
- Philadelphia 6%
- Baltimore 5%
- Richmond-Petersburg 4%
- Norfolk-Portsmouth-Newport News 3%
- Atlanta 3%
- Boston (Manchester) 2%
- Johnstown-Altoona 2%
- Los Angeles 2%



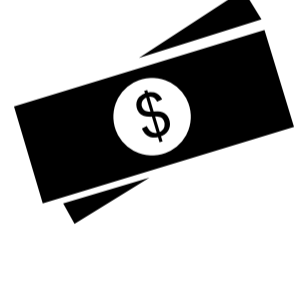
65 %
Married



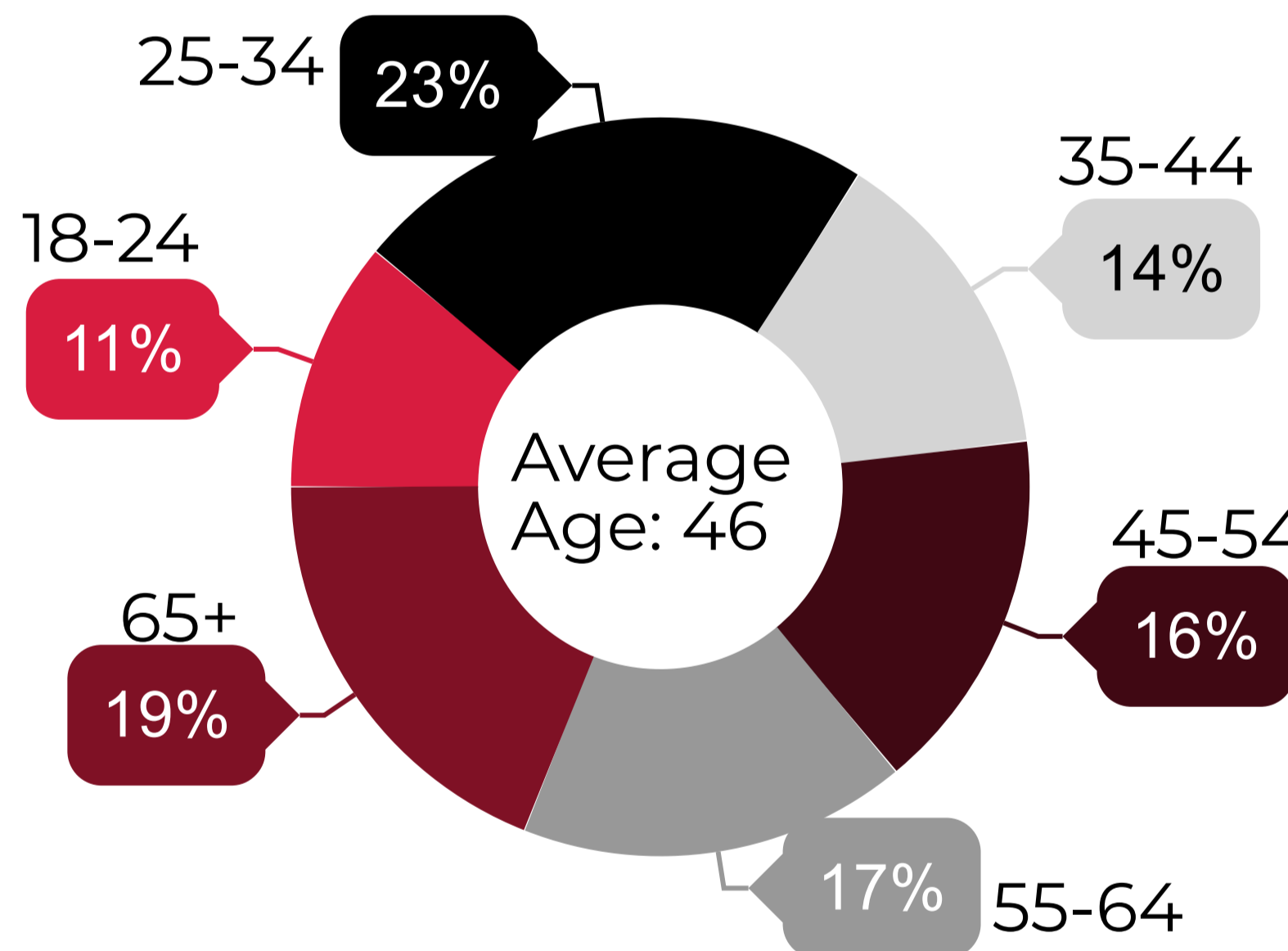
38 %
Traveling with Children



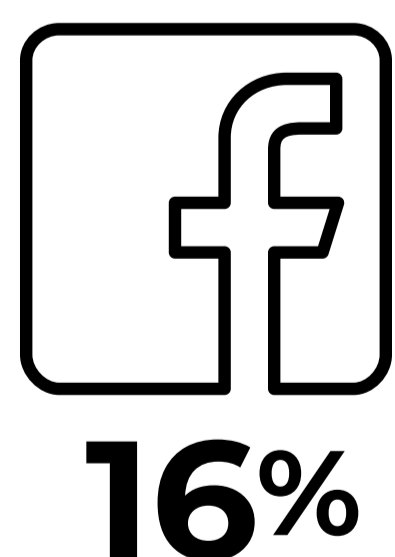
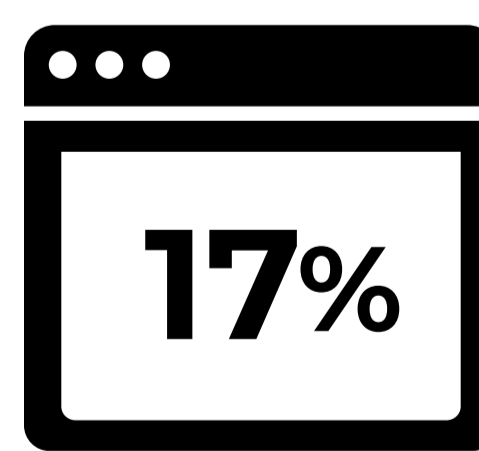
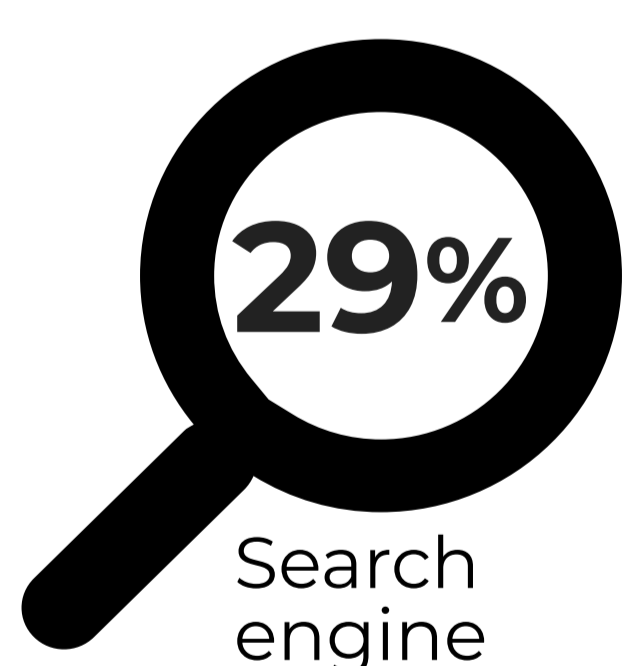
3.1
Average travel party size



