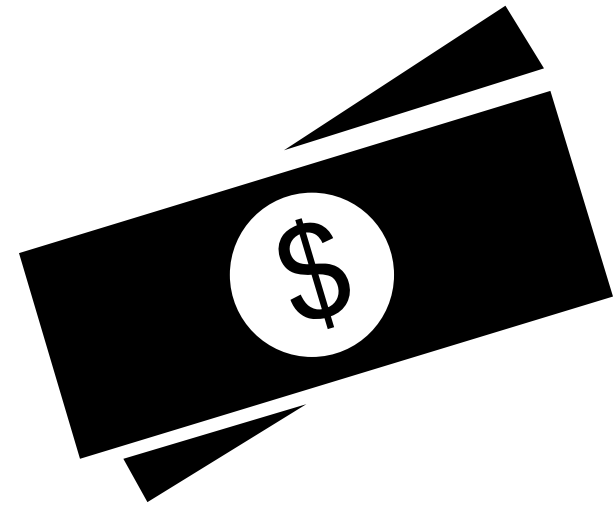


Day Travel

Average travel party spending:



\$166

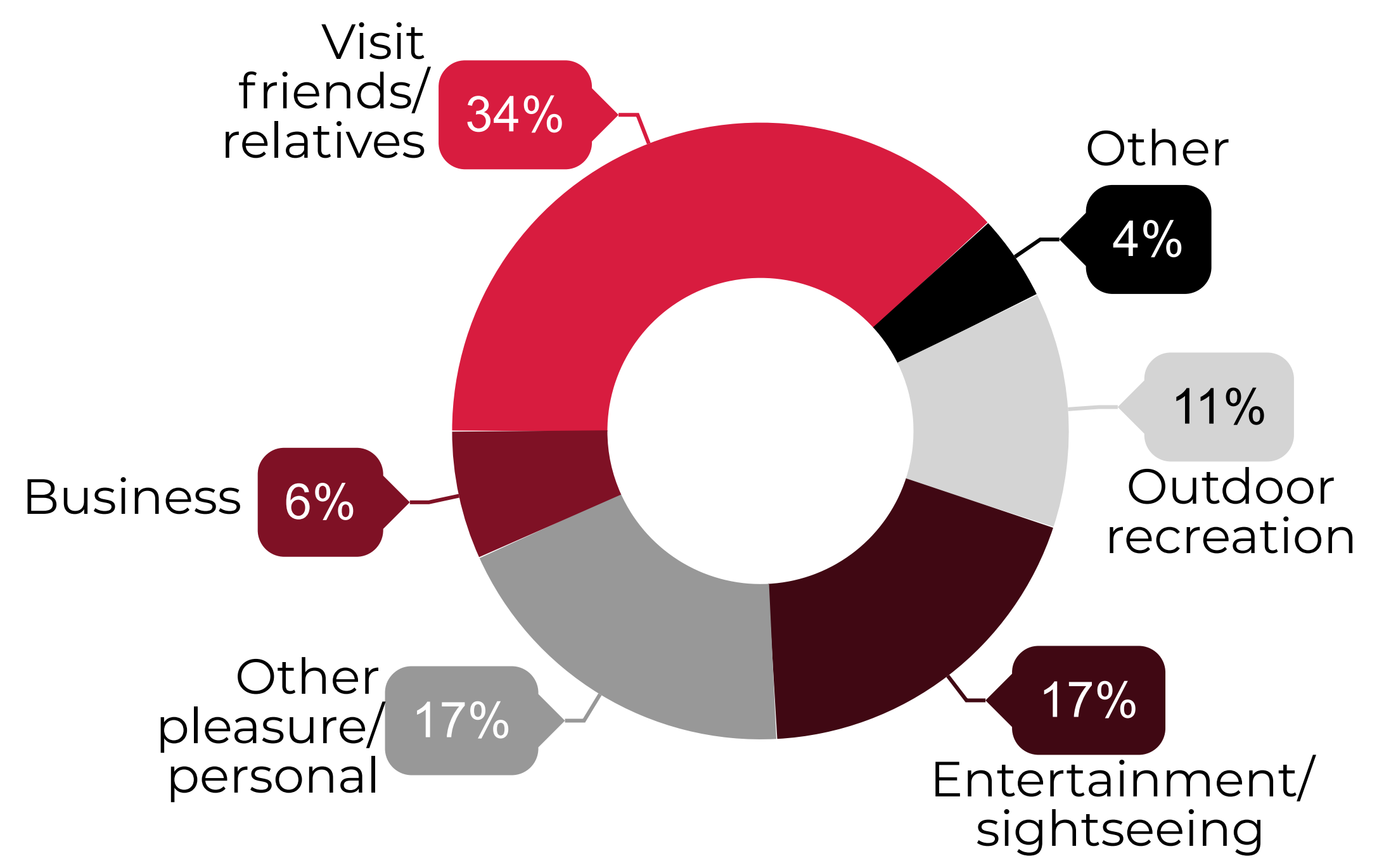
per trip



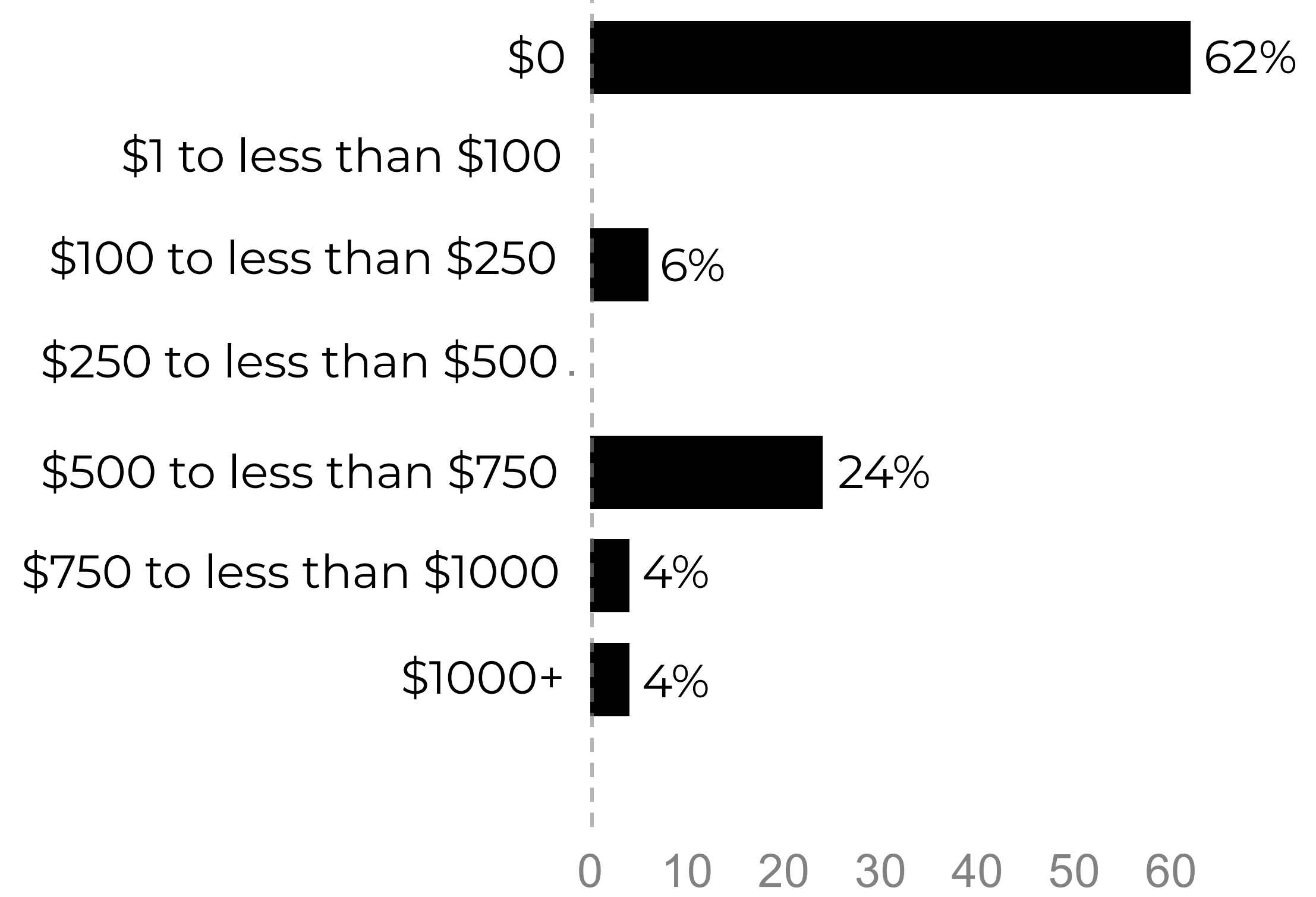
Top Activities:

