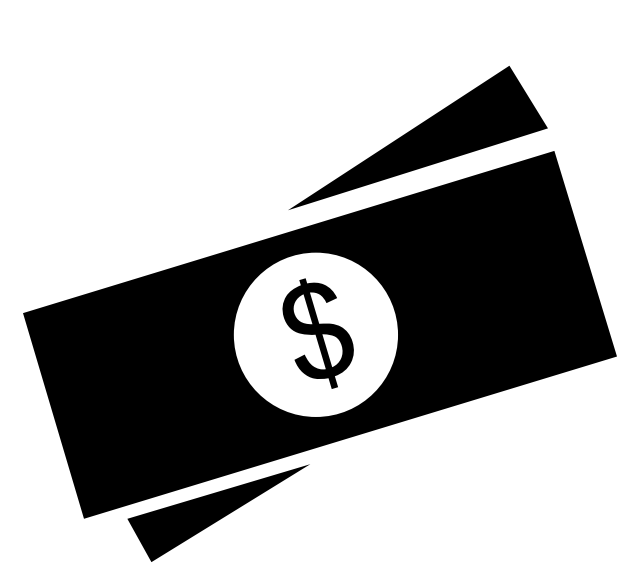




Entertainment & Amusement

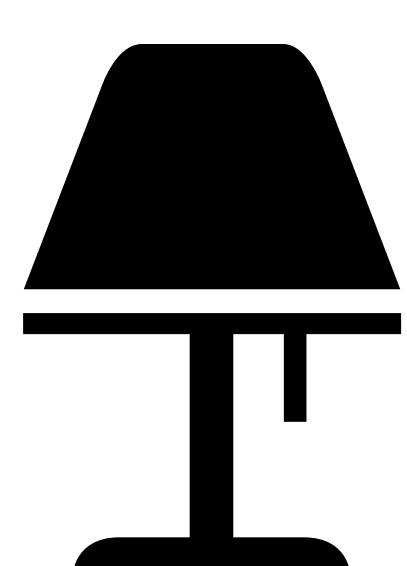


Average travel party spending:

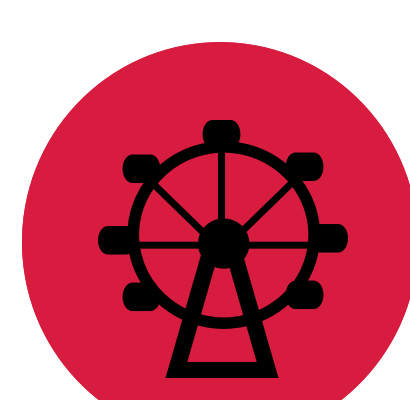
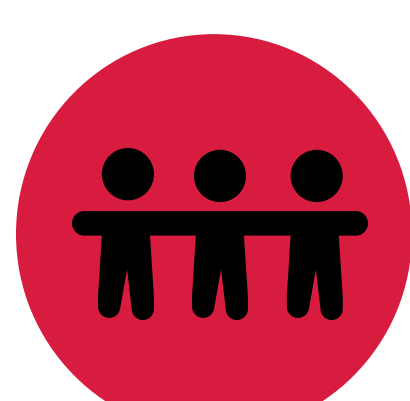


