



Family Fun



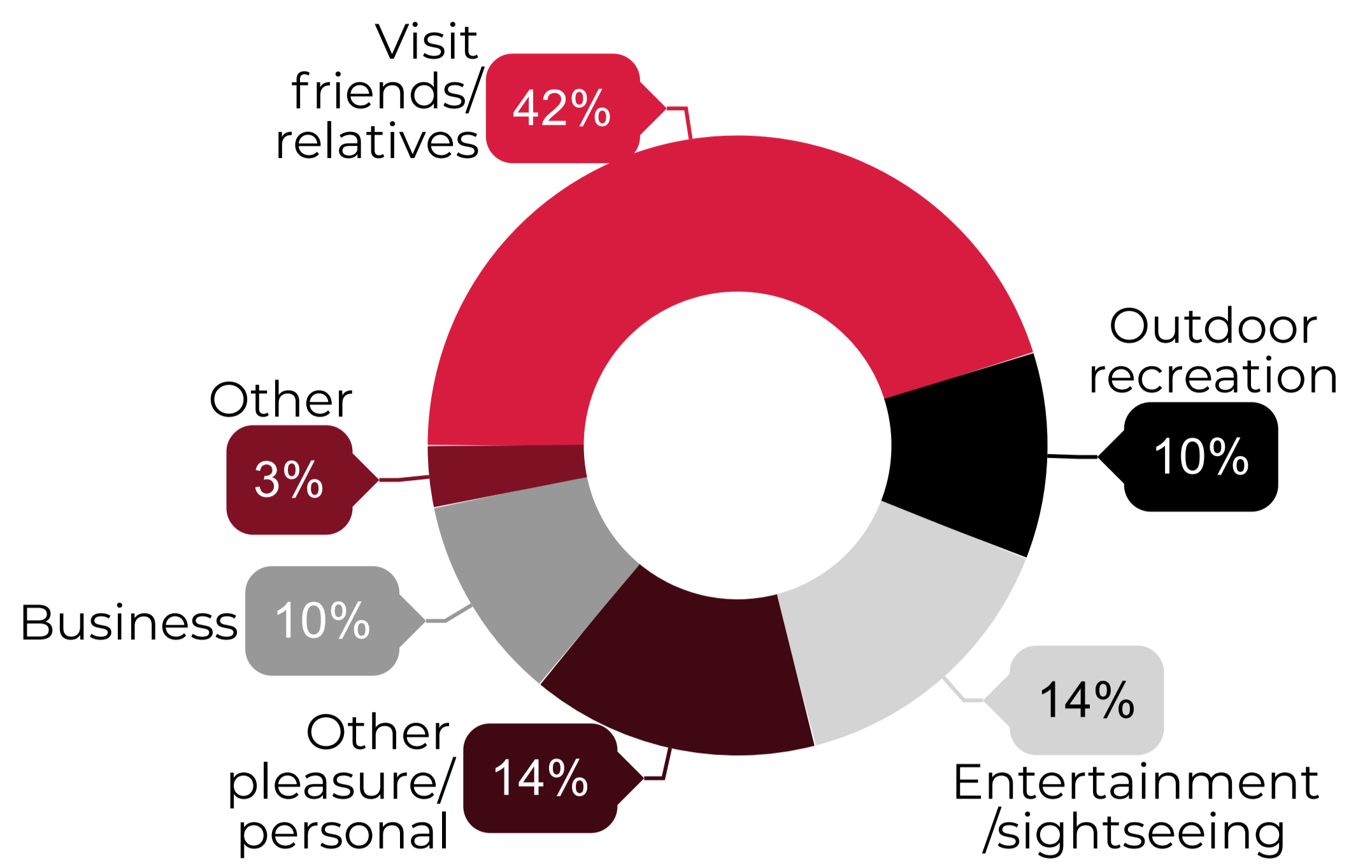
Average travel party spending:



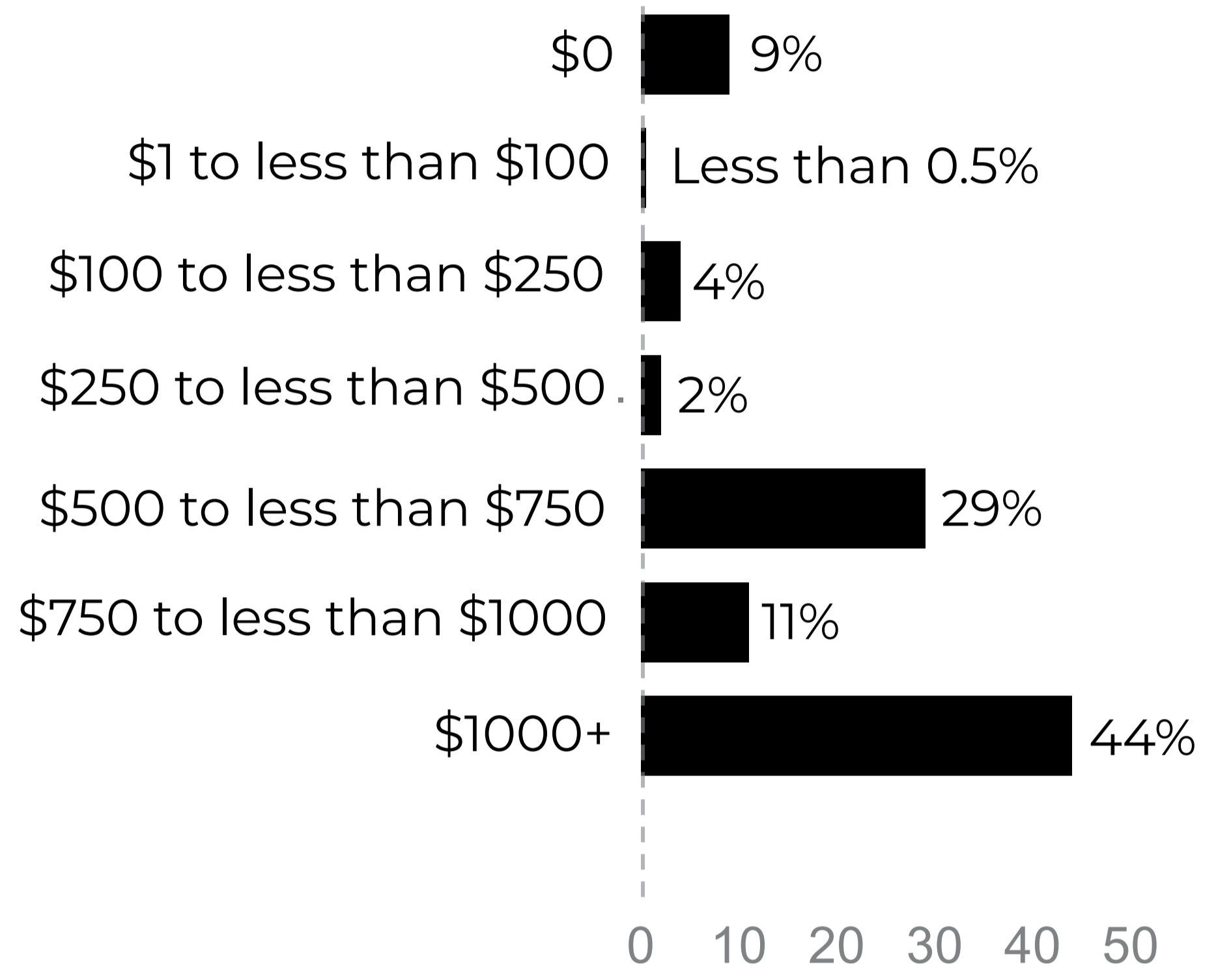
Top Activities:

- Shopping 22%
- Visiting relatives 21%
- Visiting friends 16%
- Beach 14%
- Historic sites/churches 13%
- Museums 12%
- Fine dining 11%
- Rural sightseeing 11%
- Theme park/amusement park 8%
- State park/monuments 7%

