

Foodies



Visit

friends/

relatives

11%

Entertainment

/sightseeing

Outdoor

recreation

Average travel party spending:



Nights

per trip

Top Activities:

Visiting relatives 29%

Visiting friends 26%

Craft breweries 22%

Rural sightseeing 20 %

Historic sites/churches 21%

Wine tasting/winery tour 21%

Fine dining 69%

Shopping 40%





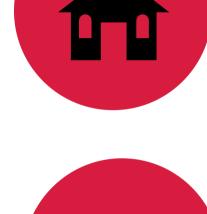


Other

Business 8%

2%









Travel Party

Spending

Other

\$0 1%

Primary Purpose of Trip

\$1 to less than \$100 Less than 0.5%

\$100 to less than \$250

\$250 to less than \$500. 1% \$500 to less than \$750 26% \$750 to less than \$1000 17% \$1000+

10 20 30 40 50 60

Museums 20% Urban sightseeing 18%

Travel Party Origin by State Virginia 22% New York 12% Maryland 8% Pennsylvania 8% North Carolina 5% Florida 4% Massachusetts South Caroline New Jersey 4% West Virginia

Travel Party Origin by DMA

52%

Washington, DC (Hagerstown) 13 %

New York 7 % Richmond-Petersburg 7 %

> Baltimore 6 %

6 % Philadelphia 3 %

Boston (Manchester) Norfolk-Portsmouth-Newport News 3 %

3 % Buffalo

2 % Albany-Schenectady-Troy Raleigh-Durham (Fayetteville) 2 %



Married

Traveling with Children

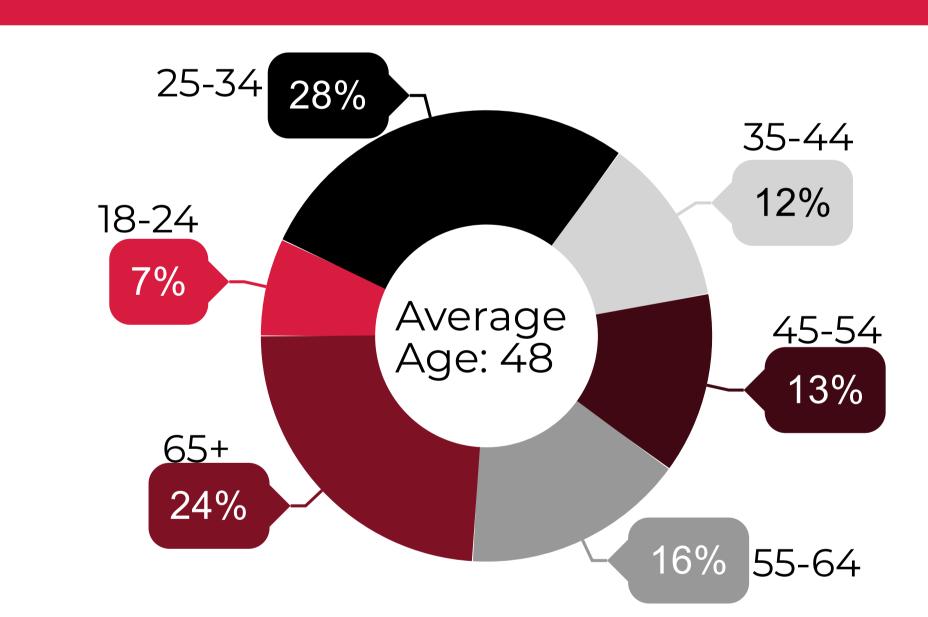


2.7 Average travel party size



44%

Annual household income of 100K or more



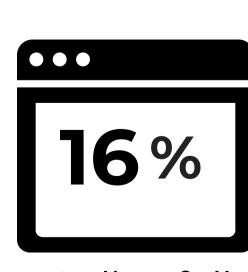
Planning Sources



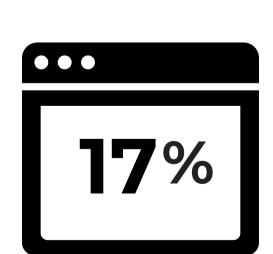
Use information from friends and relatives.



