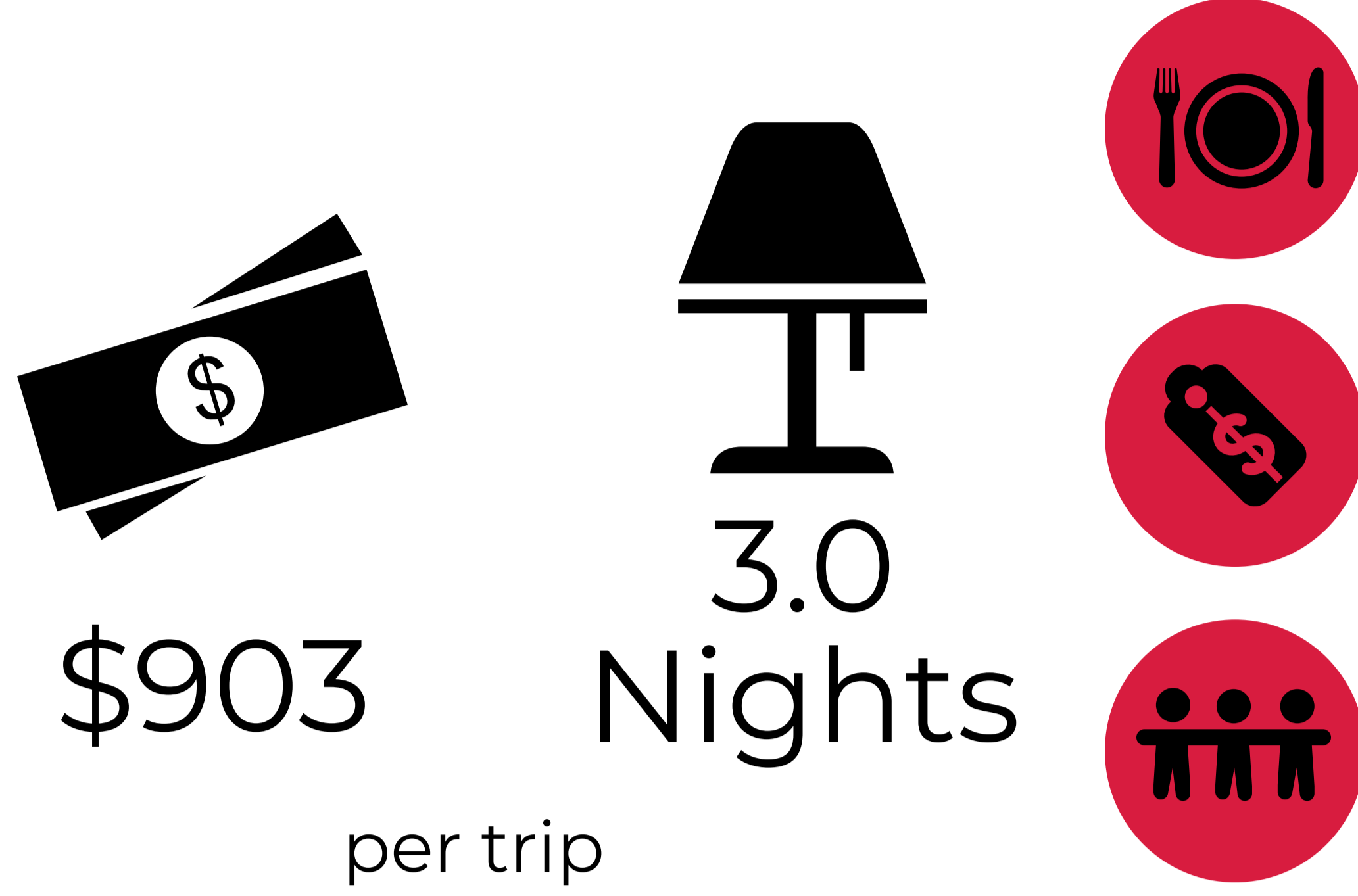




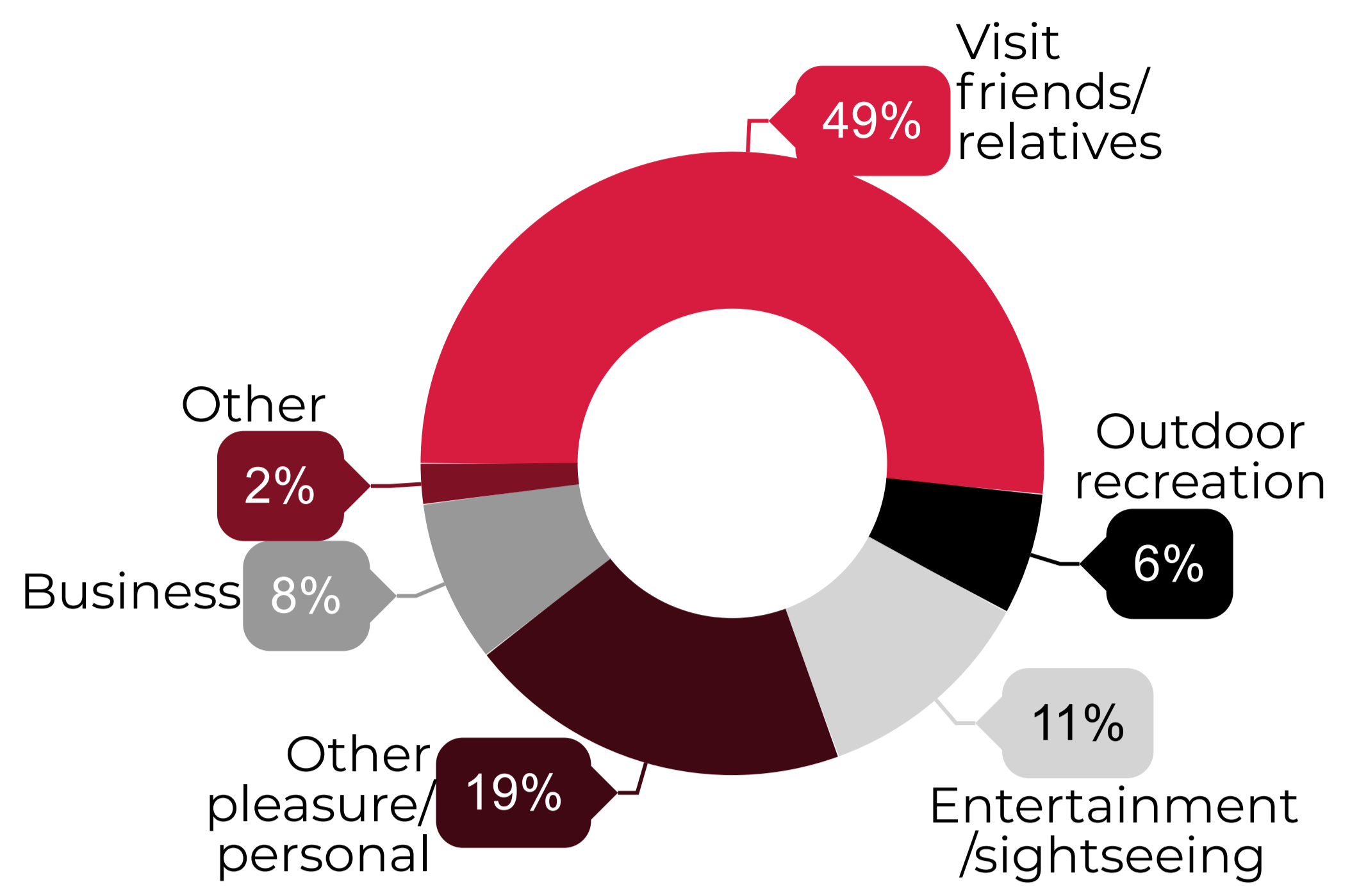
Foodies



Average travel party spending:



