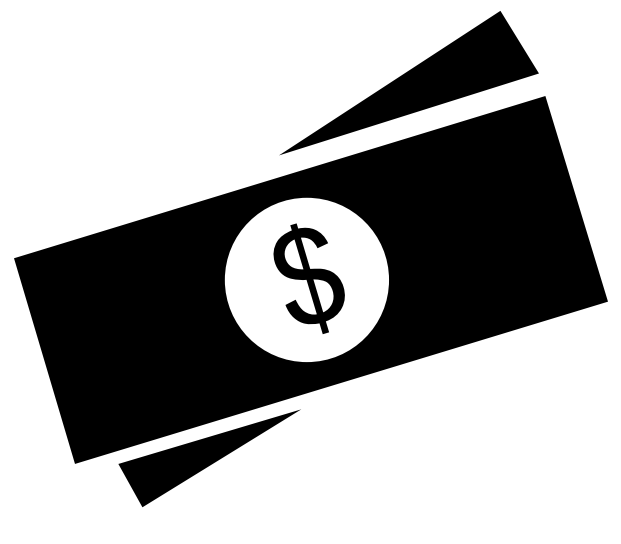




Business

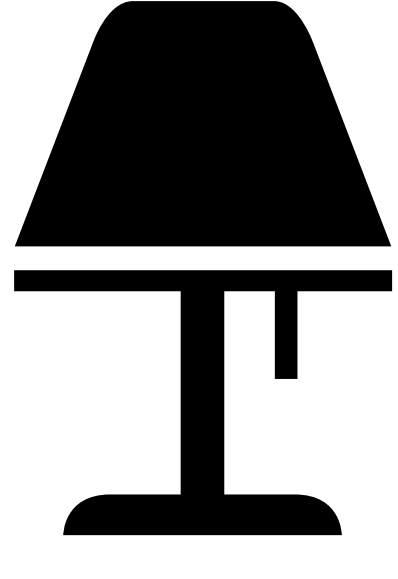


Average travel party spending:

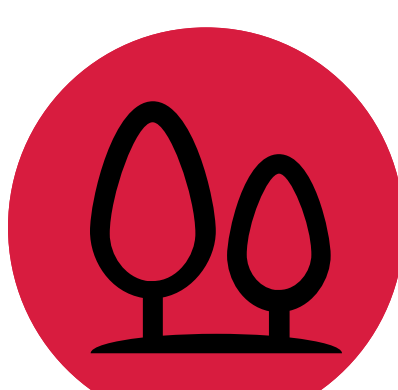


\$606

per trip



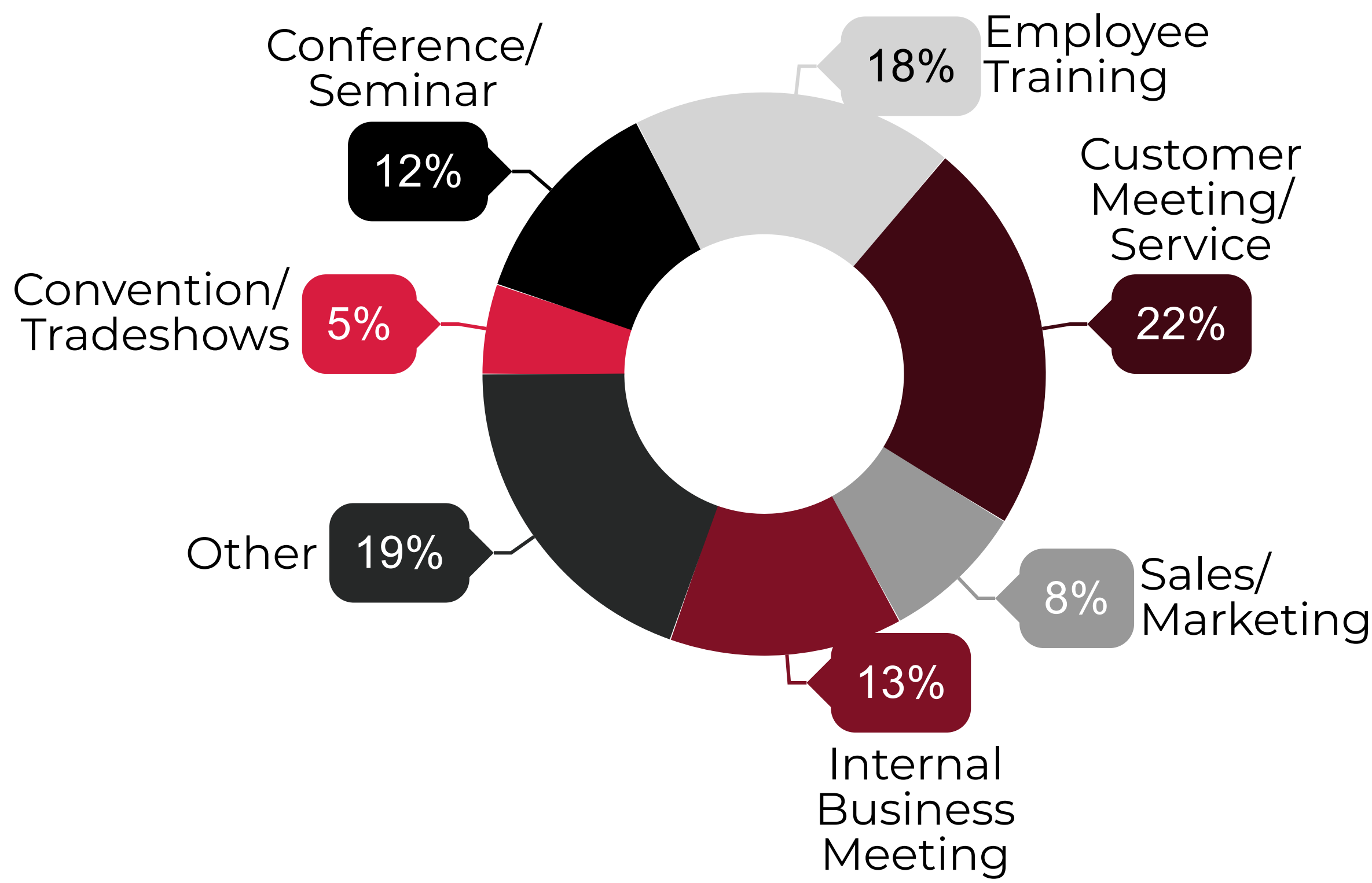
1.9
Nights



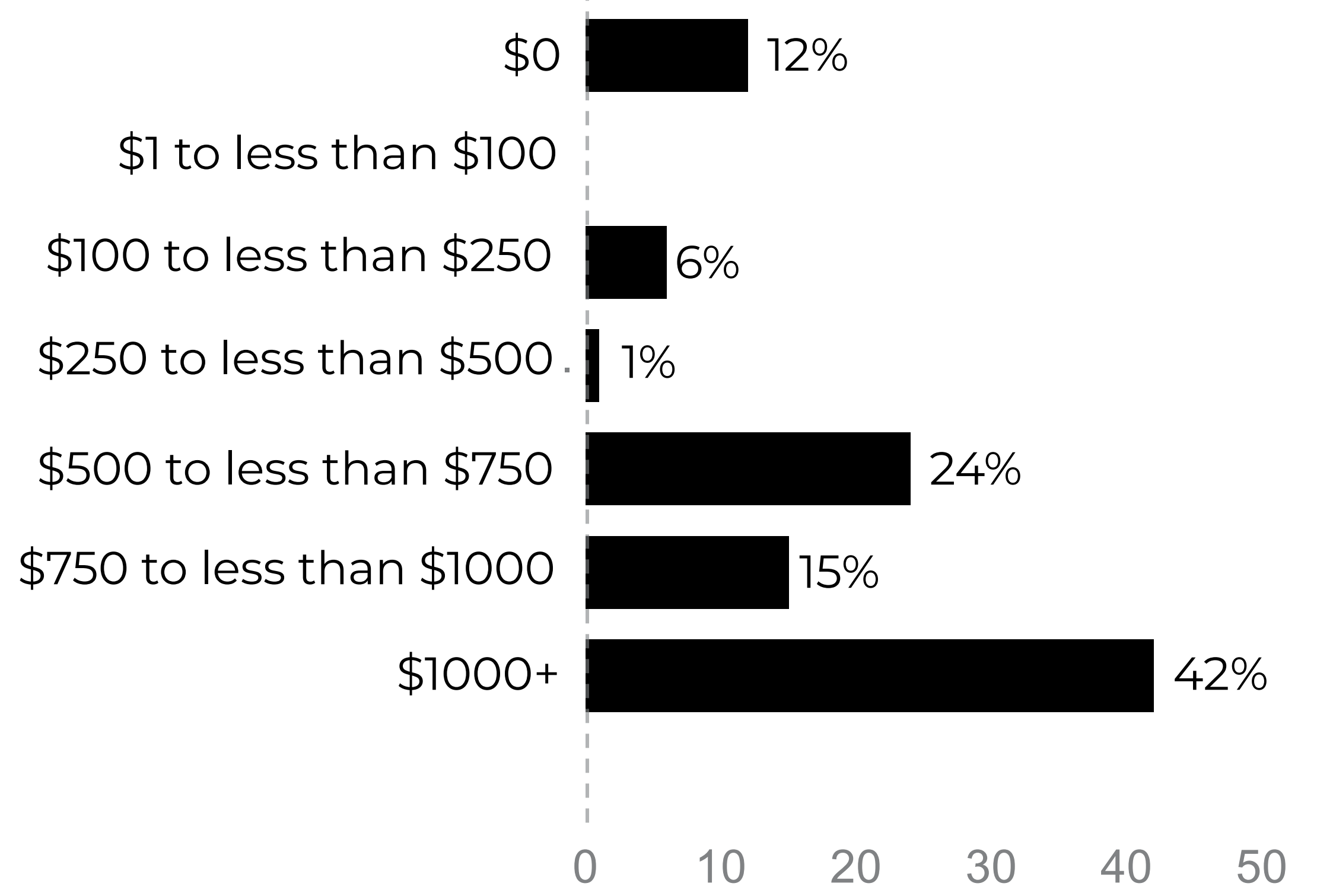
Top Activities:

Fine dining	13%
Shopping	12%
Visiting friends	8%
Historic sites/churches	6%
Museums	6%
Urban sightseeing	6%
Visiting relatives	5%
State parks/monuments	5%
Gardens	5%
Rural sightseeing	4%