Visiting relatives	18%
Shopping	14%
Visiting friends	12%
Fine dining	9%
Rural sightseeing	9%
Historic sites/churches	7%
Urban sightseeing	5%
State park/monuments	5%
Museums	4%
National park/monuments	4%

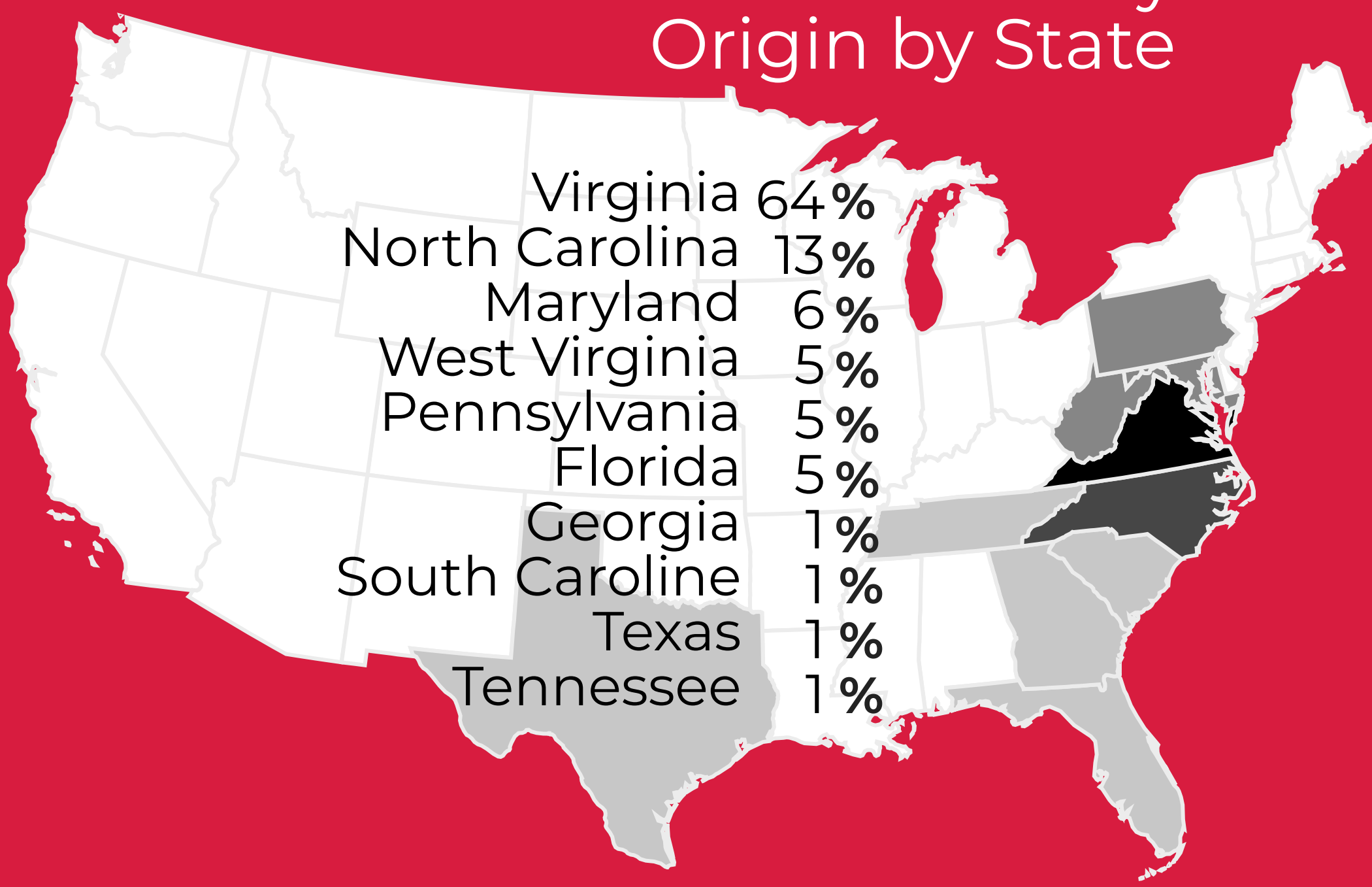
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