\$838

per trip



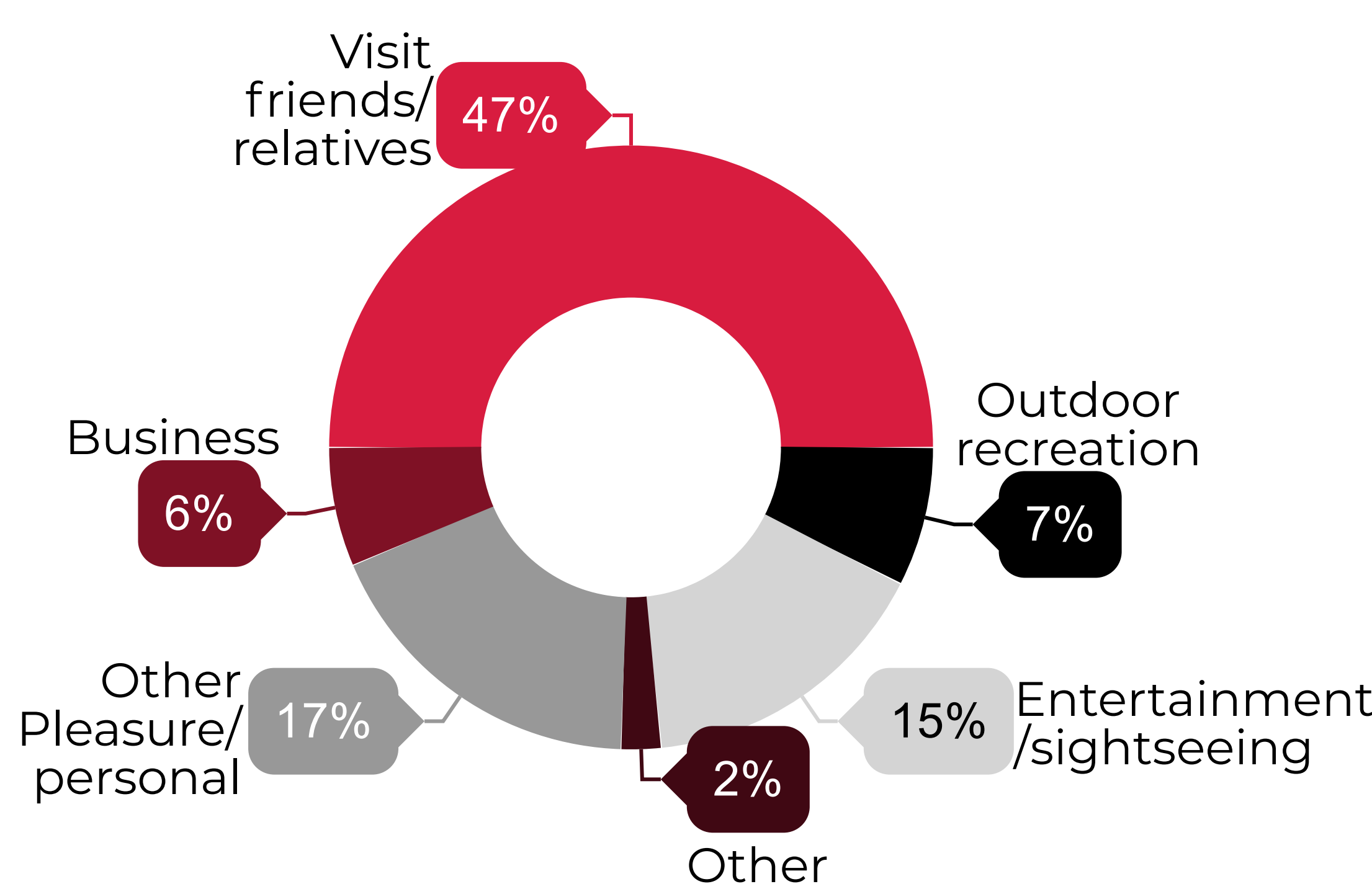
3.2
Nights



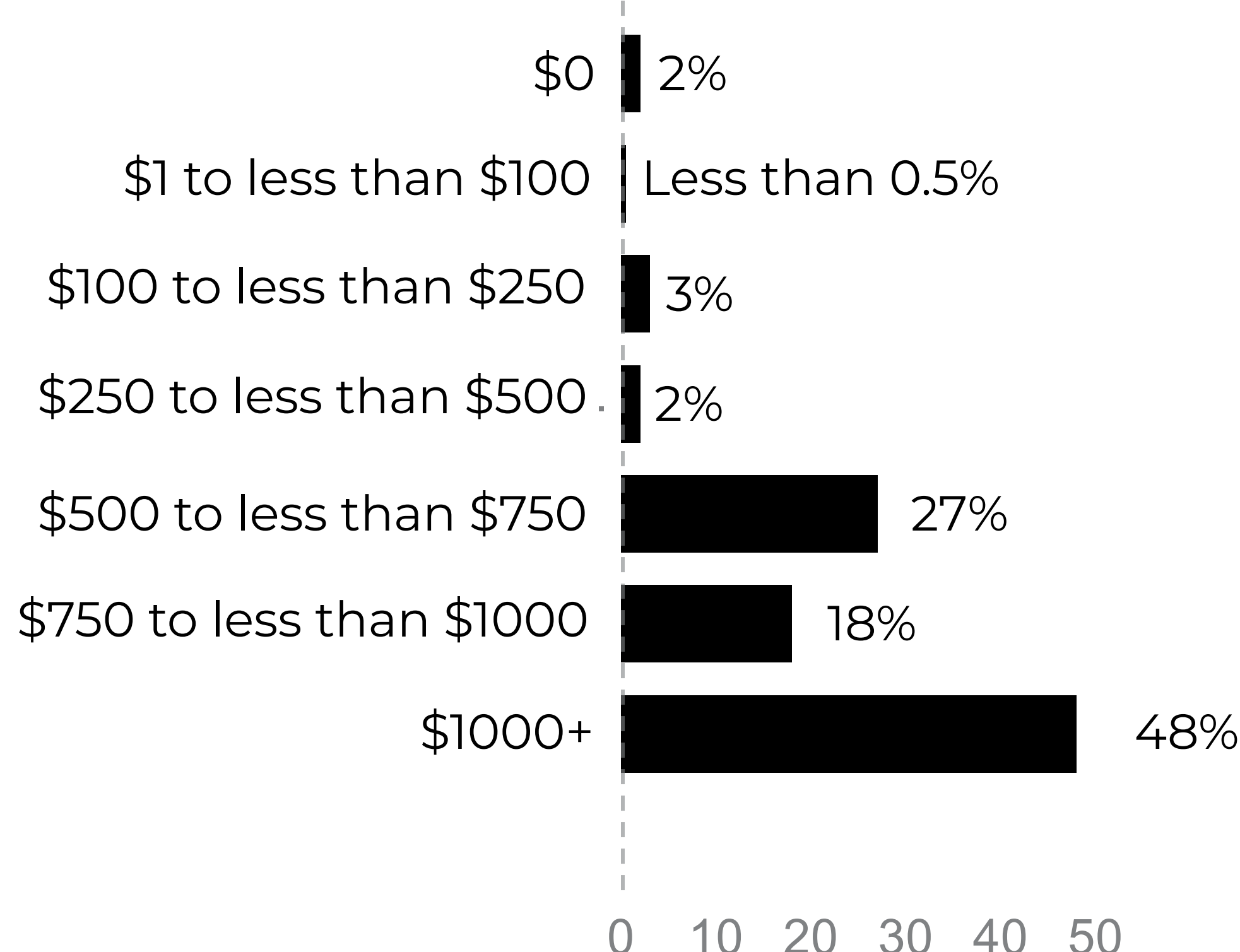
Top Activities:

- Shopping 54%
- Fine dining 33%
- Visiting relatives 30%
- Visiting friends 22%
- Historic sites/churches 19%
- Rural sightseeing 18%
- Beach 17%
- Museums 17%
- Urban sightseeing 14%
- Theme park/amusement 12%