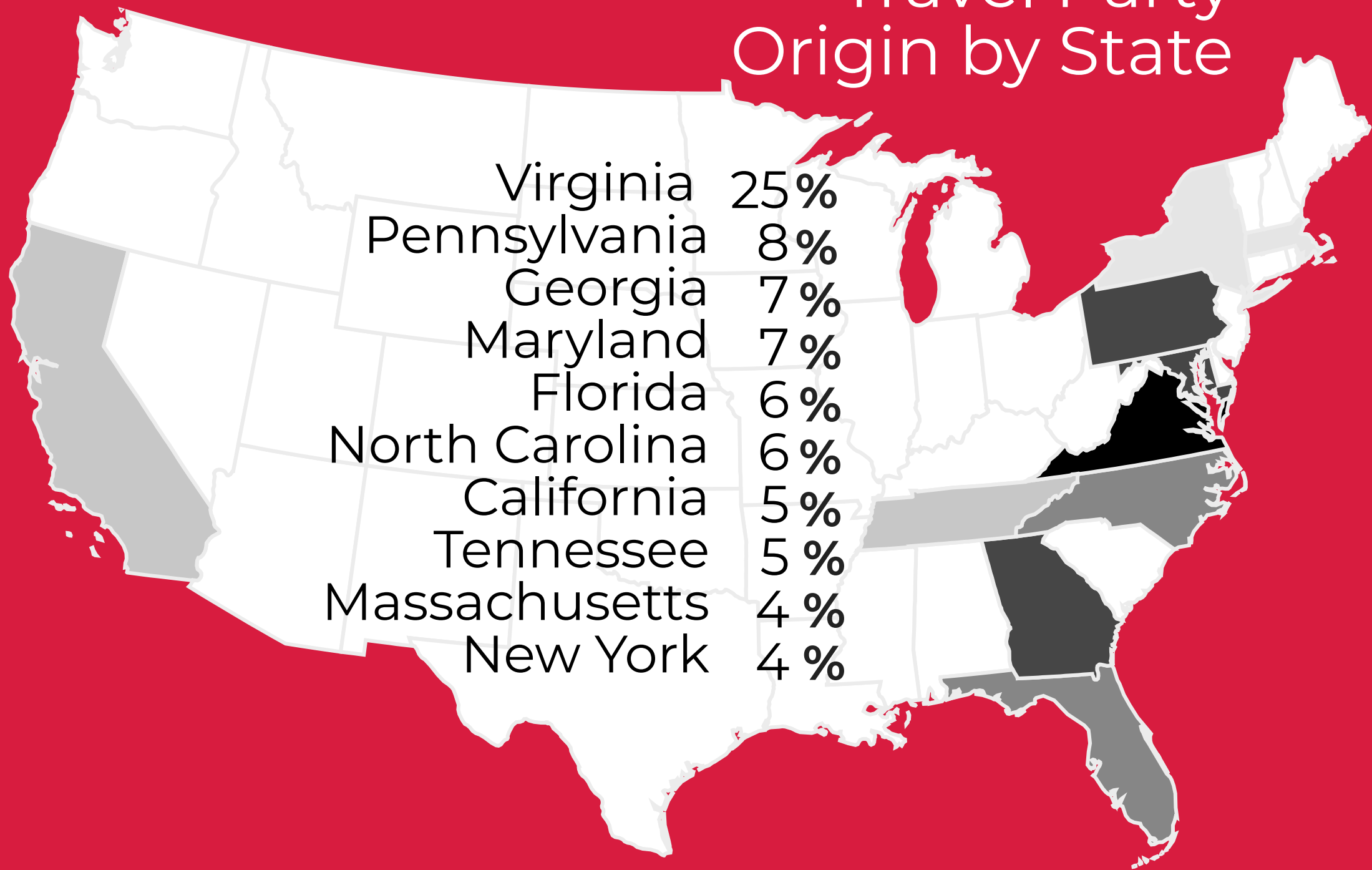
Primary Purpose of Trip



Travel Party Spending

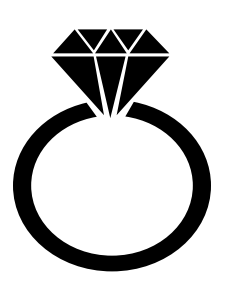


Travel Party Origin by State

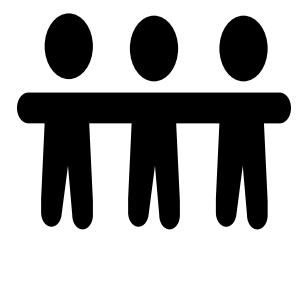


Travel Party Origin by DMA

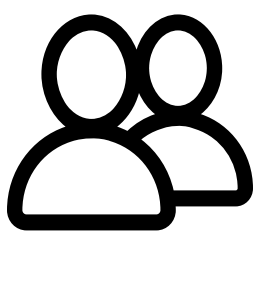
Washington, DC (Hagerstown)	9%
Richmond-Petersburg	7%
Atlanta	6%
Norfolk-Portsmouth-Newport News	5%
Philadelphia	5%
Baltimore	5%
Raleigh-Durham	5%
New York	4%
Pittsburgh	4%
Sacramento-Stockton-Modesto	3%