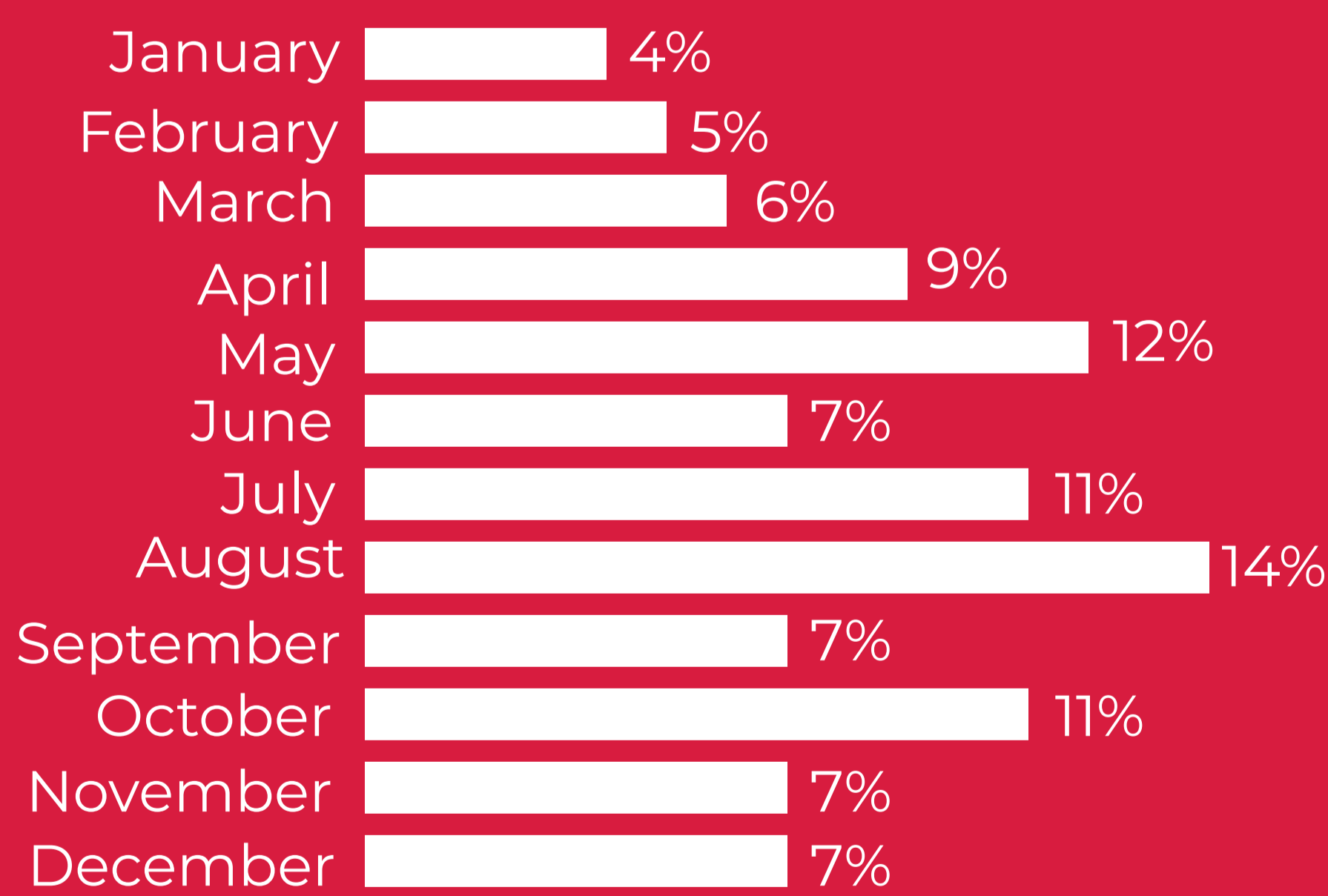
36 %
Annual household income of 100K or more



Planning Sources



Month of Travel



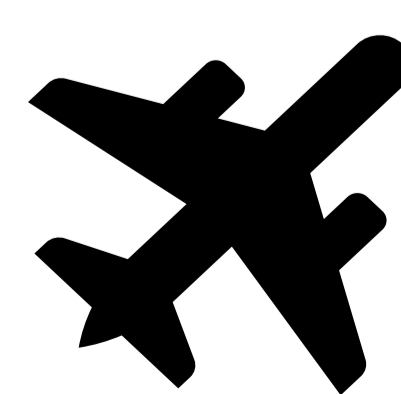
Planning Time



29% consider visiting Virginia less than a month before their visit
42% decide visiting Virginia less than a month before their visit



78%
Travel by owned auto or rental cars



11%
Travel by plane