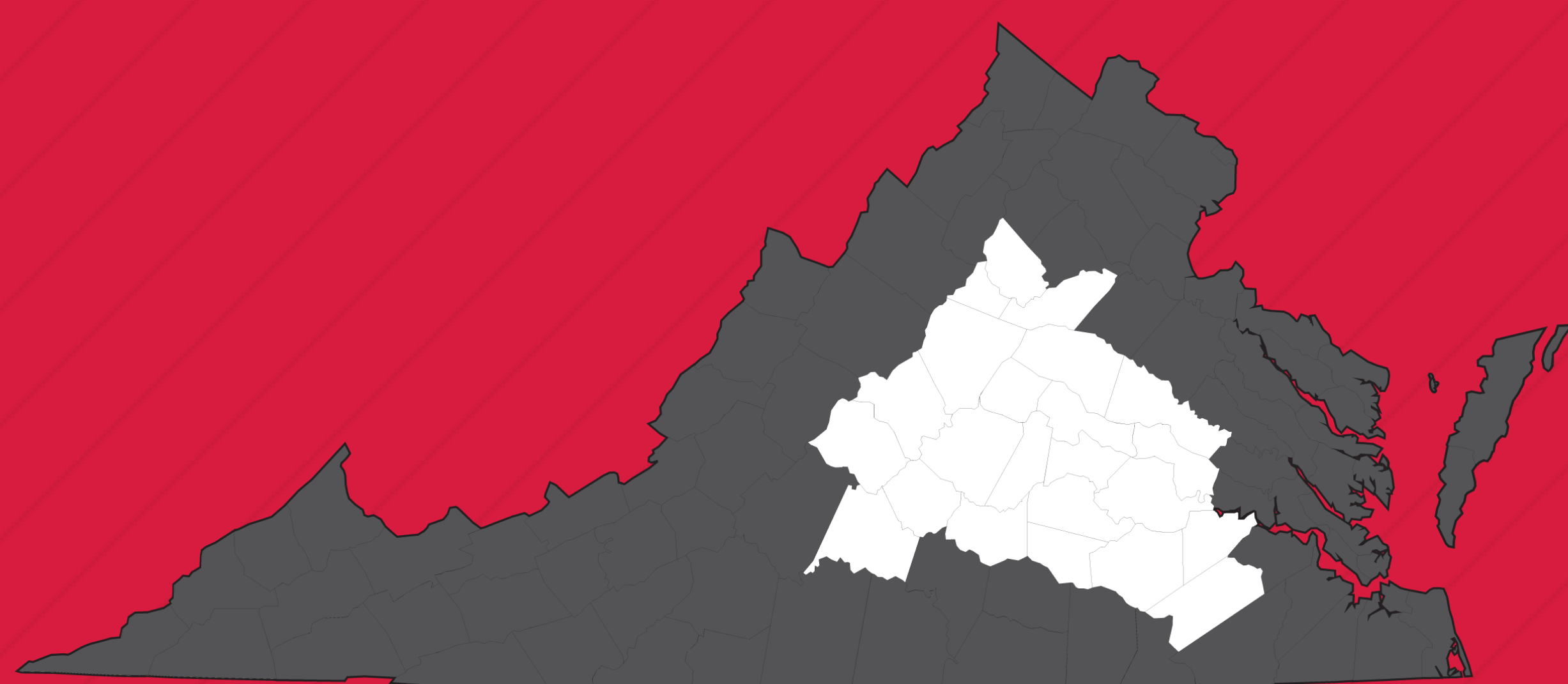
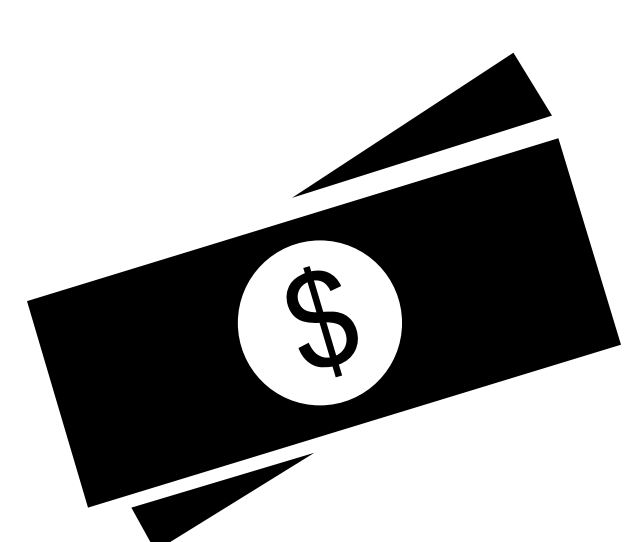