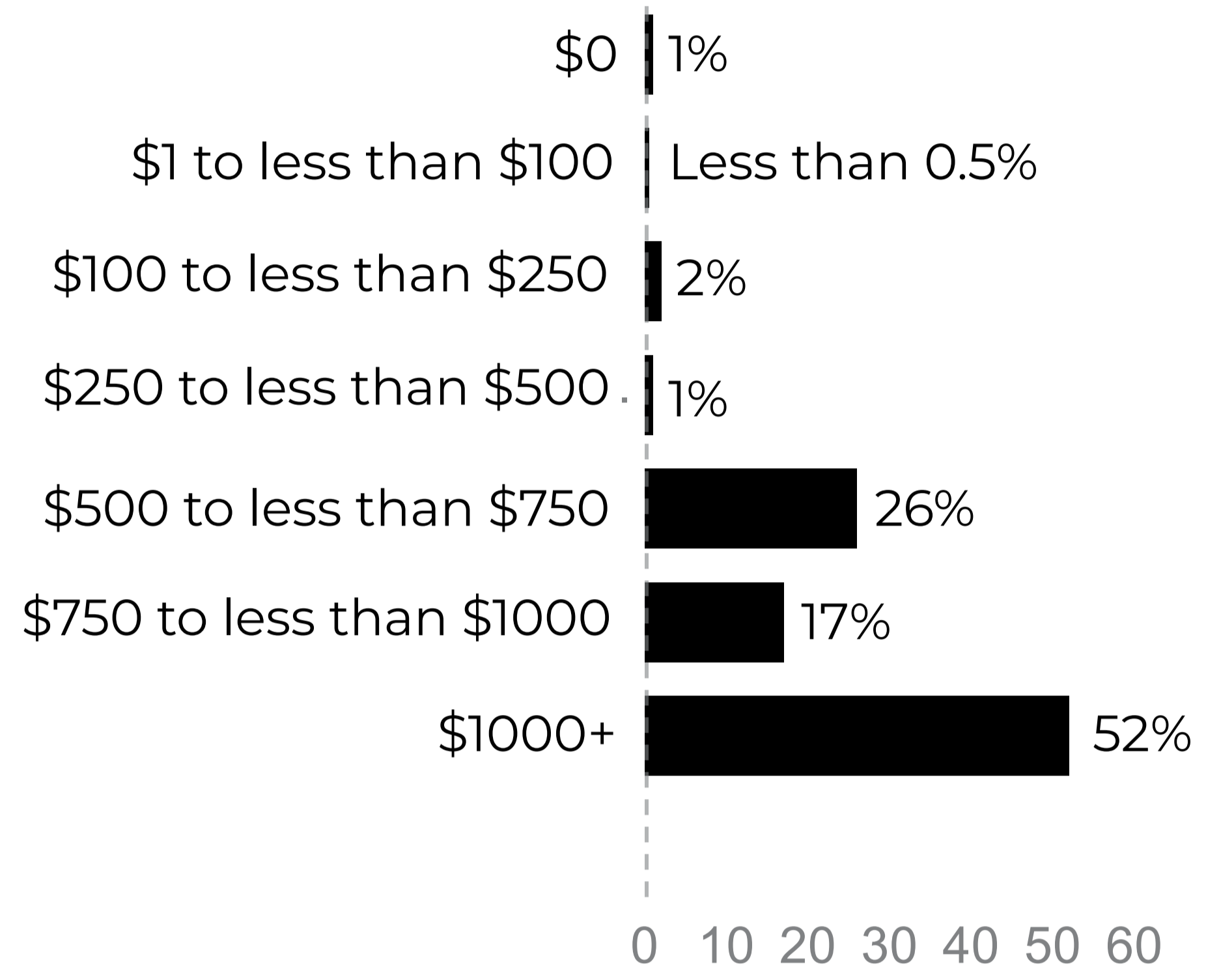
Primary Purpose of Trip



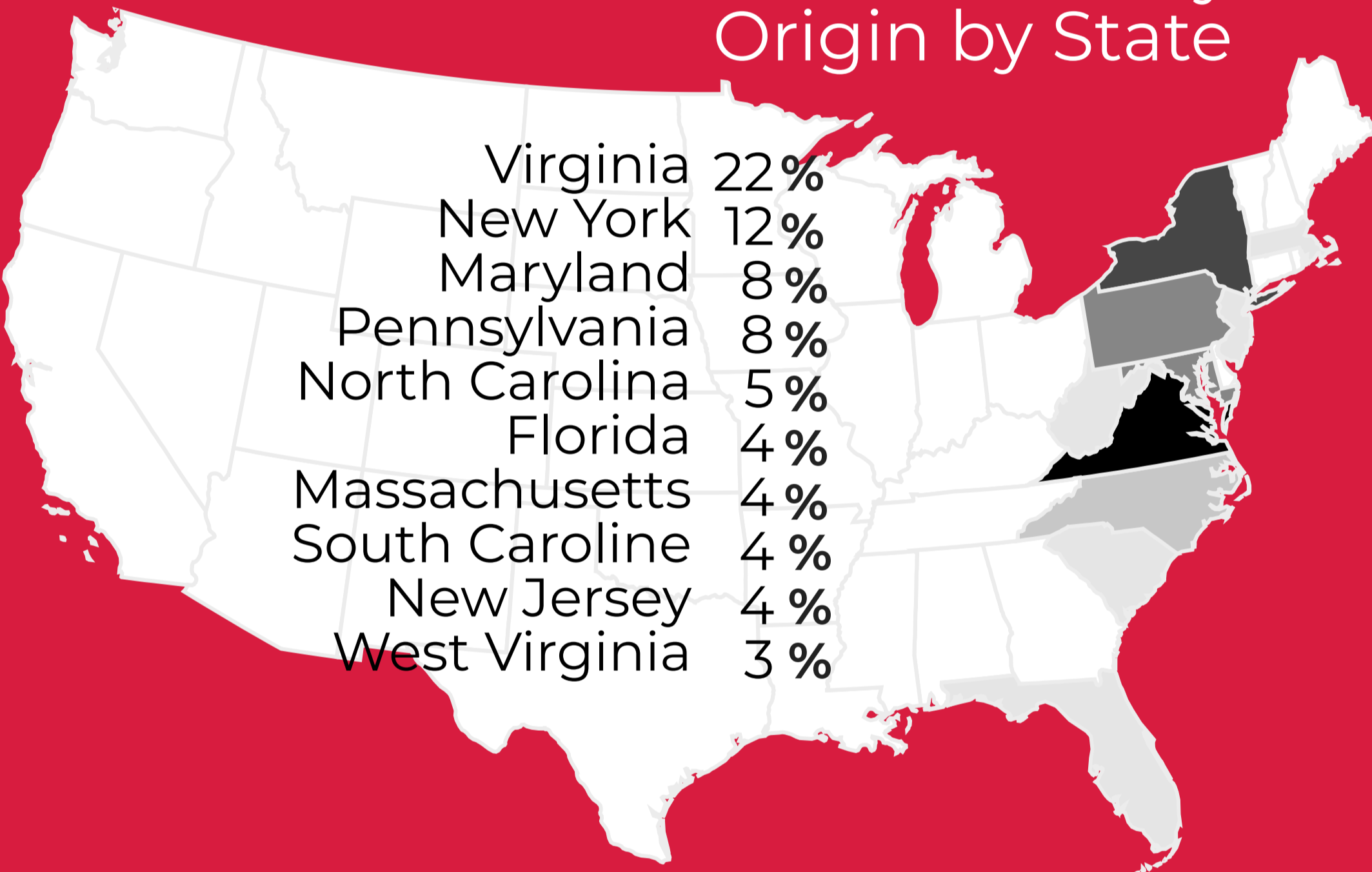
Top Activities:

- Fine dining 69%
- Shopping 40%
- Visiting relatives 29%
- Visiting friends 26%
- Craft breweries 22%
- Historic sites/churches 21%
- Wine tasting/winery tour 21%
- Rural sightseeing 20%
- Museums 20%
- Urban sightseeing 18%