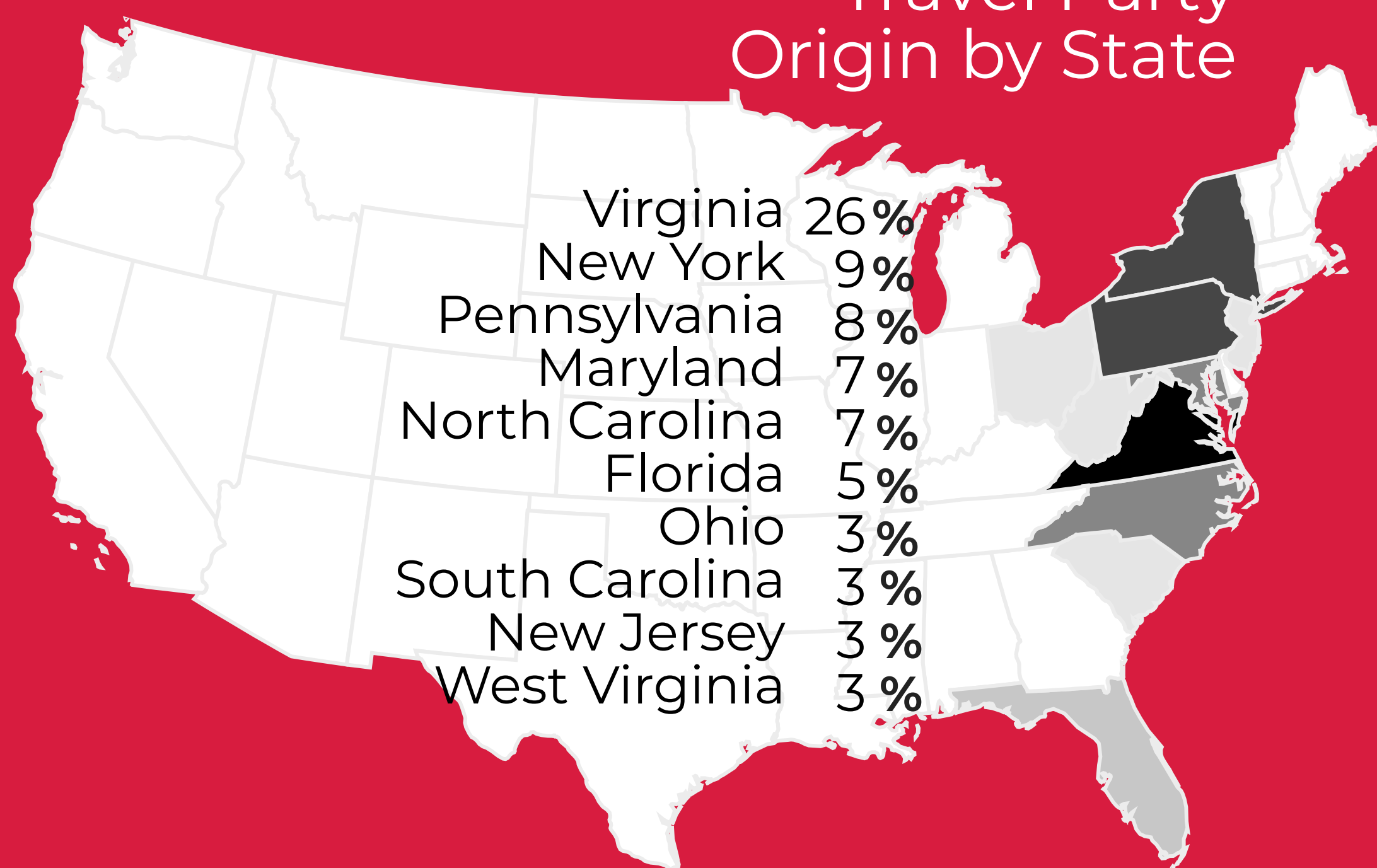
Primary Purpose of Trip



Travel Party Spending

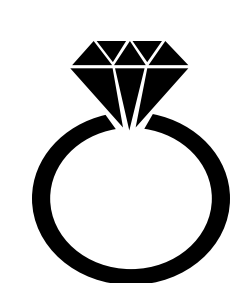


Travel Party Origin by State

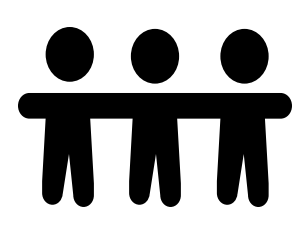


Travel Party Origin by DMA

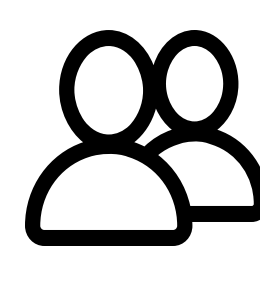
- Washington, DC (Hagerstown) 14%
- New York 7%
- Richmond-Petersburg 7%
- Norfolk-Portsmouth-Newport News 4%
- Baltimore 4%
- Philadelphia 4%
- Roanoke-Lynchburg 3%
- Atlanta 2%
- Charlotte 2%
- Raleigh-Durham (Fayetteville) 2%