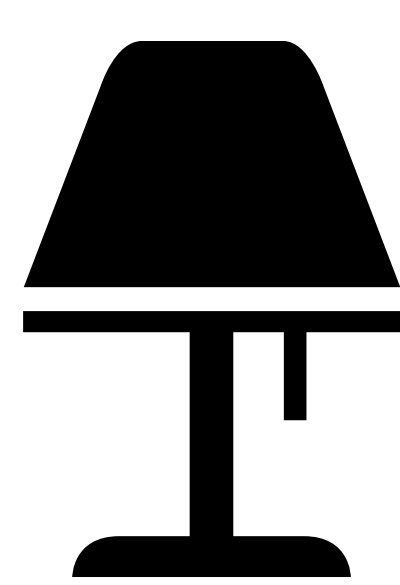
# Central Virginia Region



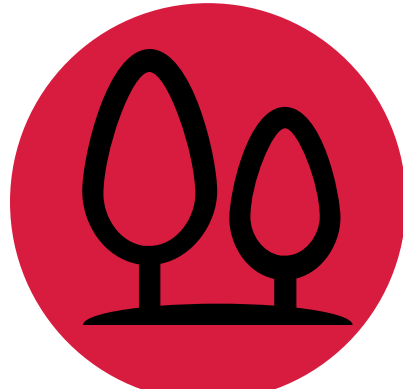
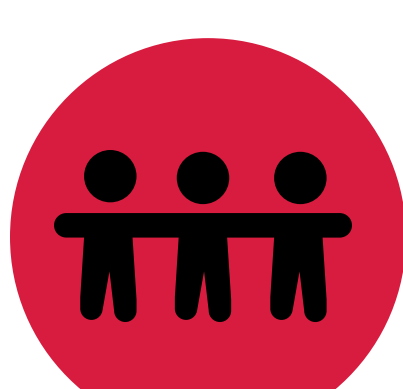
Average travel party spending:



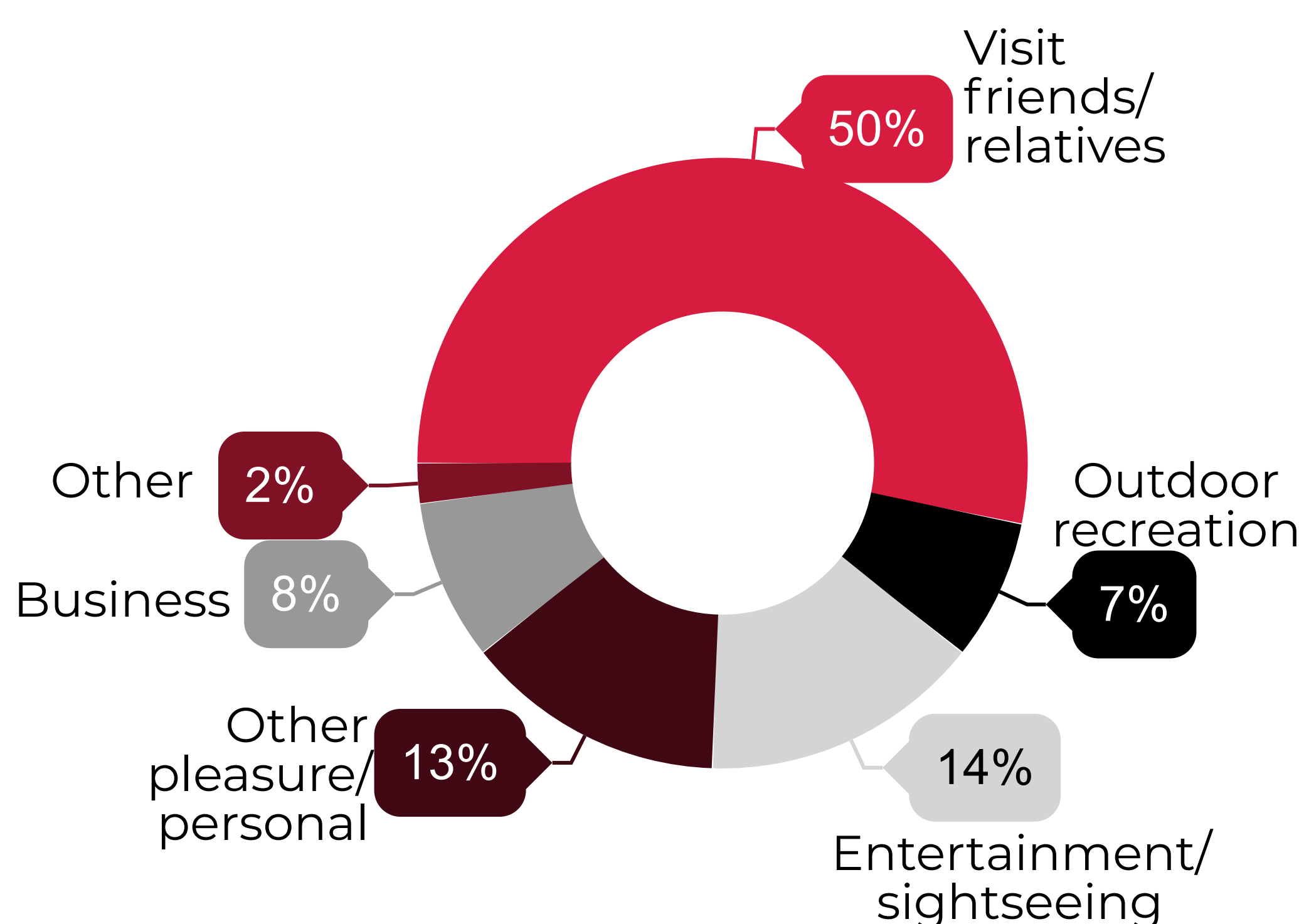
**\$473**  
per trip in Virginia



**3.3**  
Nights  
per trip