Travel Party Spending

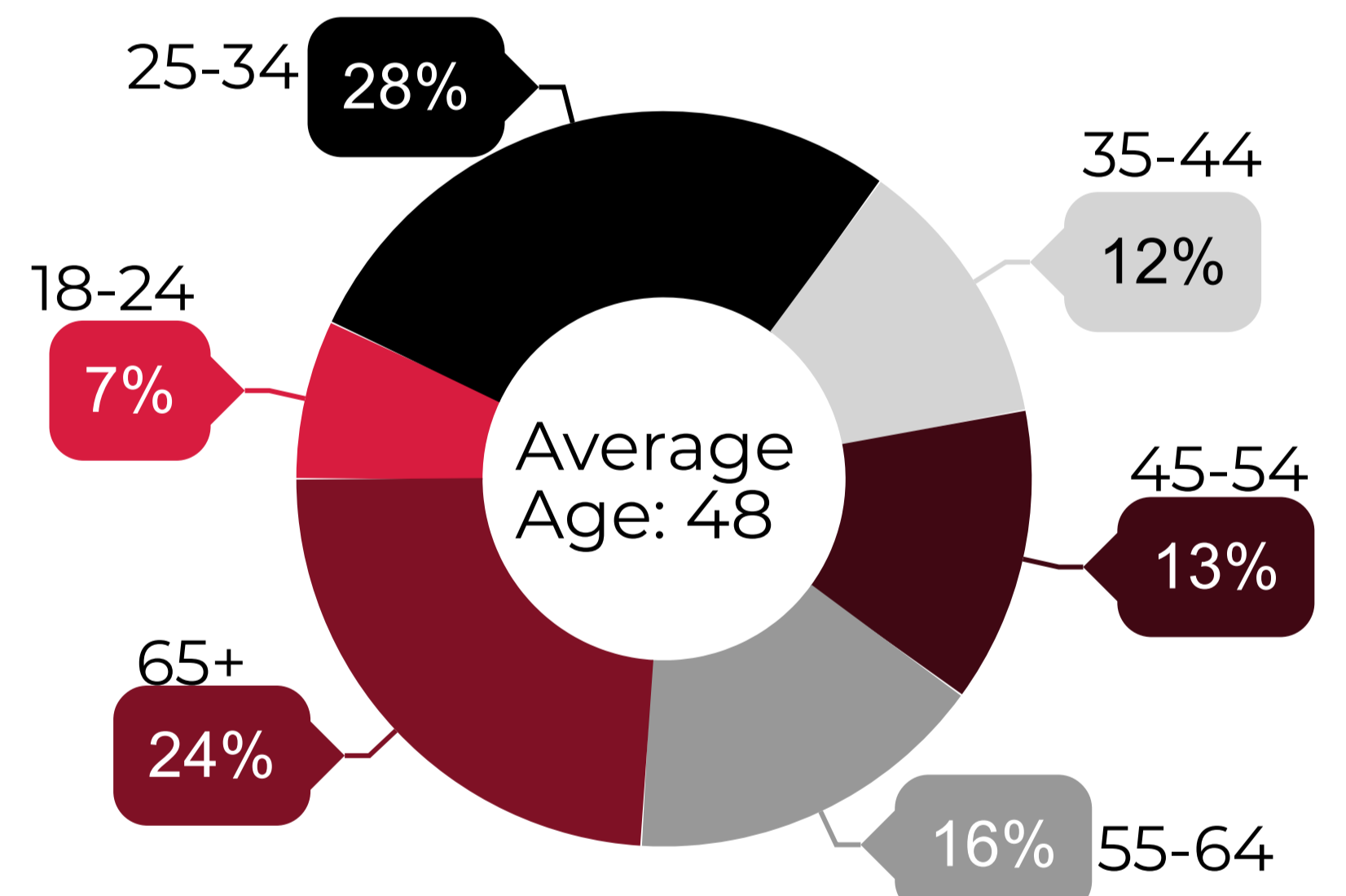