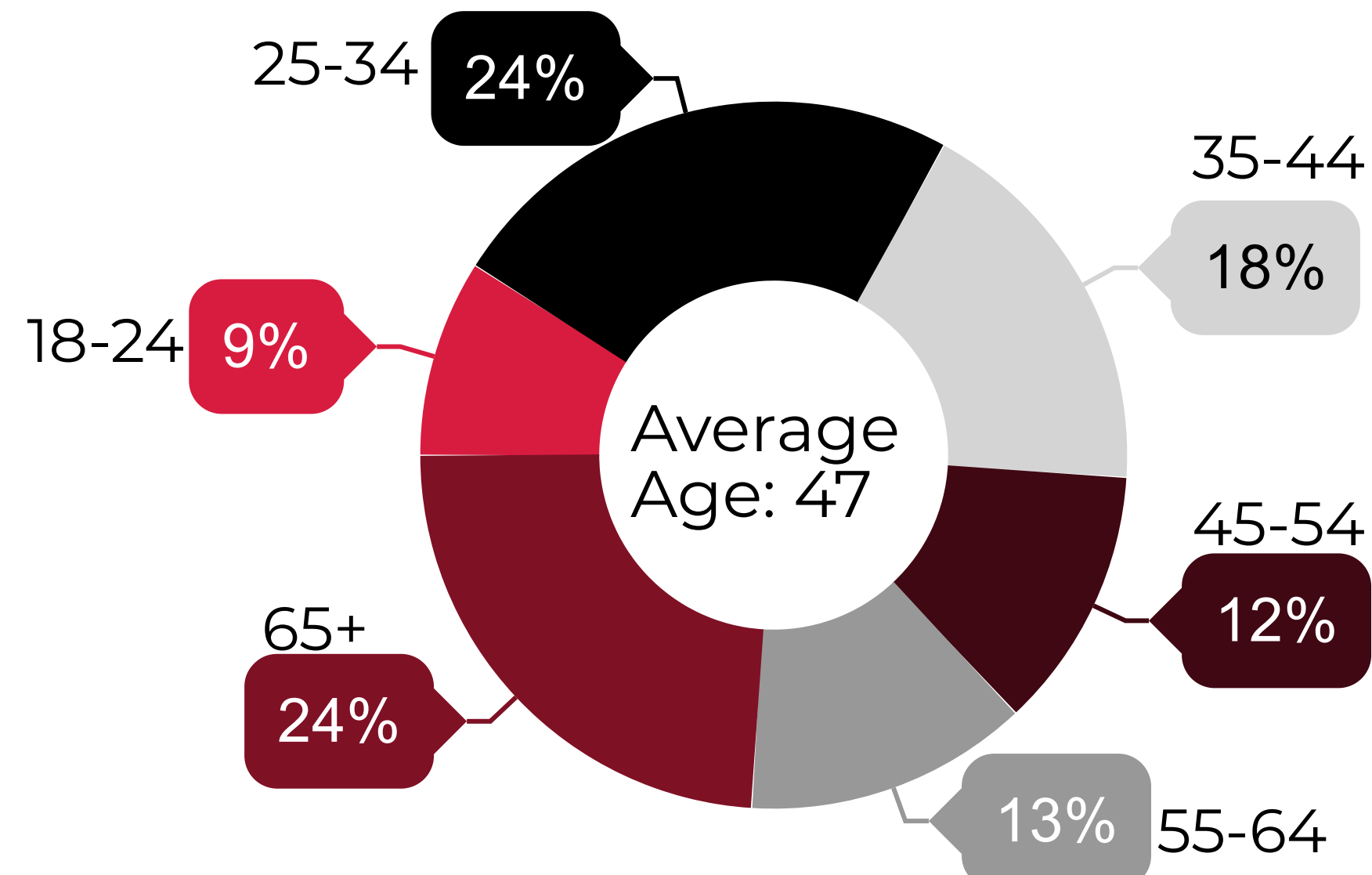
Washington, DC (Hagerstown)	27%
Richmond-Petersburg	16%
Norfolk-Portsmouth-Newport News	11%
Roanoke-Lynchburg	9%
Greensboro-High Point-Winston Salem	8%
Bluefield-Beckley Oak Hill	5%
Tri-Cities, TN-VA	4%
Baltimore	3%
Raleigh-Durham (Fayetteville)	3%
Philadelphia	3%

