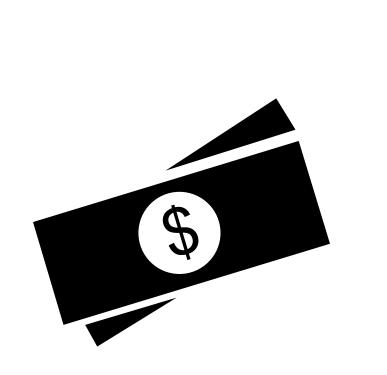


Beach



Average travel party spending:



\$1,341

4.2

Nights

per trip







Top Activities:

Beach 100% Shopping 41% Fine dining 25% Rural sightseeing 24% Visiting relatives 24% Visiting friends 23% Historic sites/churches 23 % 21 % Museums Wildlife viewing 20% Urban sightseeing 17%

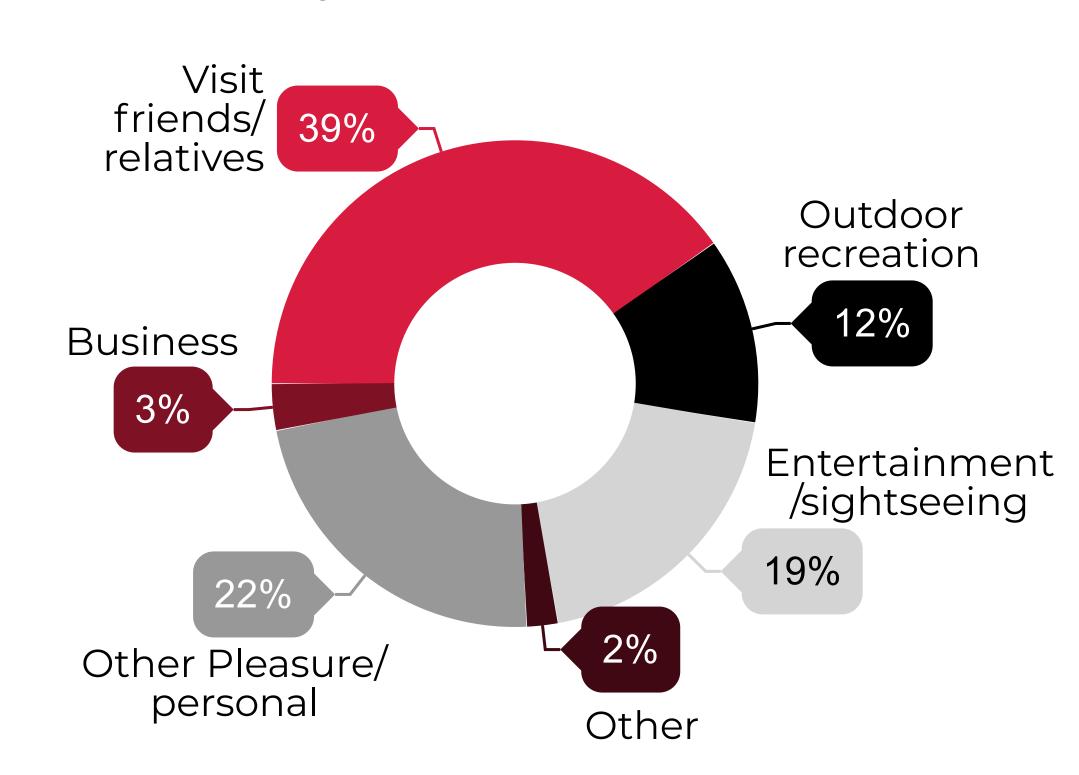








Primary Purpose of Trip



Travel Party Spending

\$0 1% Less than 0.5%

\$1 to less than \$100 \$100 to less than \$250

\$250 to less than \$500.