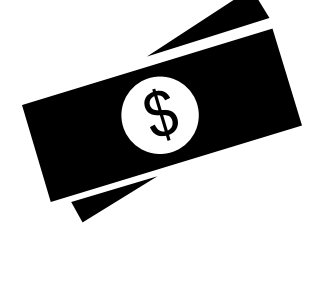
68%
Married



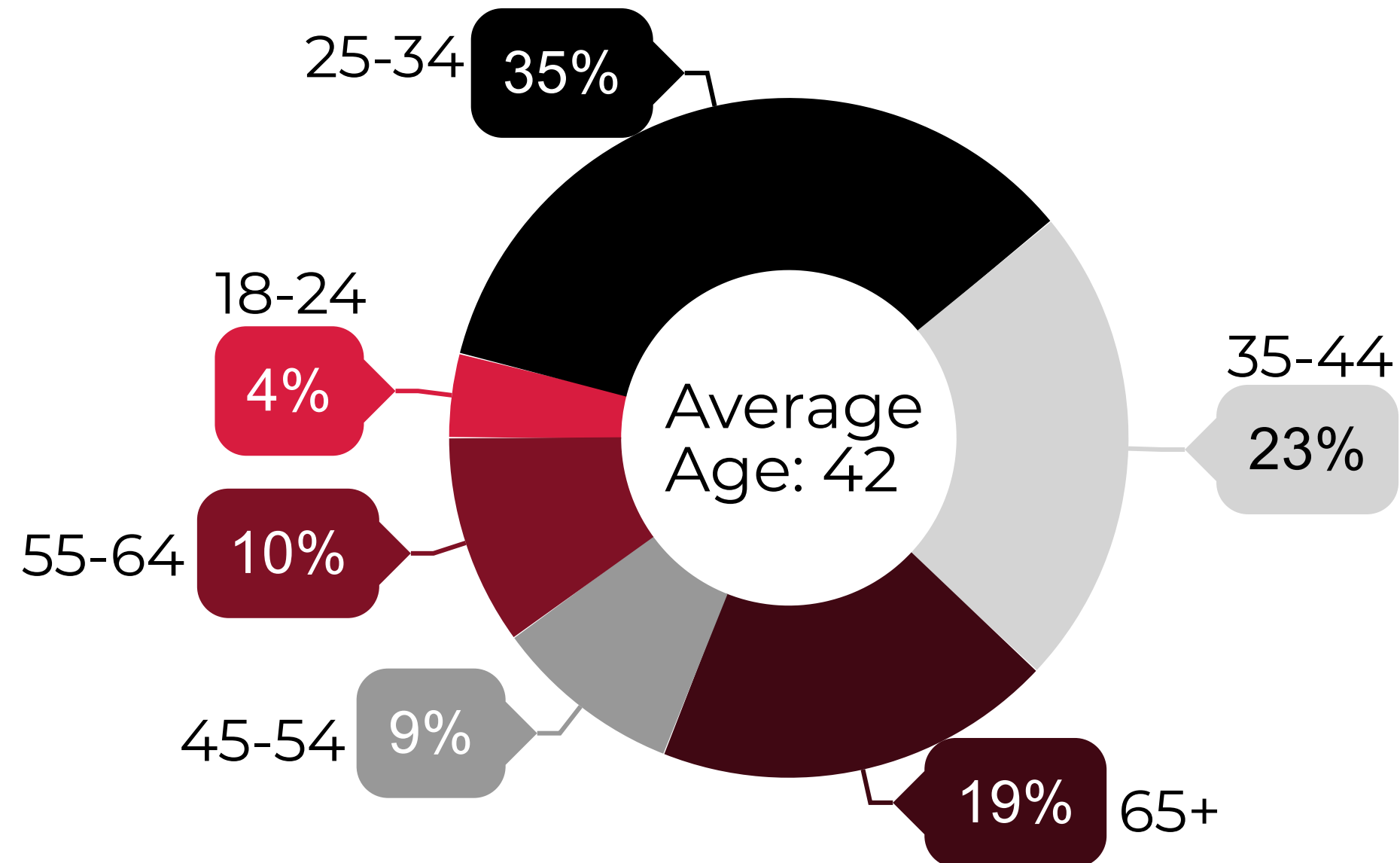
14%
Traveling with Children