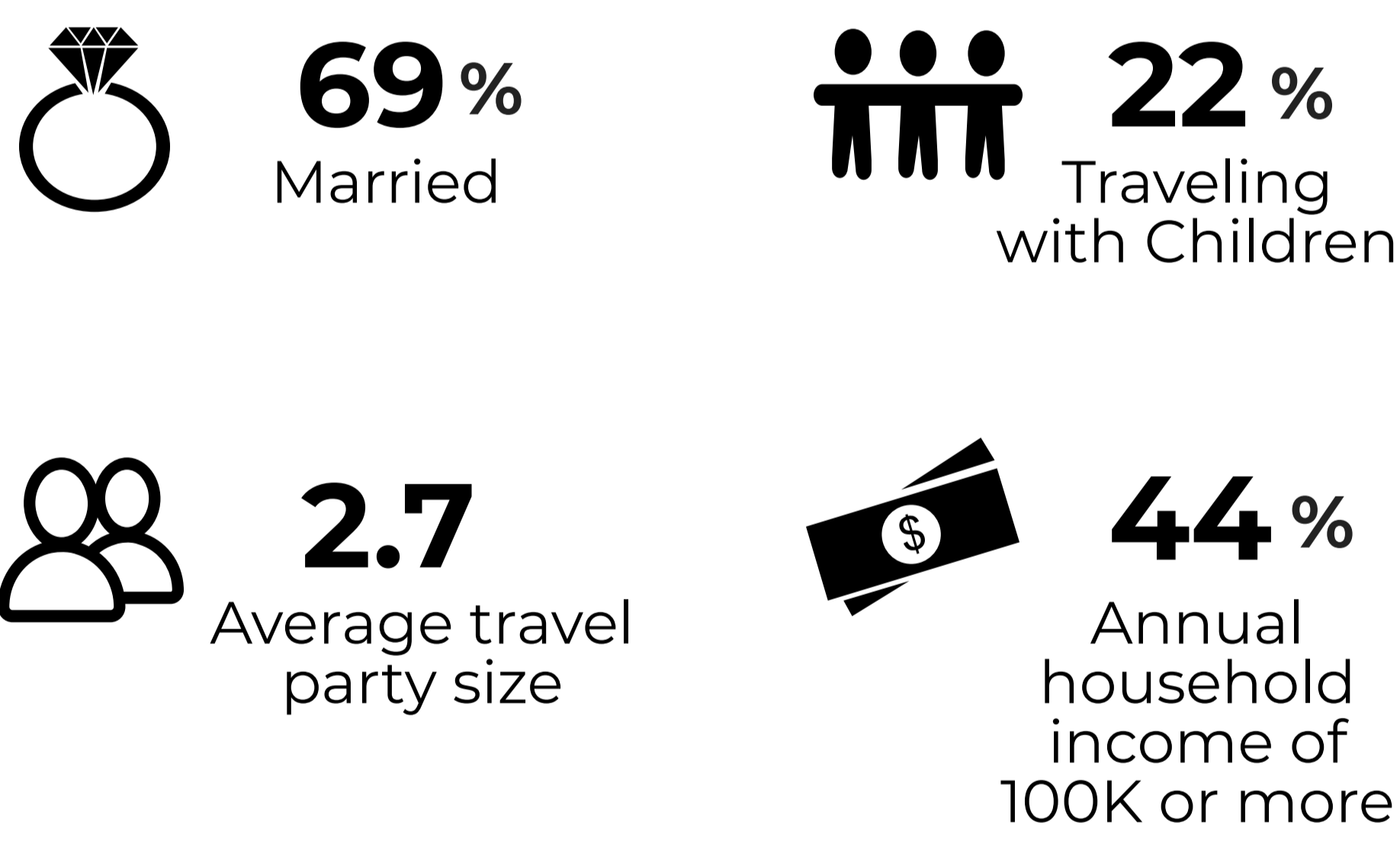