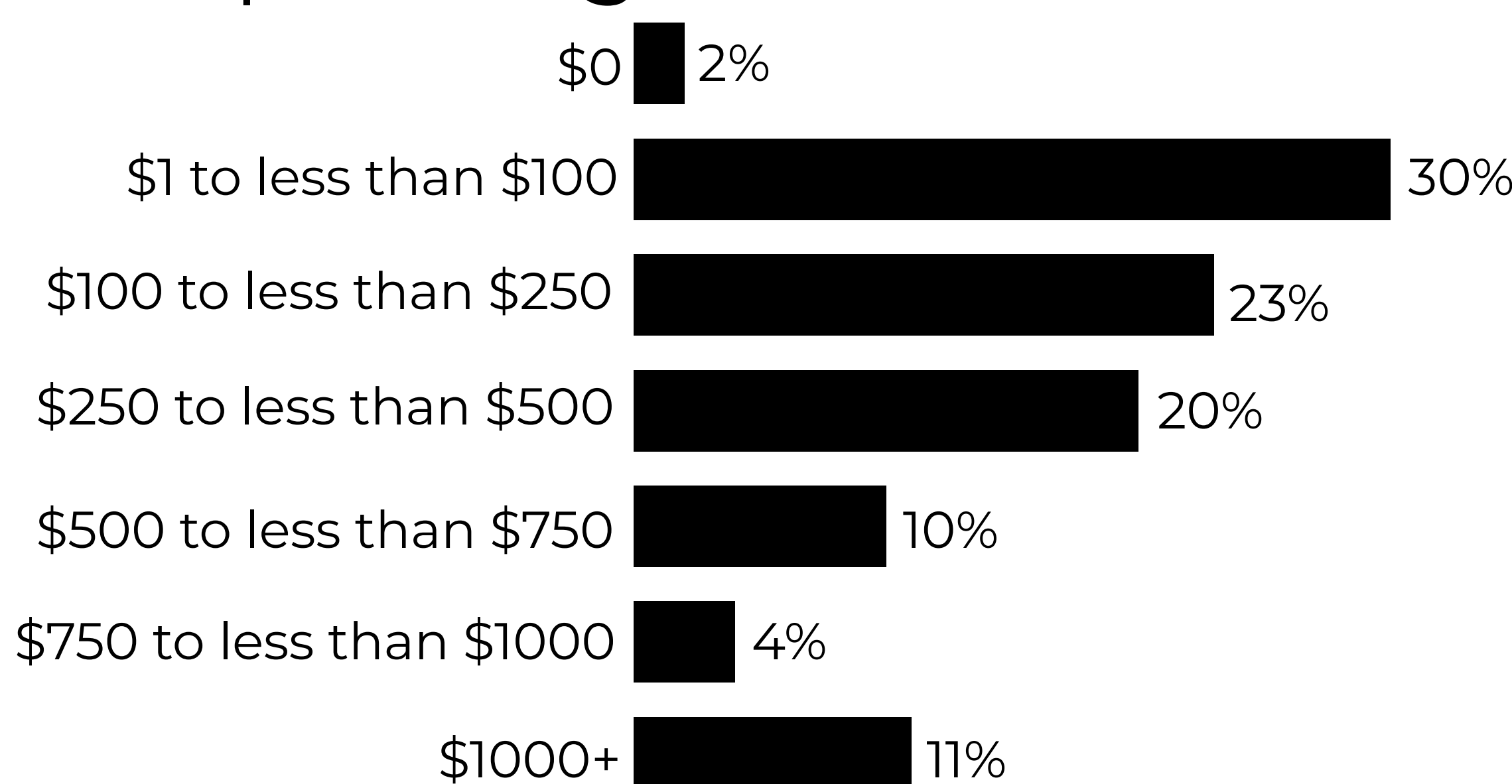
## Primary Purpose of Trip



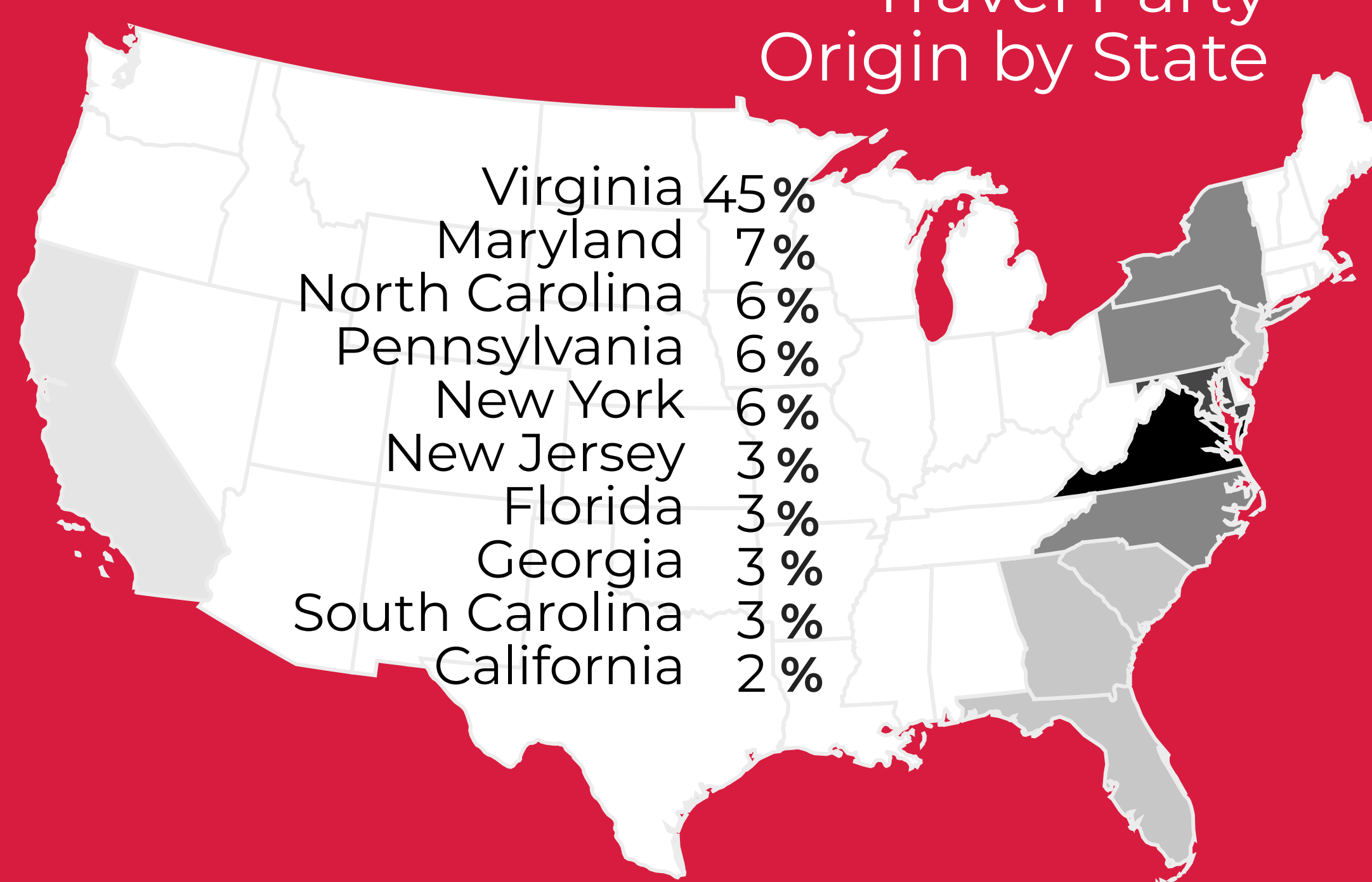
## Top Activities:

- Visiting relatives 27%
- Shopping 22%
- Visiting friends 19%
- Historic sites/Churches 16%
- Museums 14%
- Rural sightseeing 13%
- Fine dining 12%
- State parks/Monuments 9%
- National Parks/Monuments 9%
- Beach 8%

## Travel Party Spending



## Travel Party Origin by State



## Travel Party Origin by DMA

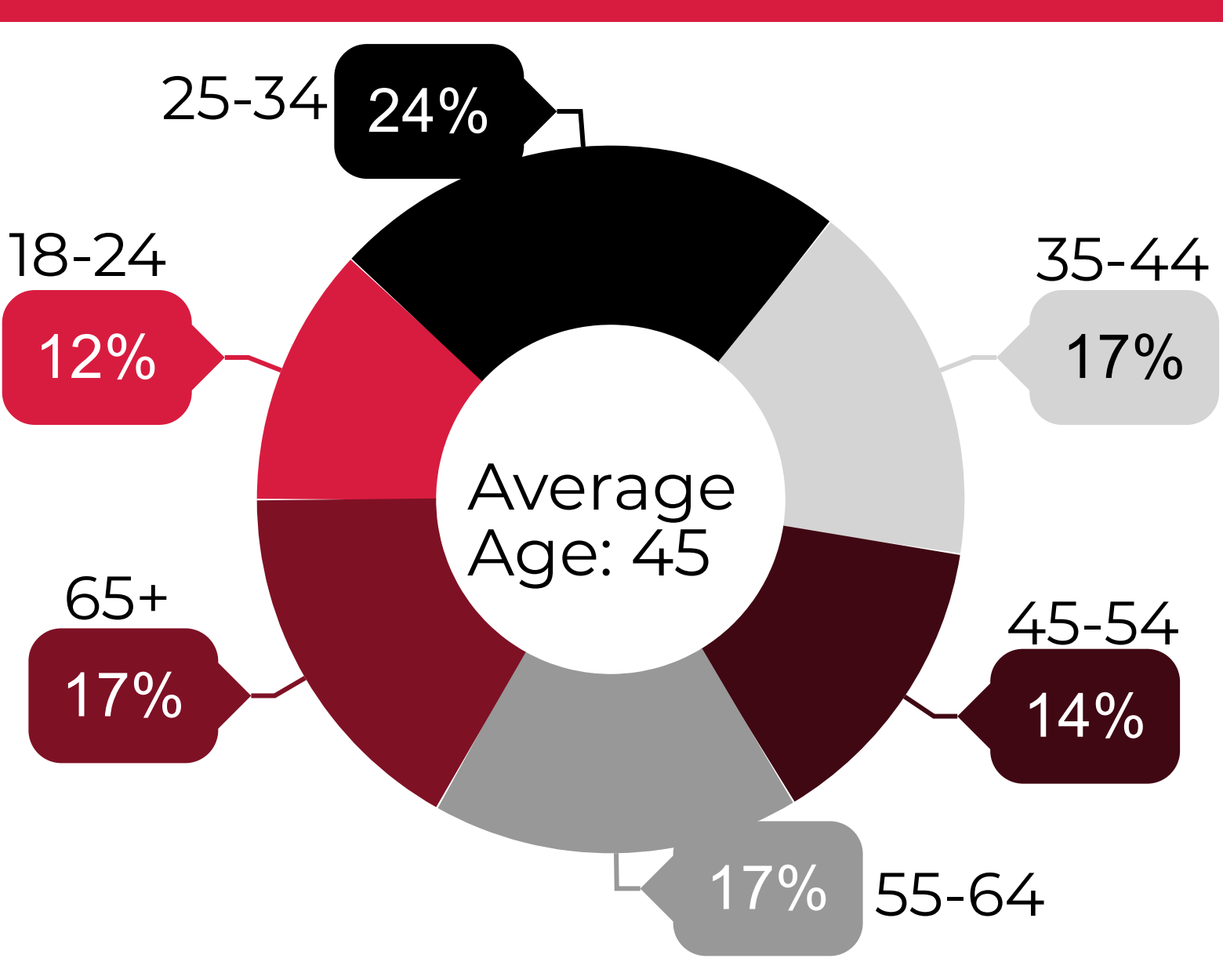
- Washington, DC (Hagerstown) 16%
- Richmond-Petersburg 15%
- Norfolk-Portsmouth-Newport News 8%
- New York 6%
- Roanoke-Lynchburg 5%
- Philadelphia 4%
- Baltimore 4%
- Raleigh-Durham (Fayetteville) 3%
- Tri-Cities, TN-VA 3%
- Greensboro-High Point- Winston Salem 2%