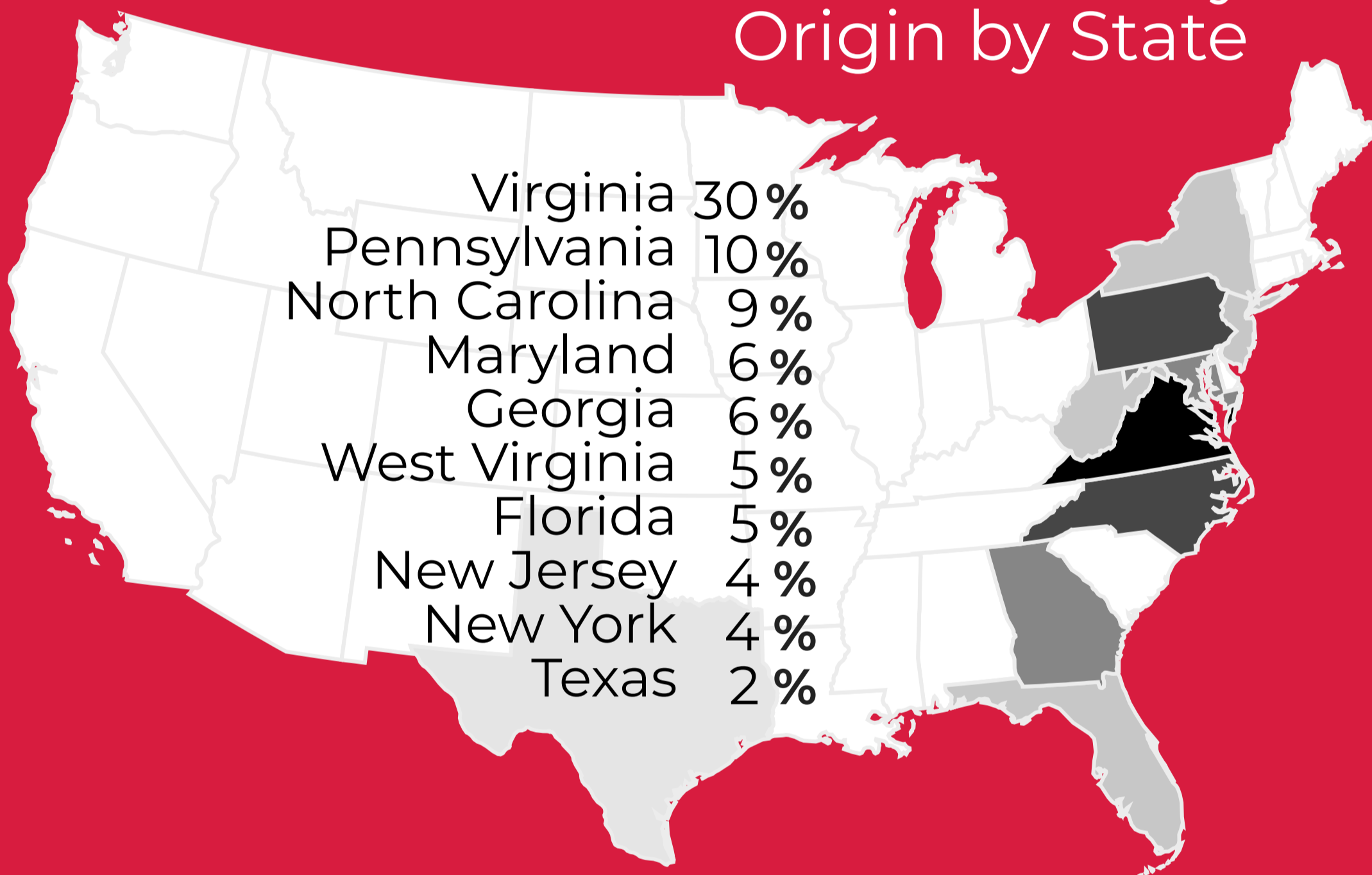
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