Travel Party Origin by State

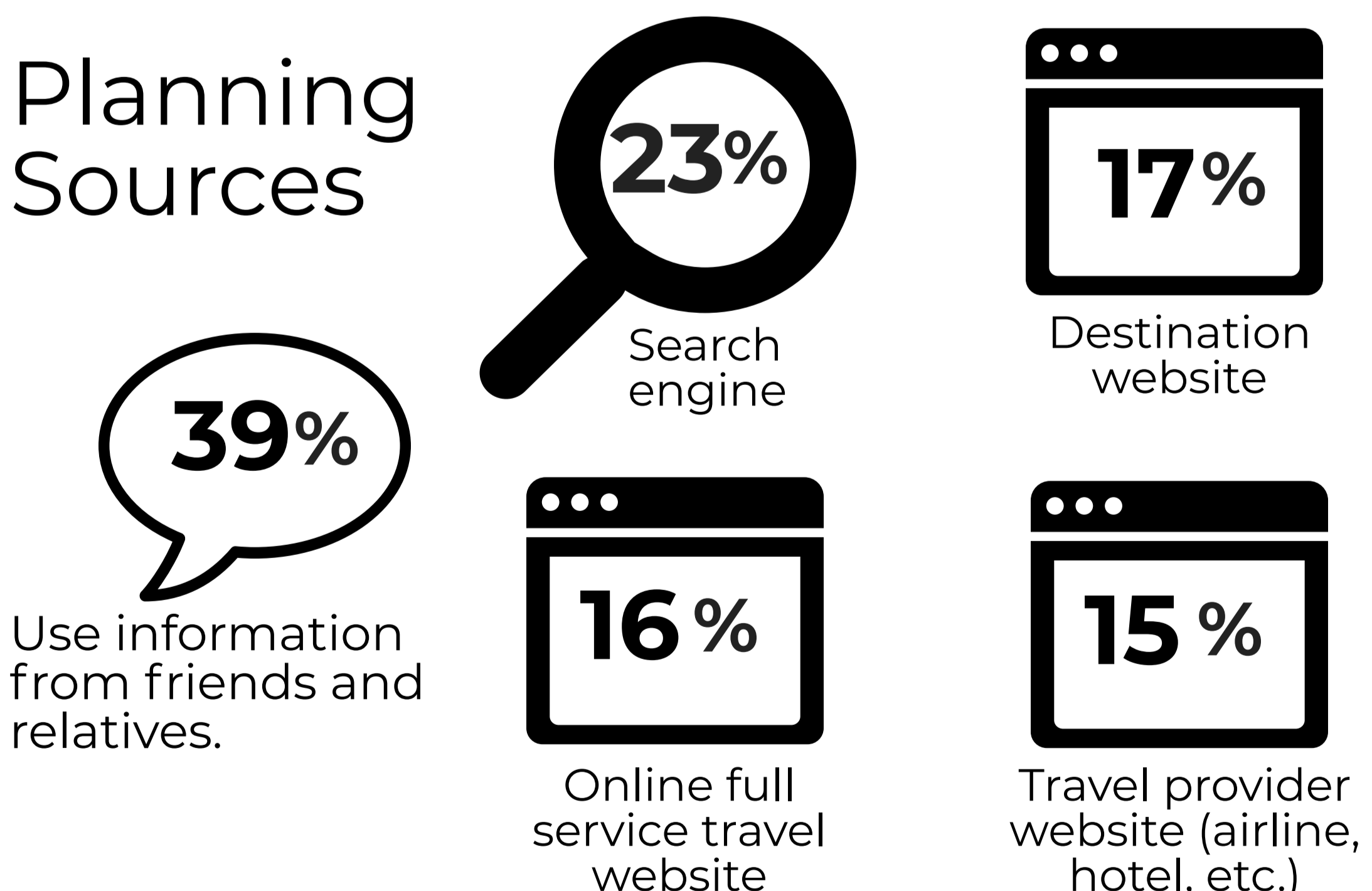


Travel Party Origin by DMA

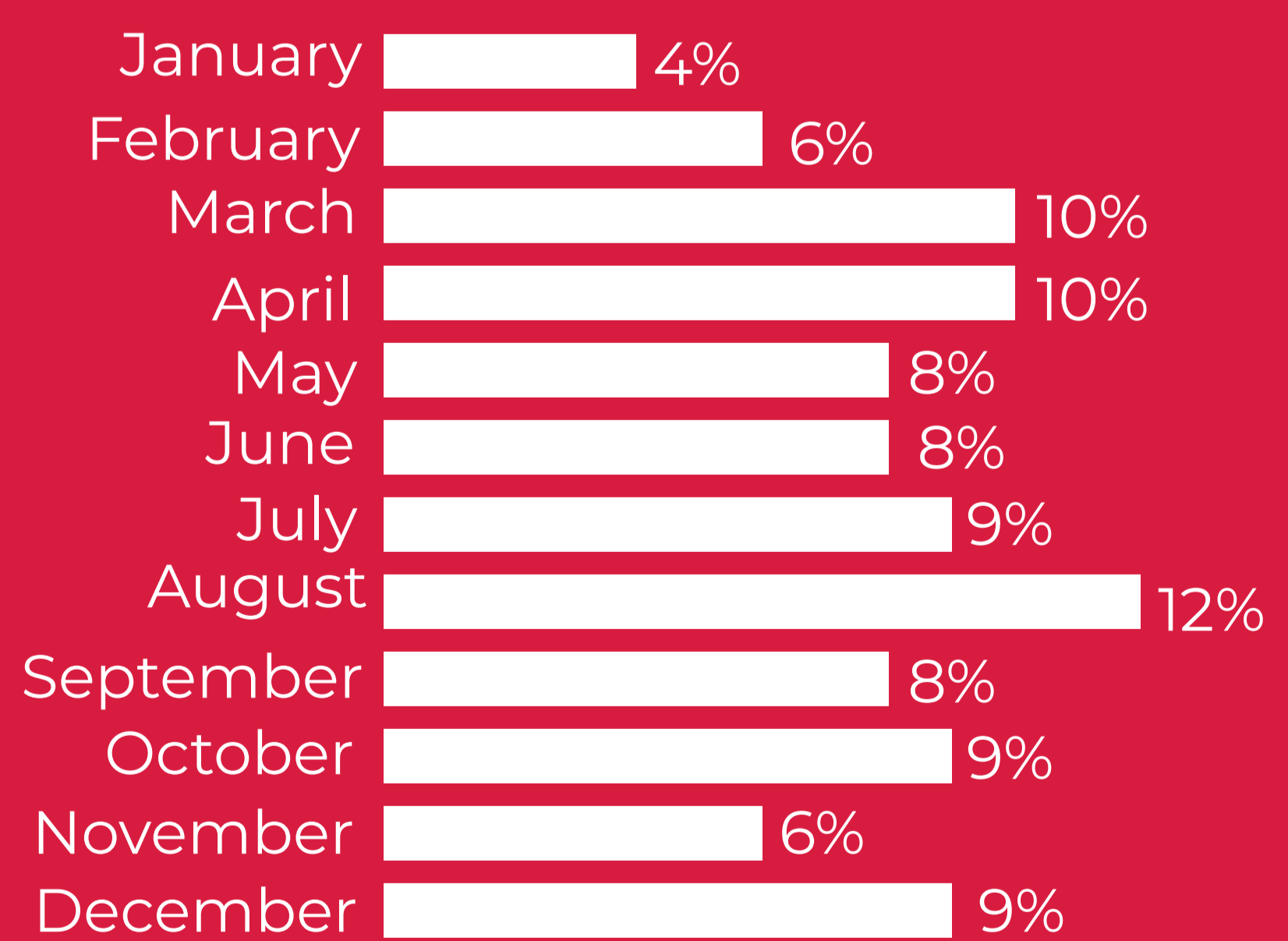
- Washington, DC (Hagerstown) 13%
- New York 7%
- Richmond-Petersburg 7%
- Baltimore 6%
- Philadelphia 6%
- Boston (Manchester) 3%
- Norfolk-Portsmouth-Newport News 3%
- Buffalo 3%
- Albany-Schenectady-Troy 2%