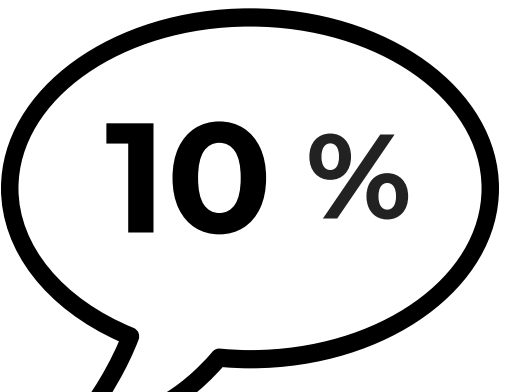
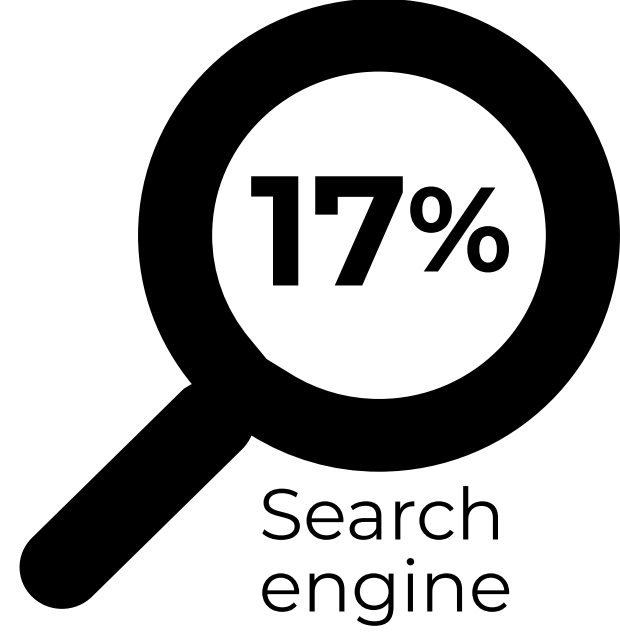
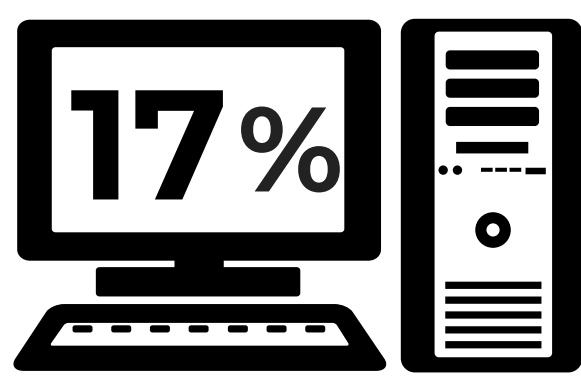
1.9
Average travel party size