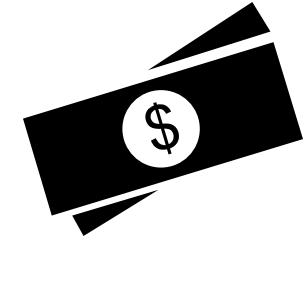
67%
Married



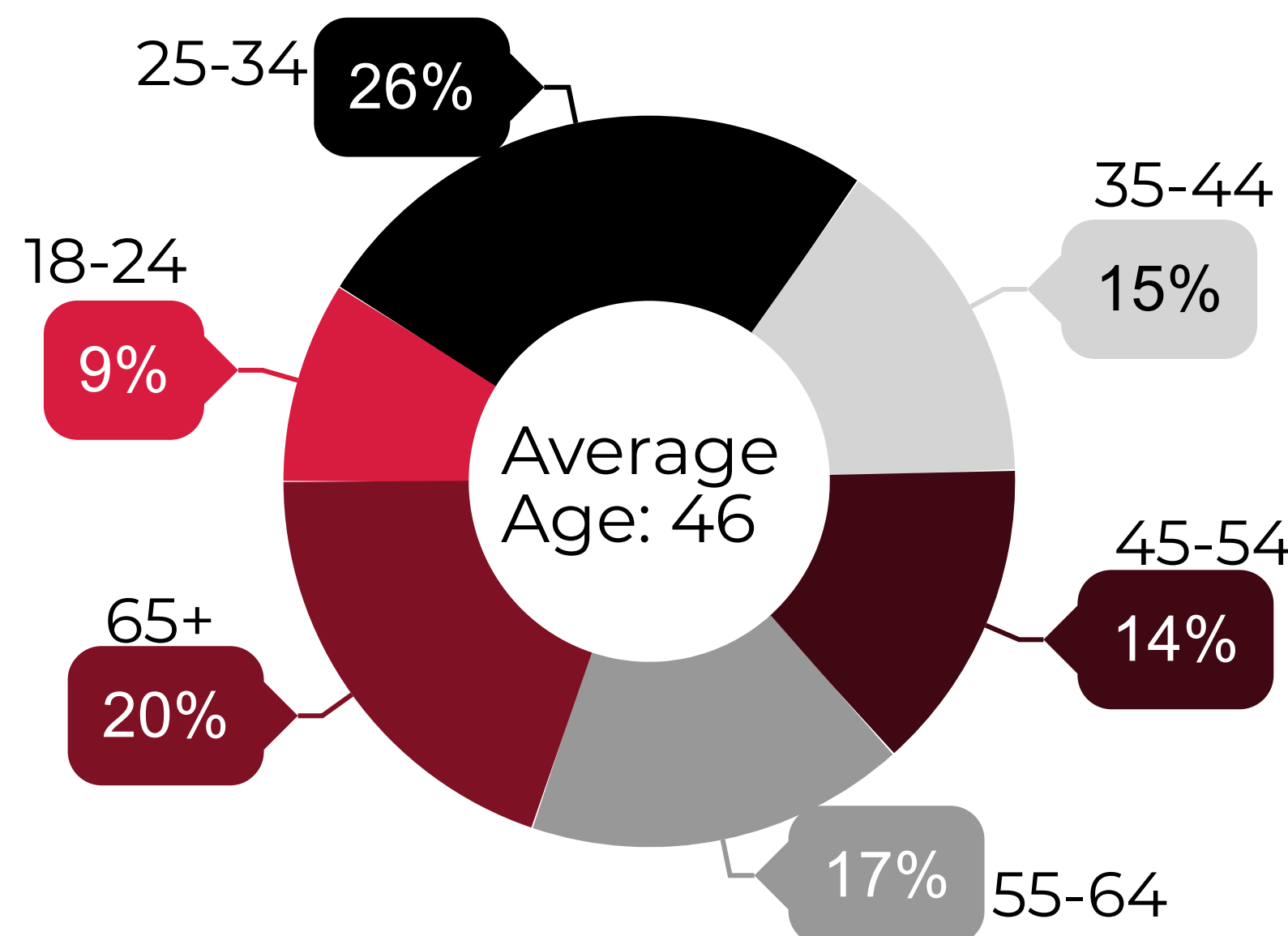
32%
Traveling with Children