**63%**  
Married

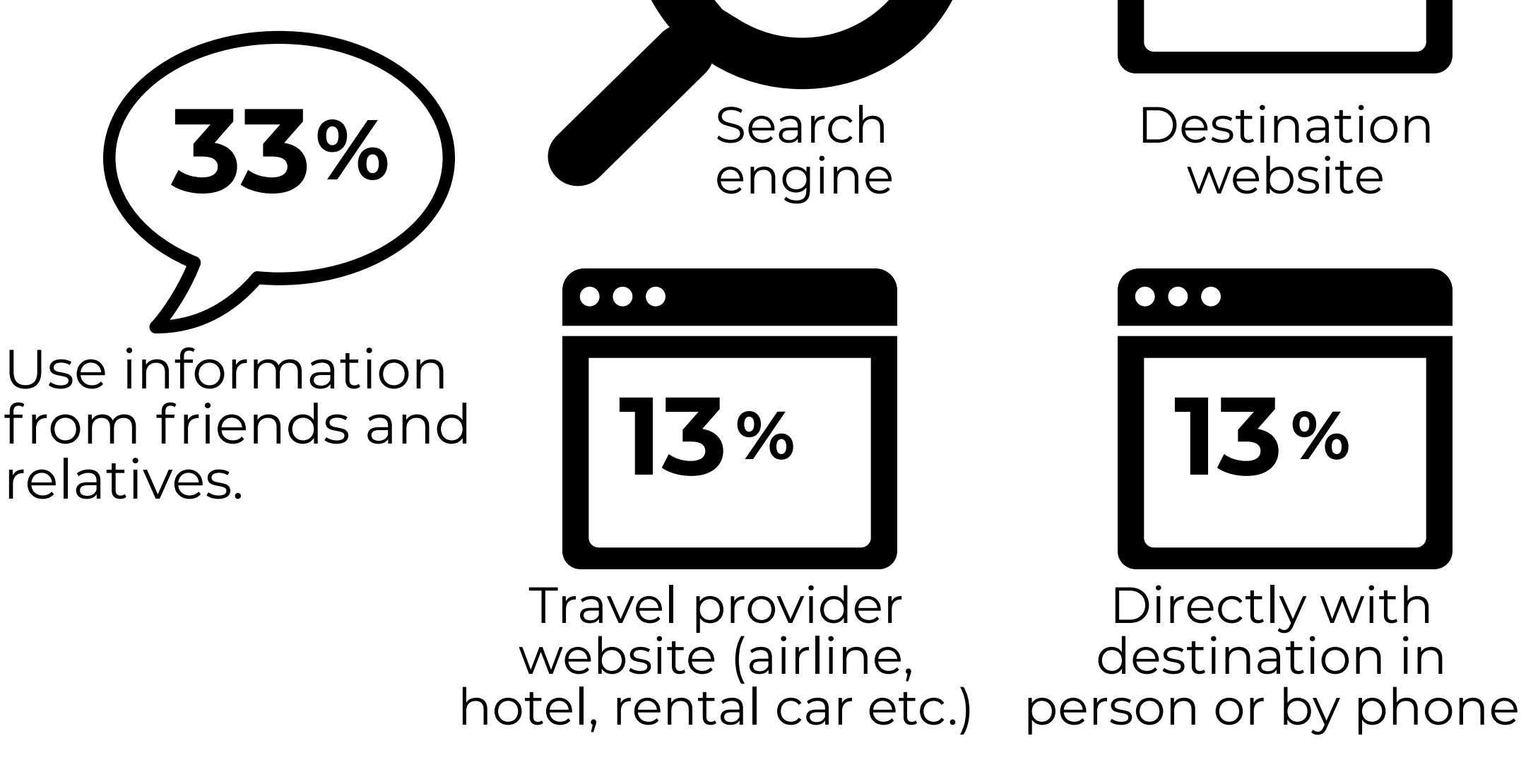
**33%**  
Traveling with Children

**2.7**  
Average travel party size

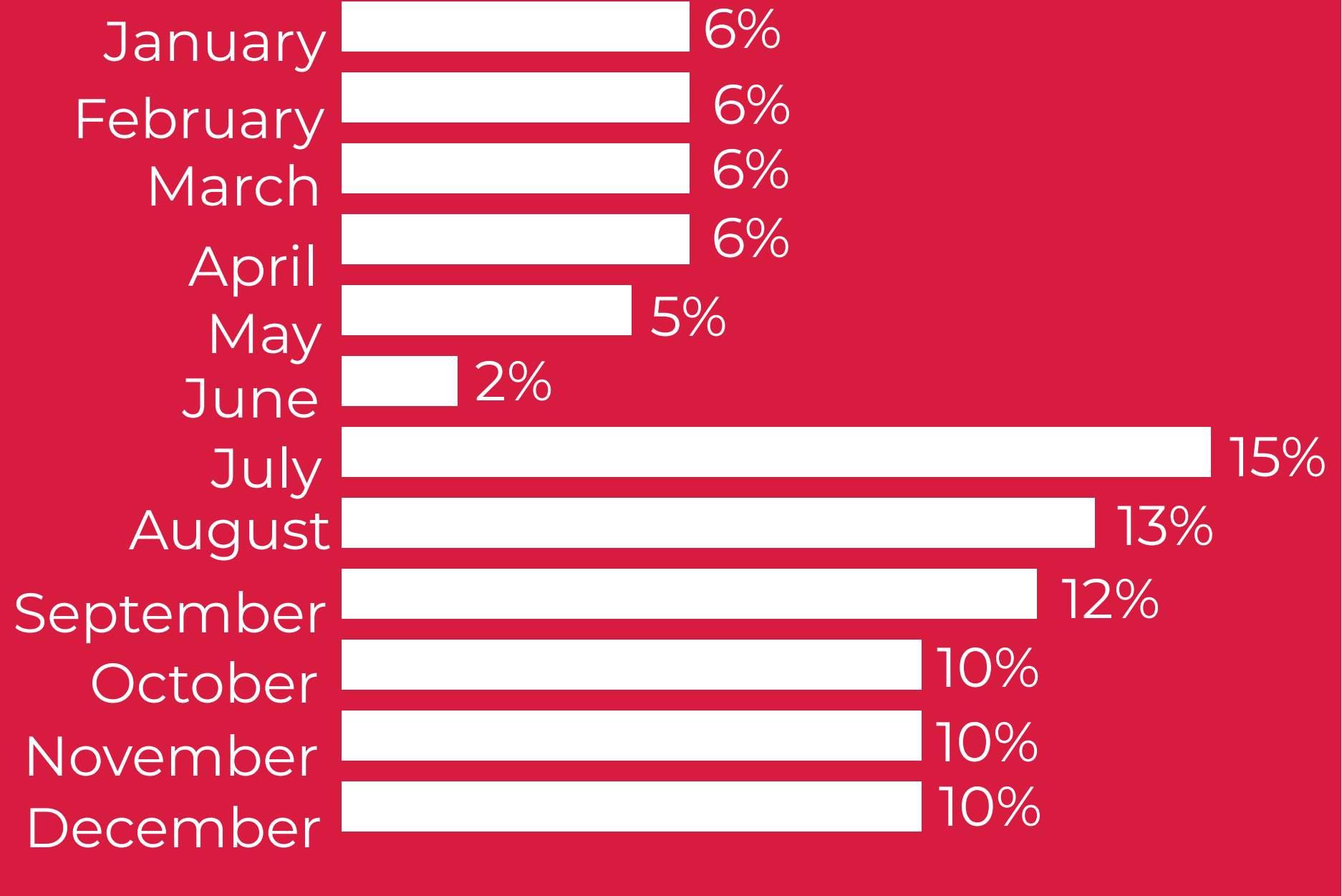
**33%**  
Annual household income of 100K or more