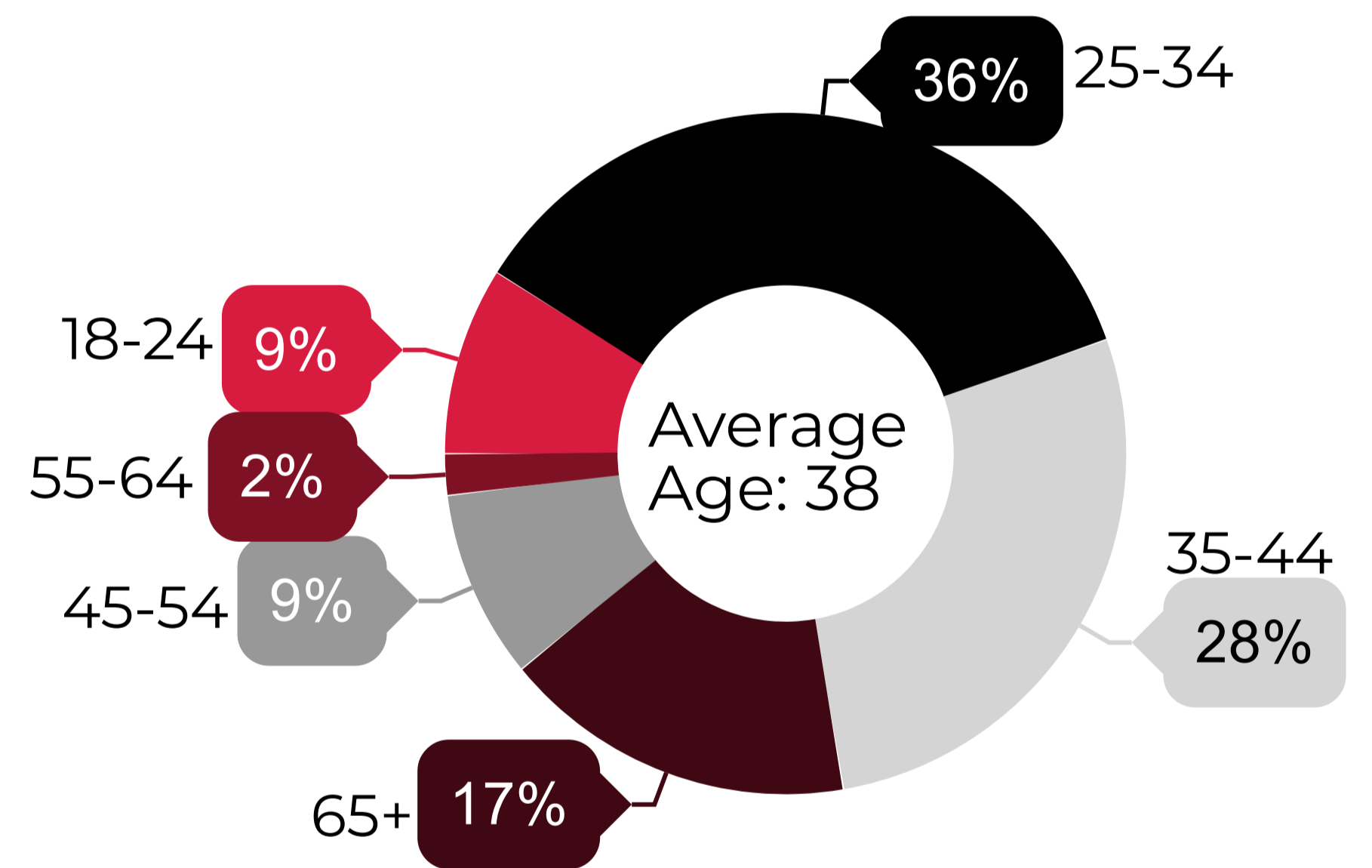
- Washington, DC (Hagerstown) 17%
- Richmond-Petersburg 7%
- Philadelphia 6%
- New York 6%
- Roanoke-Lynchburg 5%
- Charlotte 4%
- Norfolk-Portsmouth-Newport News 4%
- Baltimore 3%
- Atlanta 3%
- August 3%