63%
Married

28%
Traveling with Children

2.6
Average travel party size

23%
Annual household income of 100K or more



Planning Sources

26%

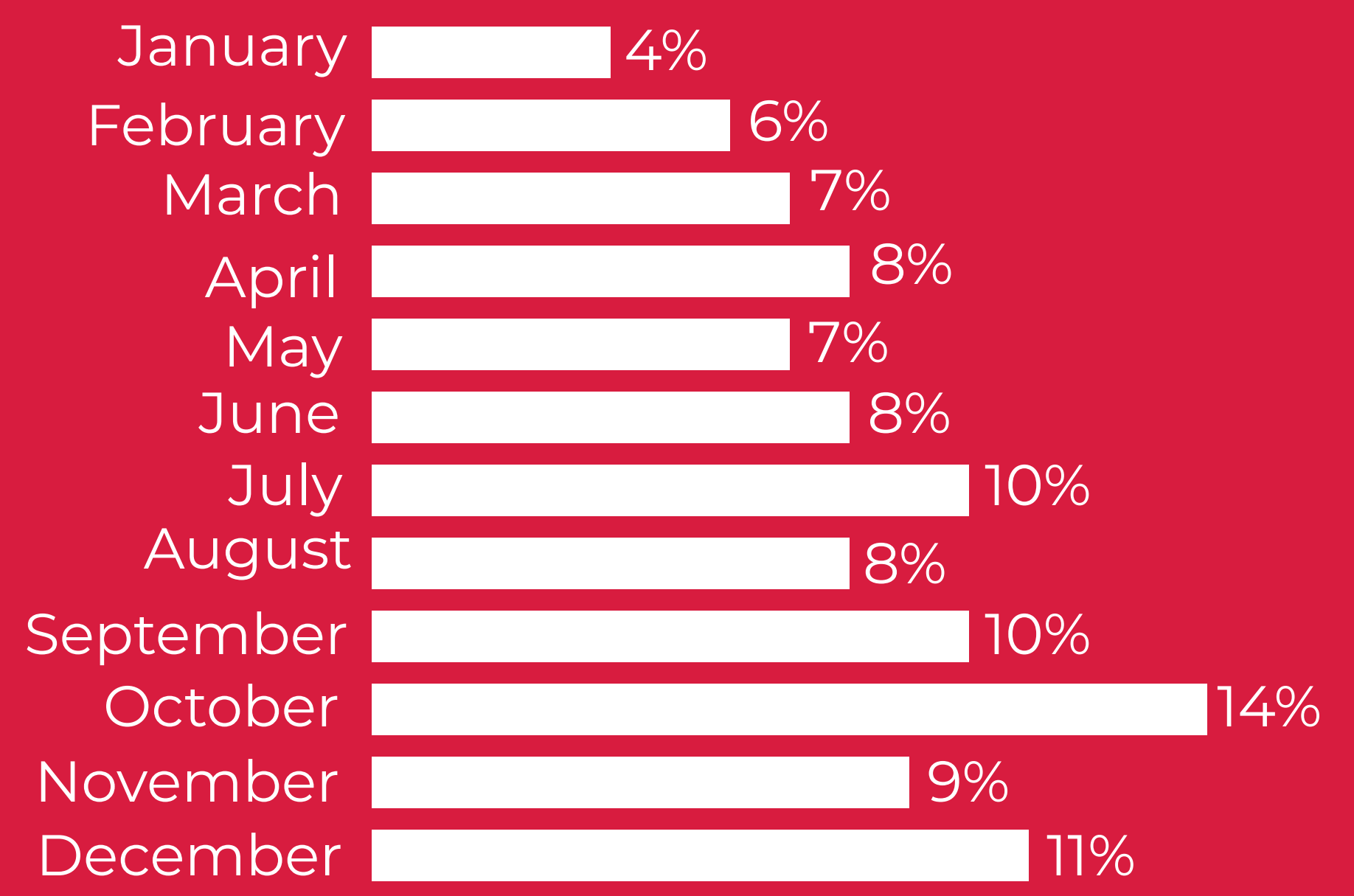
Use information from friends and relatives.

11%
Search engine

10%

8%
Destination website

Month of Travel



Planning Time



74% consider visiting Virginia less than a month before their visit
81% decide visiting Virginia less than a month before their visit



92%
Travel by owned auto or rental cars



1%
Travel by plane