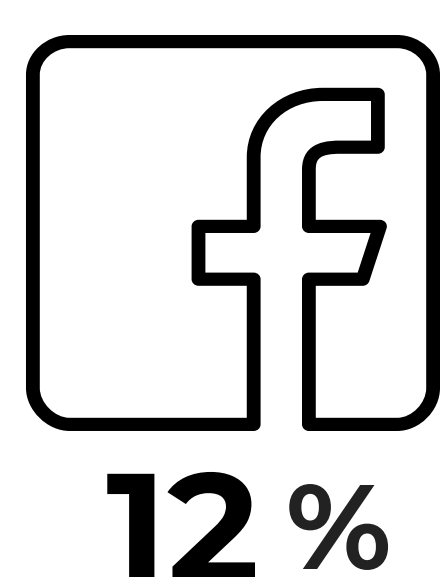
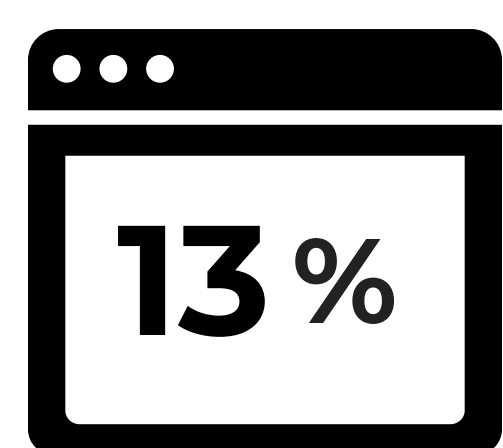
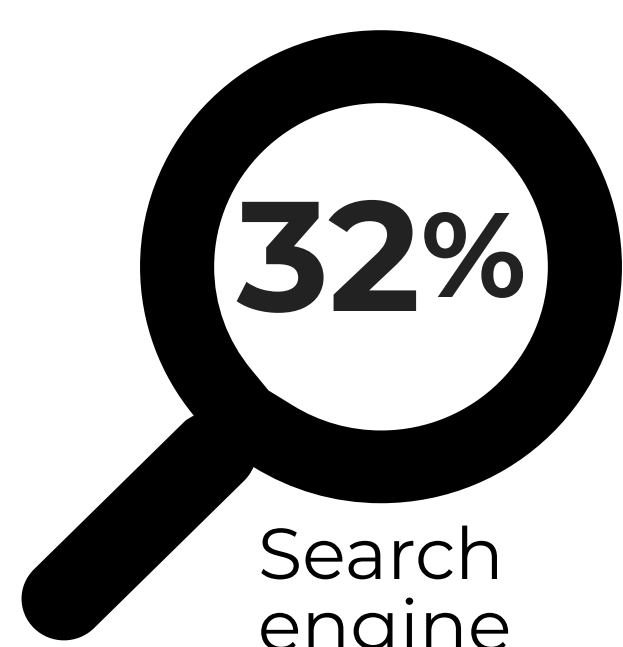
2.9
Average travel party size