Less than 0.5%

\$750 to less than \$1000 12%

\$500 to less than \$750

\$1000+ 61%

> 0 10 50 70 30

23%

Travel Party Origin by State Virginia 20% Pennsylvania 15% Maryland 9% New York 9% North Carolina 8% West Virginia 5% Ohio 5% New Jersey 4% South Carolina 3 % Georgia

Travel Party Origin by DMA

Washington, DC (Hagerstown) Philadelphia

7 % 6 % Baltimore

14 %

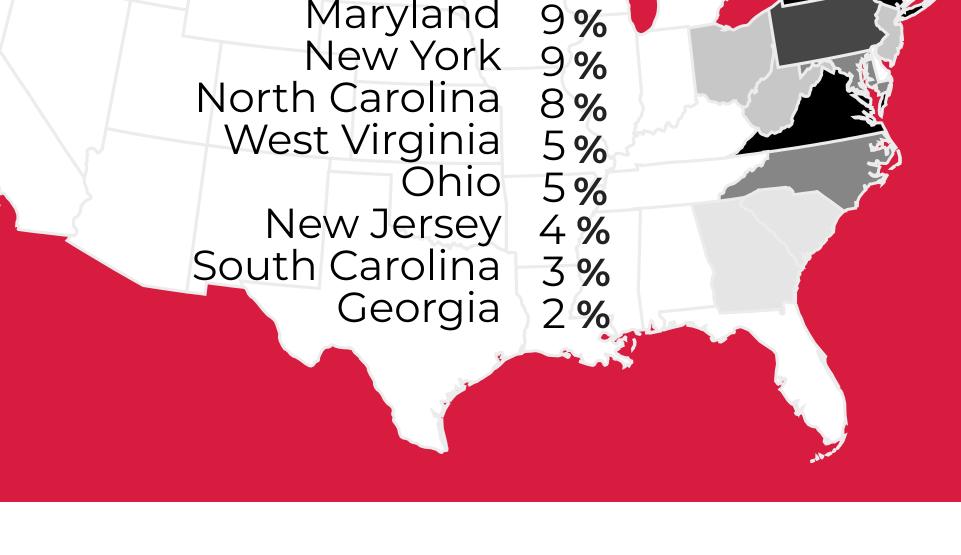
5 % New York

5 % Roanoke-Lynchburg

4 % Charlotte Richmond-Petersburg 4 %

3 % Pittsburg

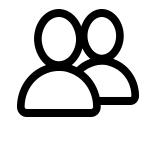
Wilkes Barre-Scranton 3 % Johnstown-Altoona 3 %





Married

Traveling with Children

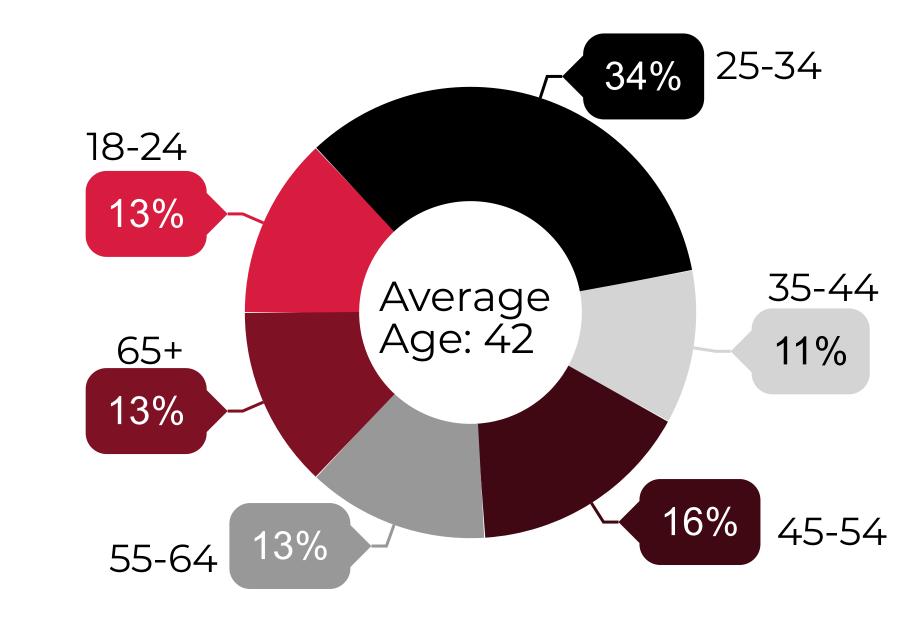


3.3 Average travel party size



35%

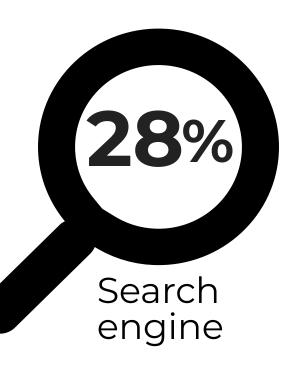
Annual household income of 100K or more



Planning Sources

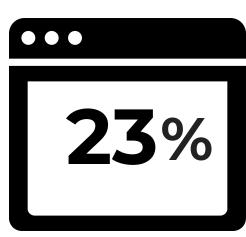


Use information from friends and relatives.