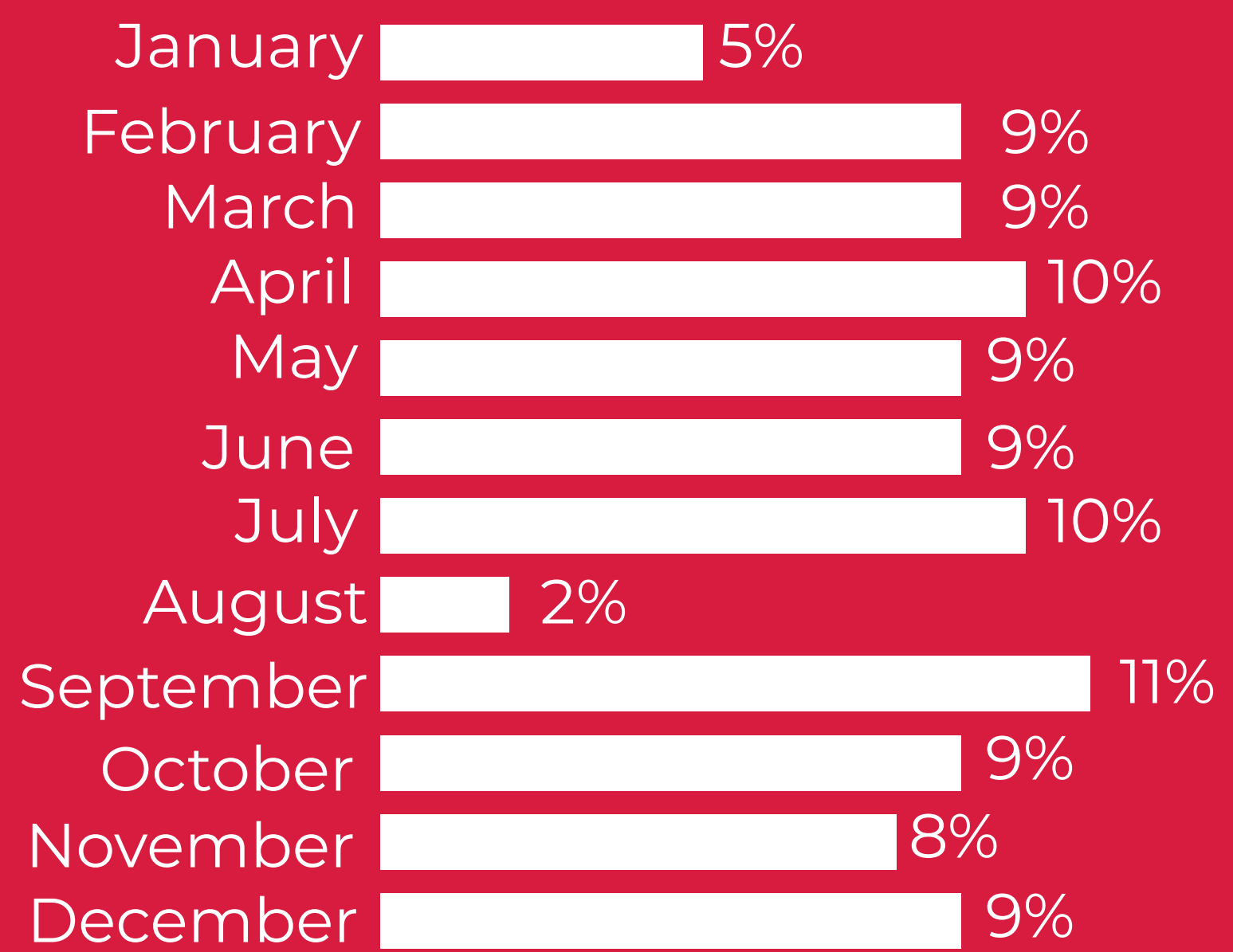
50%
Annual household income of 100K or more



Planning Sources



Month of Travel



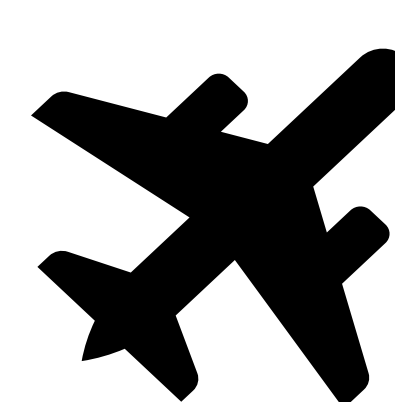
Planning Time



45% consider visiting Virginia less than a month before their visit
57% decide visiting Virginia less than a month before their visit



61%
Travel by owned auto or rental cars



32%
Travel by plane