- Raleigh-Durham (Fayetteville) 2%



Planning Sources



Month of Travel

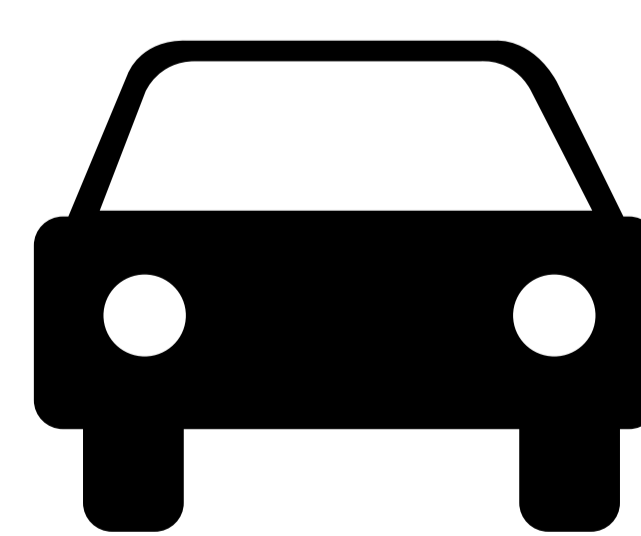


Planning Time

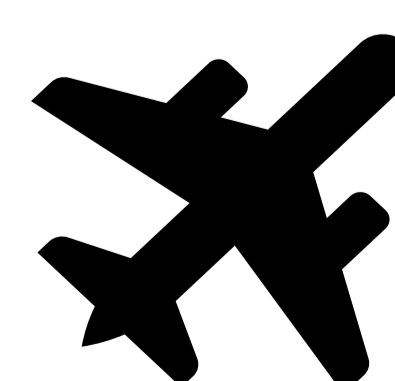


34% consider visiting Virginia less than a month before their visit

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



79% Travel by owned auto or rental cars



15% Travel by plane