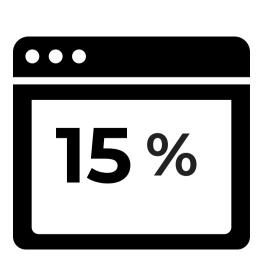
engine



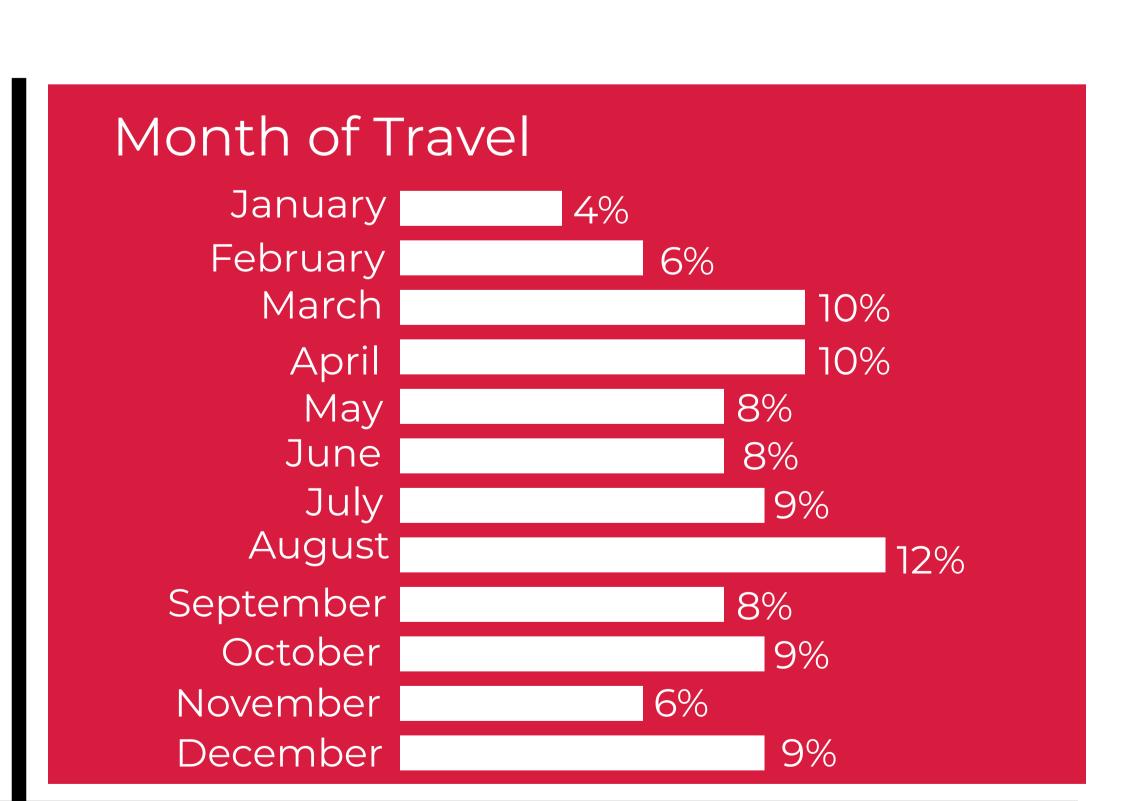
Online full service travel website



Destination website



Travel provider website (airline, hotel, etc.)



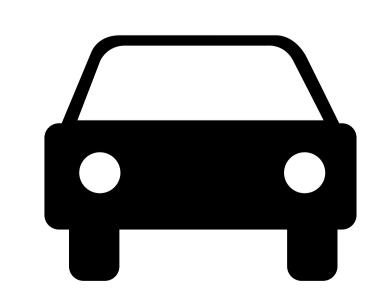
Planning Time



34% consider visiting Virginia less than a month before their visit

than a month before their visit

44% decide visiting Virginia less



79%

Travel by owned auto or rental cars



15% Travel by plane