## Planning Sources



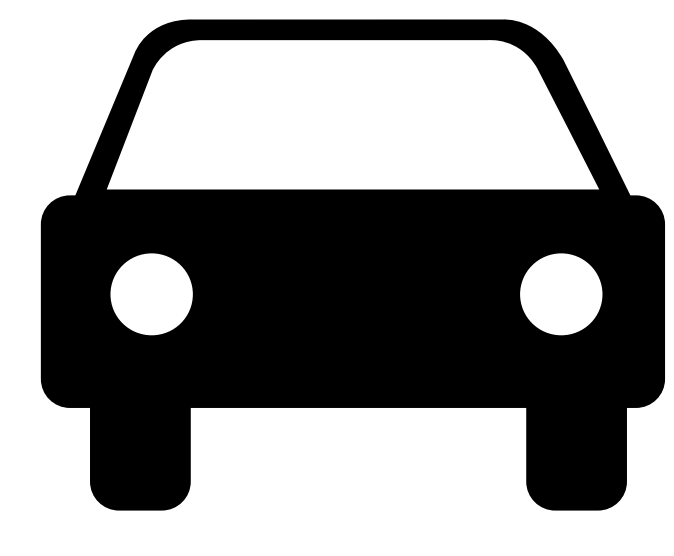
## Month of Travel



## Planning Time



46% consider visiting Virginia less than a month before their visit  
58% decide visiting Virginia less than a month before their visit