78%
Married

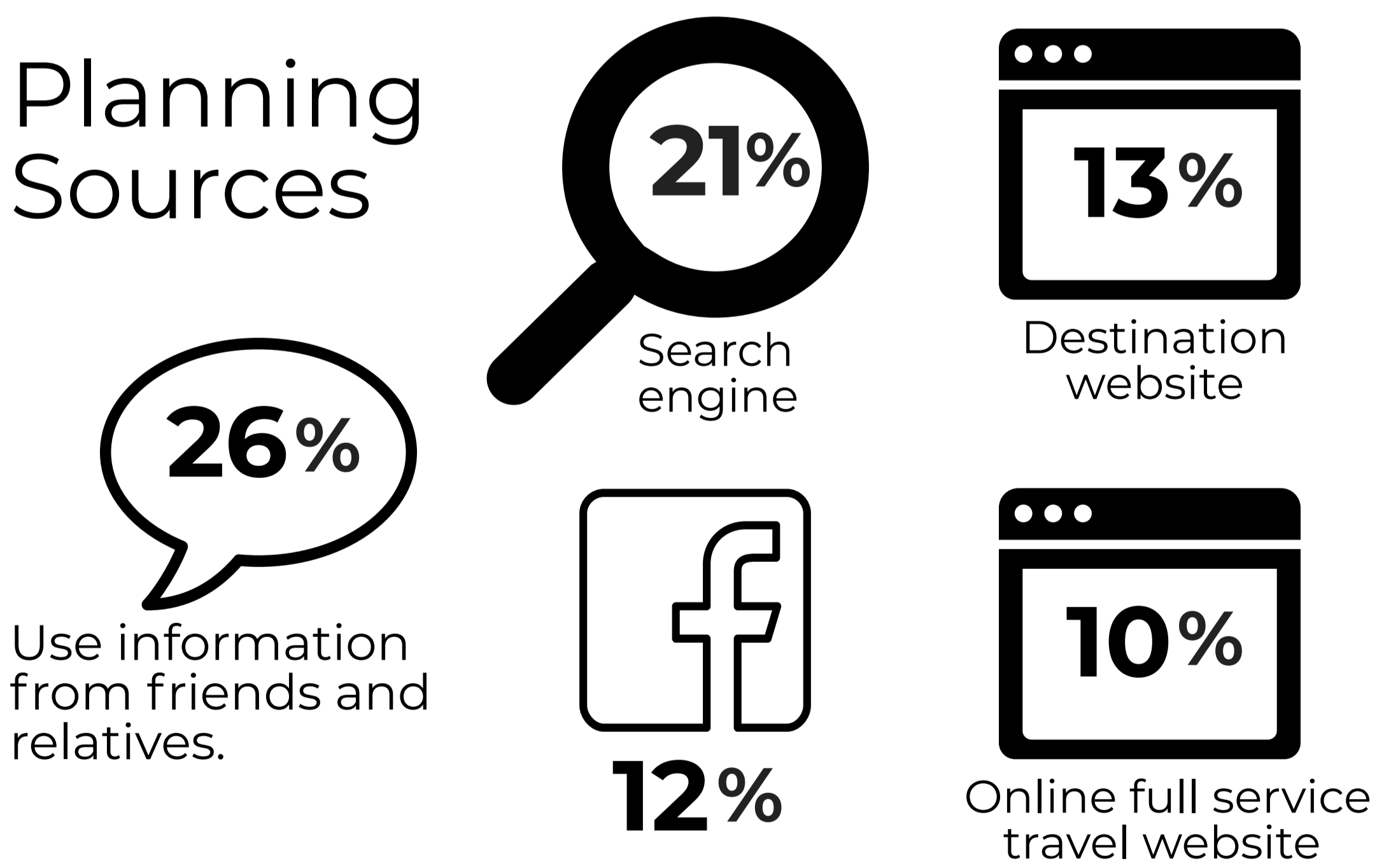
69%
Traveling with Children

3.4
Average travel party size

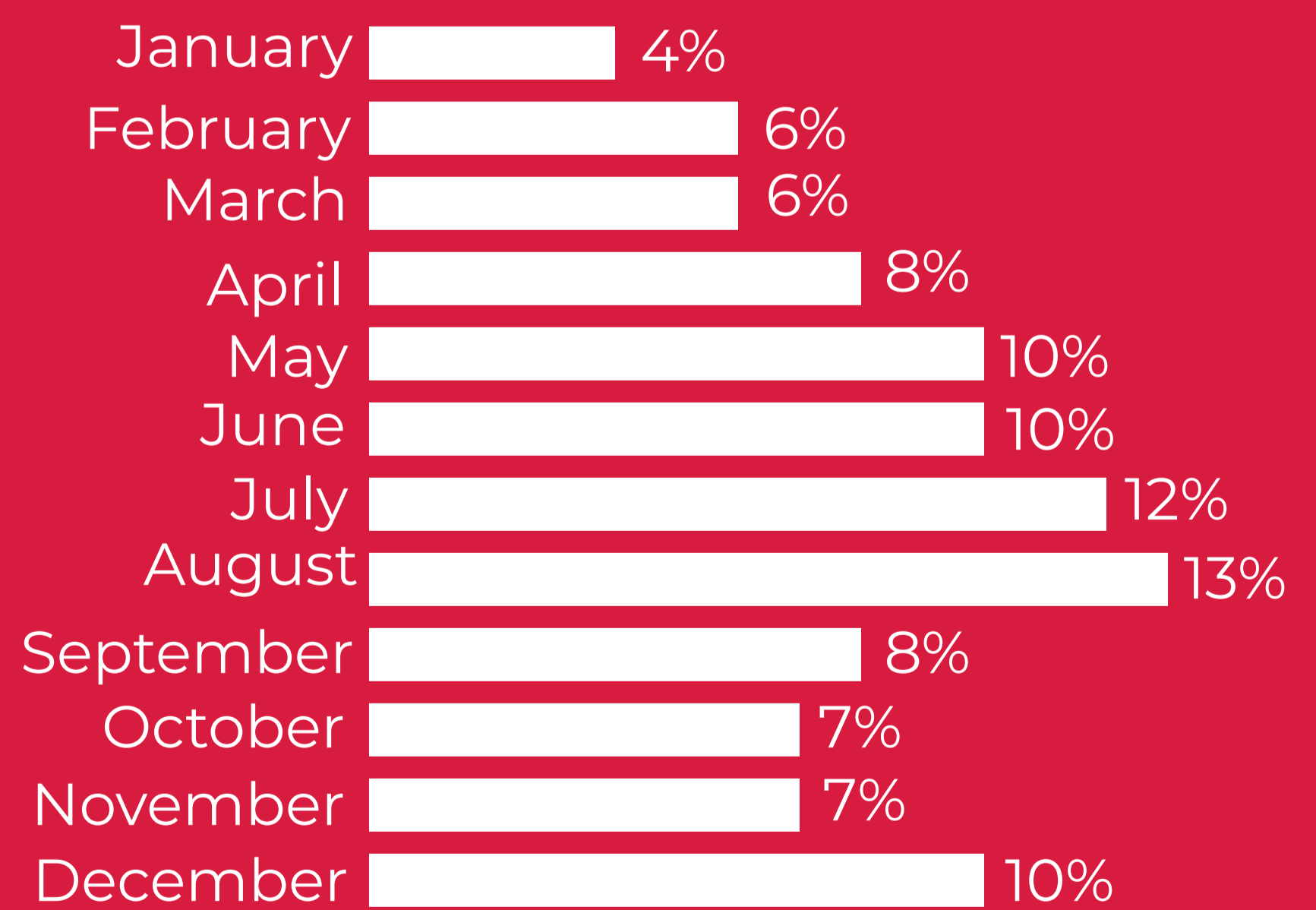
38%
Annual household income of 100K or more



Planning Sources



Month of Travel



Planning Time



44% consider visiting Virginia less than a month before their visit
56% decide visiting Virginia less than a month before their visit



88%
Travel by owned auto or rental cars



7%
Travel by plane