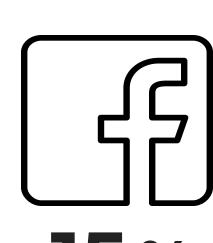


16%

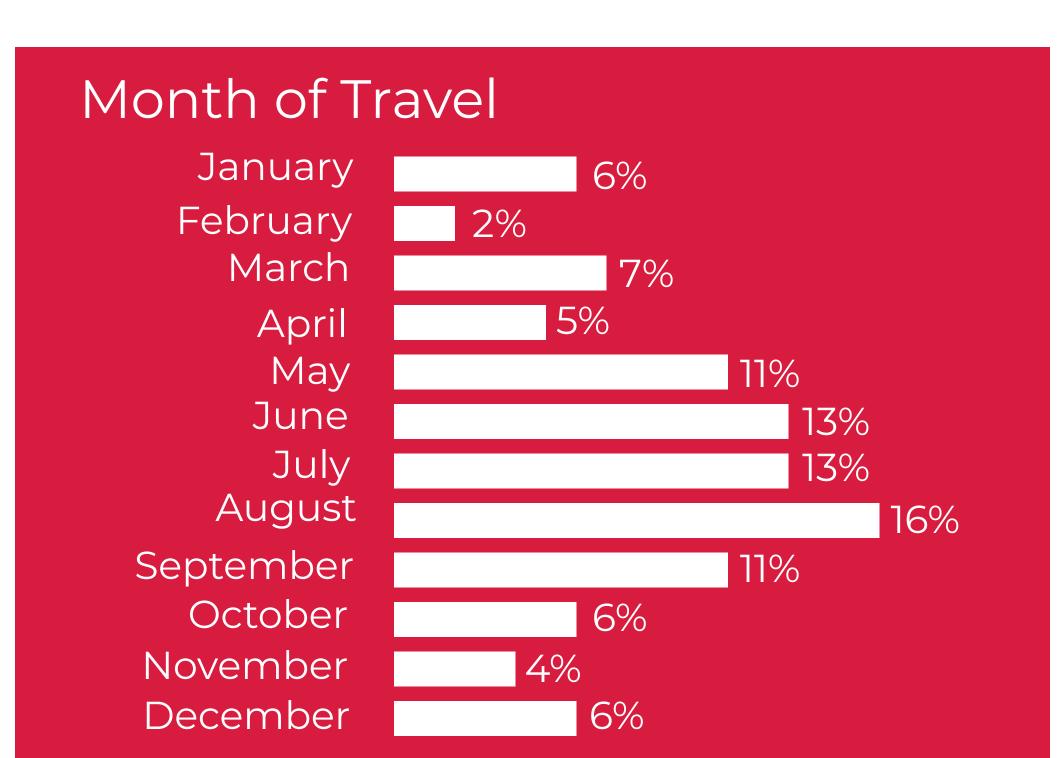
Travel provider website (airline, hotel etc.)



Destination website



15%

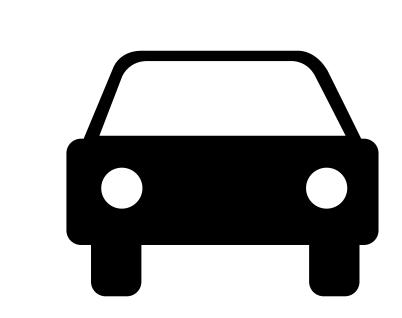


Planning Time

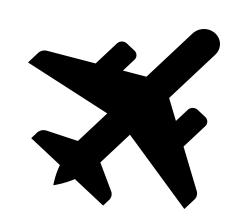


21% consider visiting Virginia less than a month before their visit

33% decide visiting Virginia less than a month before their visit



85% Travel by owned auto or rental cars



8% Travel by plane