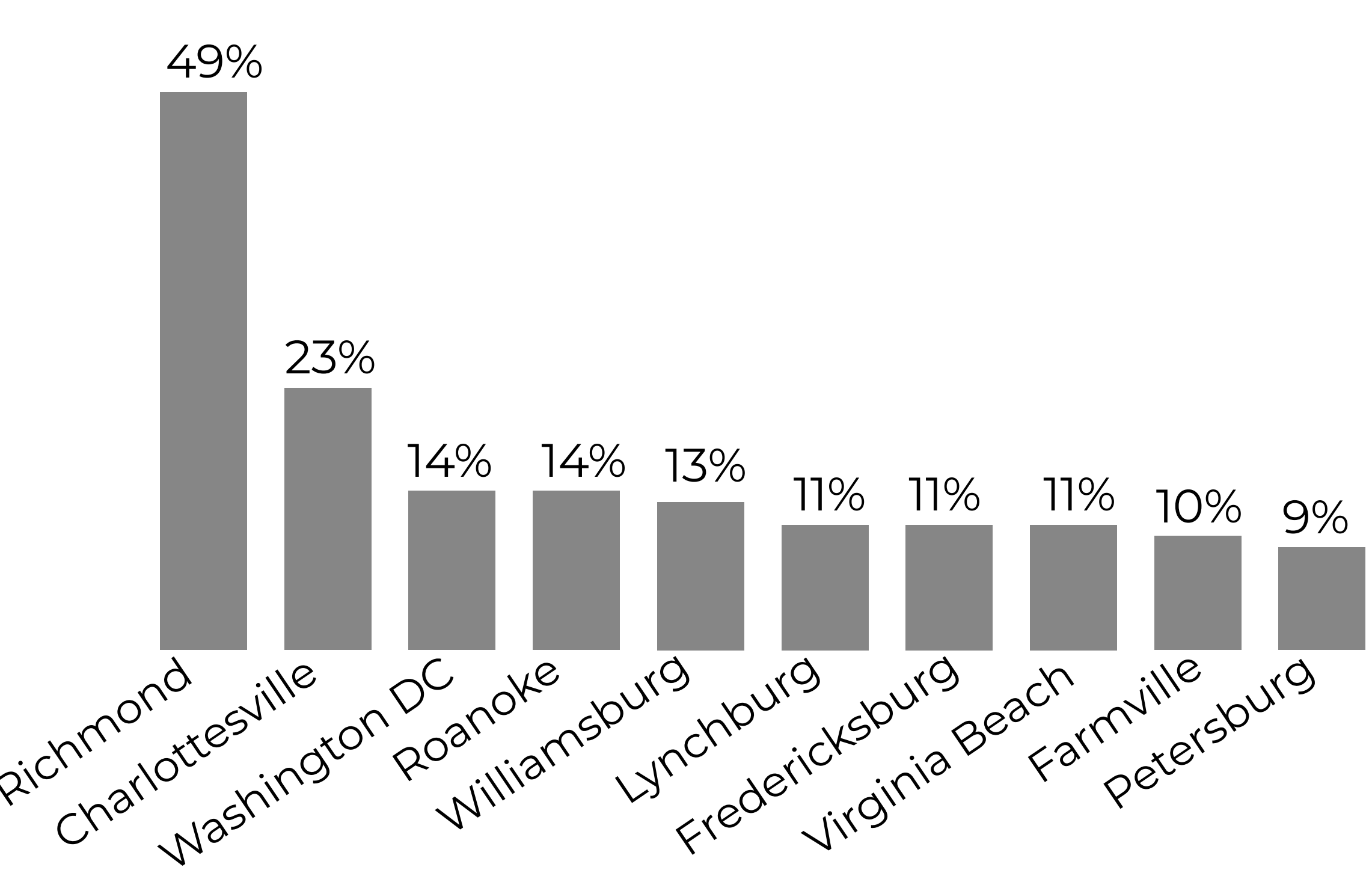


**86%**  
Travel by owned auto or rental cars



**8%**  
Travel by plane

## Top 10 Most Visited Cities



## Top 10 States Plan to Visit for Leisure in Next 2 Years