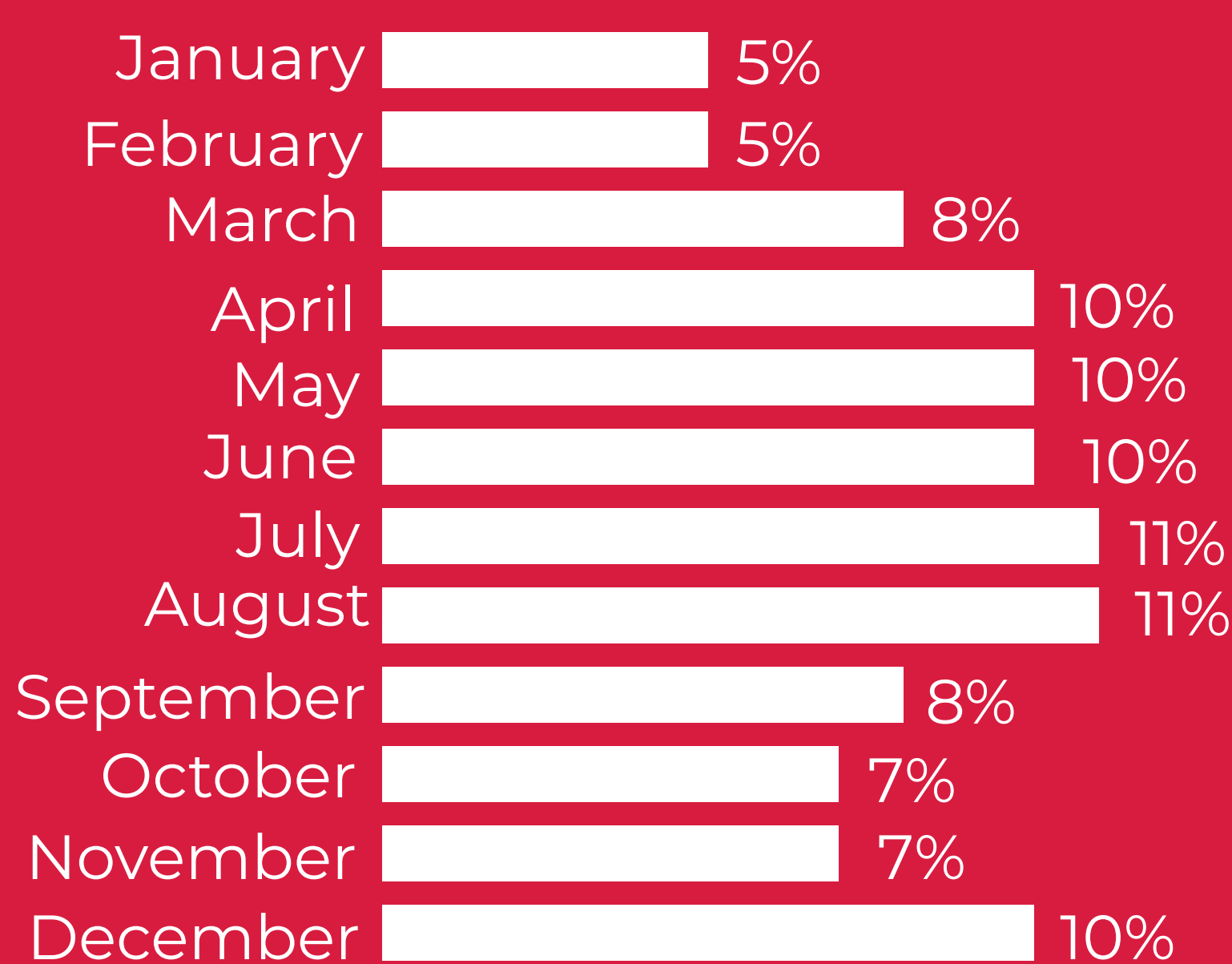
40%
Annual household income of 100K or more



Planning Sources



Month of Travel



Planning Time



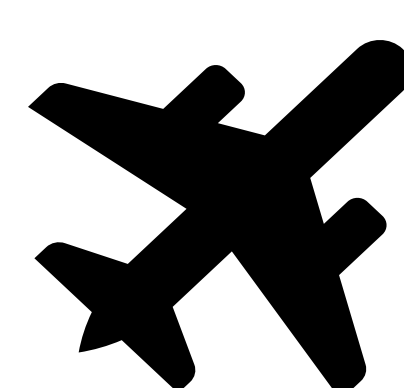
36% consider visiting Virginia less than a month before their visit

48% decide visiting Virginia less than a month before their visit



82%

Travel by owned auto or rental cars



11%

Travel by plane