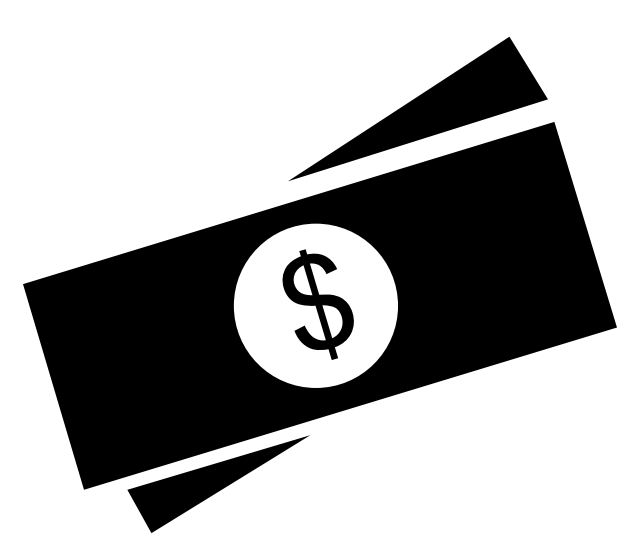




Friends & Family

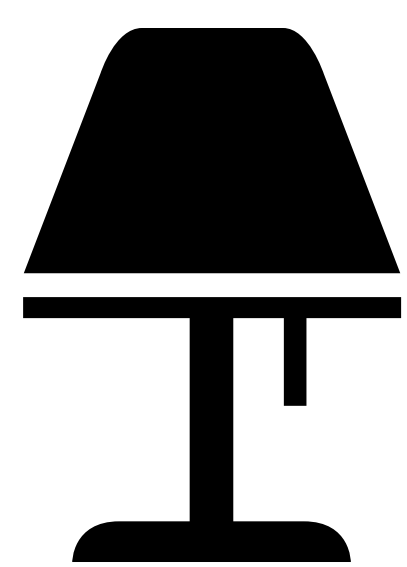


Average travel party spending:

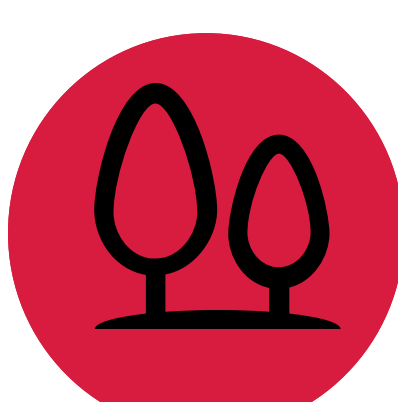


\$464

per trip



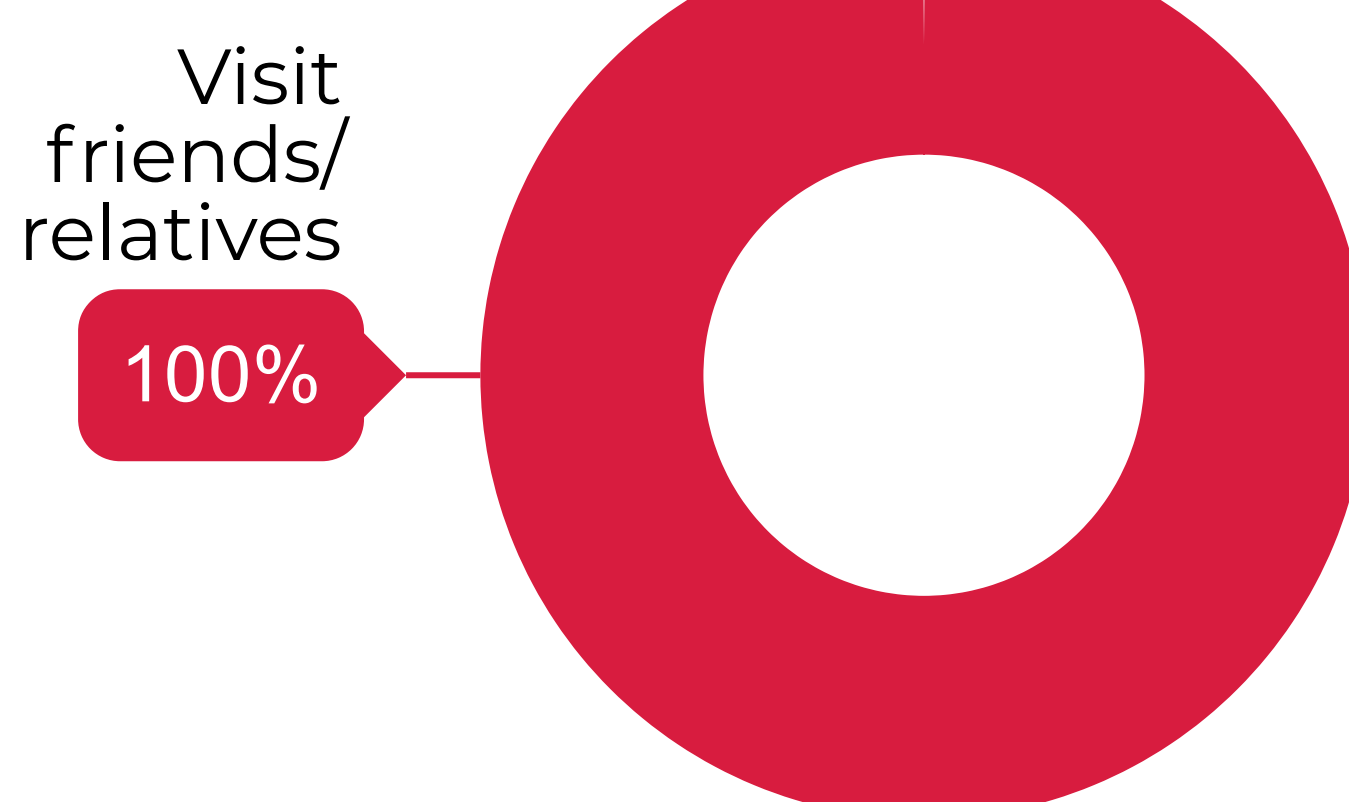
2.5
Nights



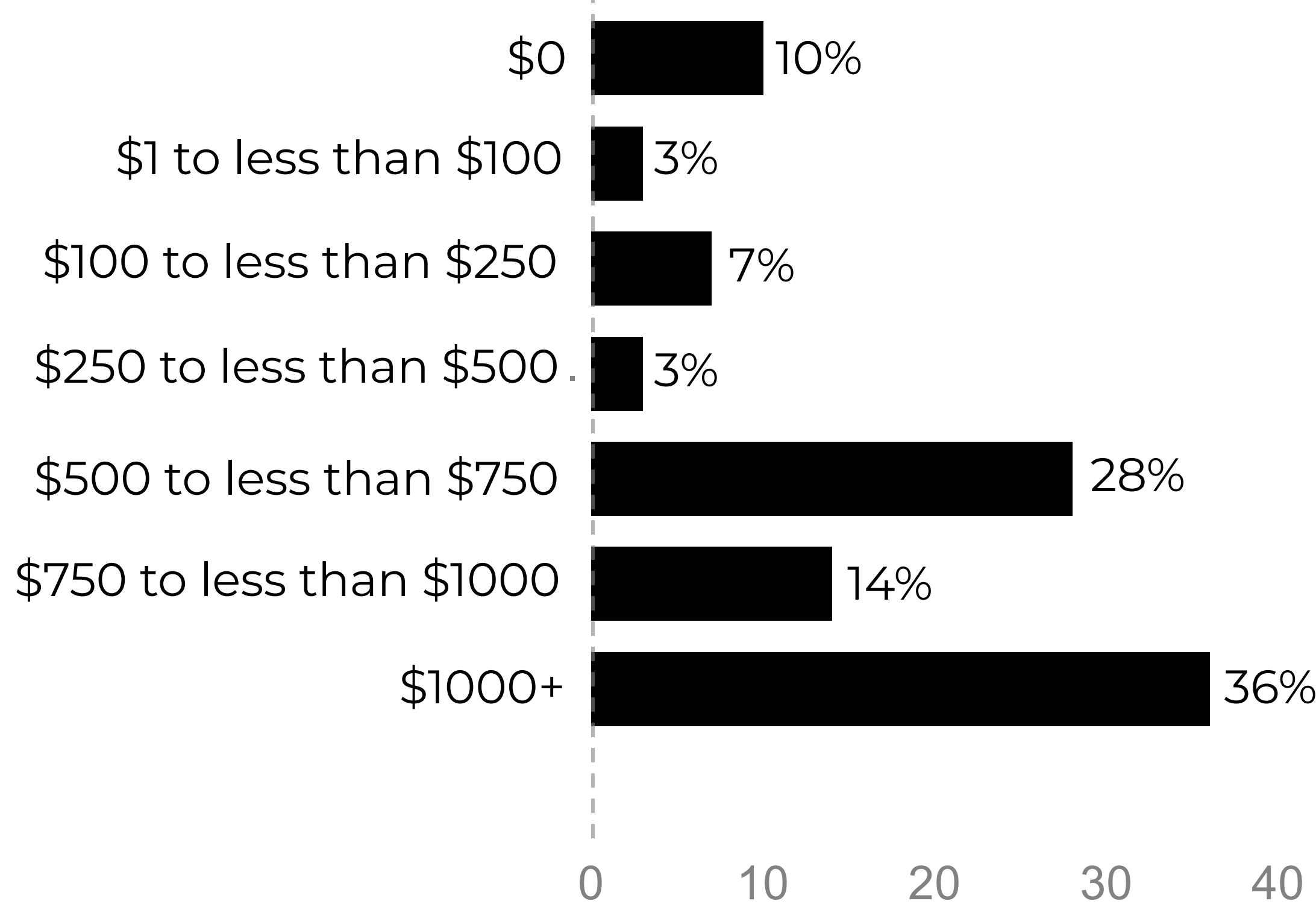
Top Activities:

- Shopping 22%
- Fine dining 14%
- Historic sites/churches 11%
- Museums 10%
- Rural sightseeing 9%
- Urban sightseeing 8%
- Beach 7%
- Family reunion 7%
- State park/ Monuments 5%
- National park/ Monuments 5%

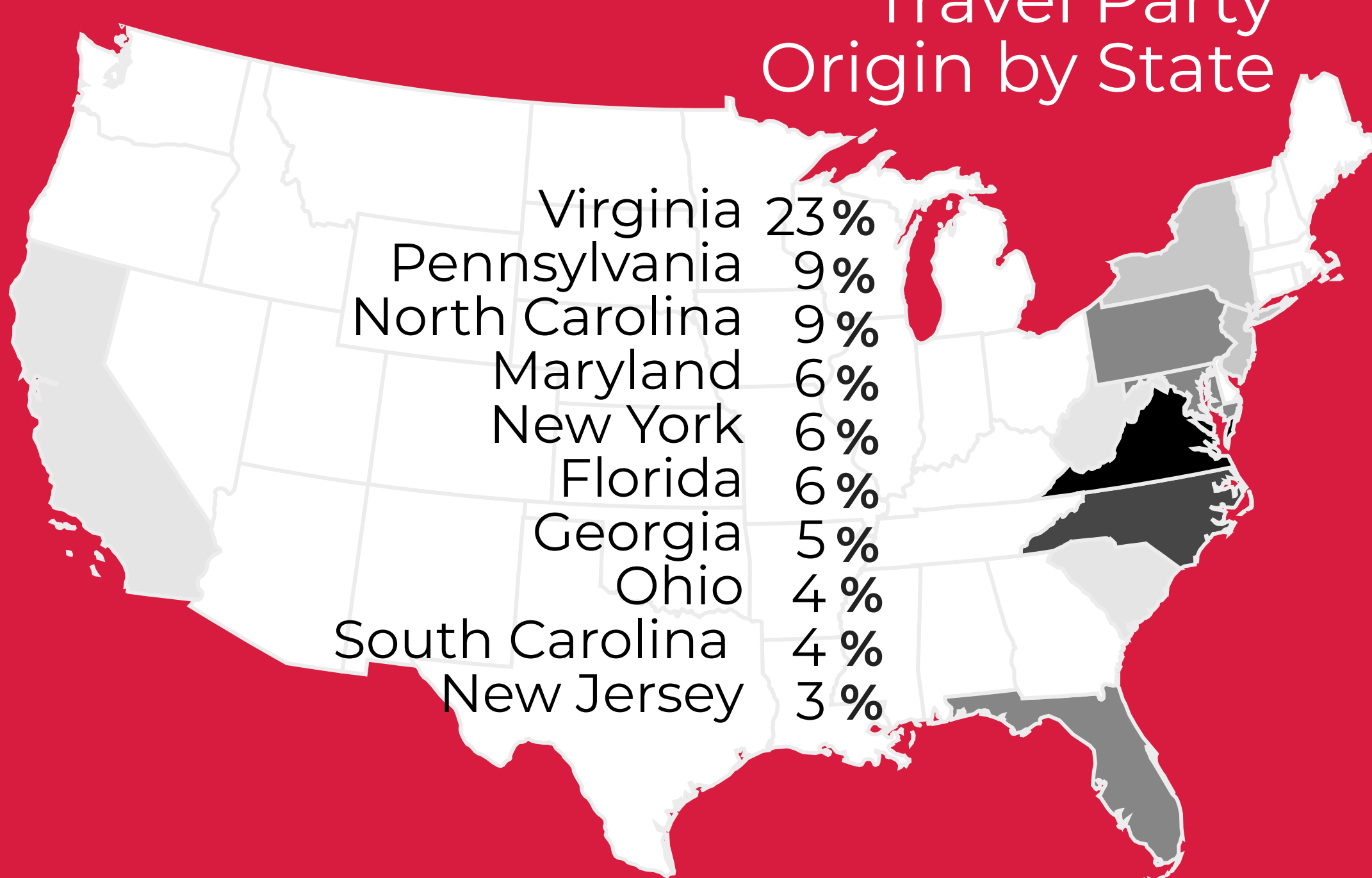
Primary Purpose of Trip



Travel Party Spending

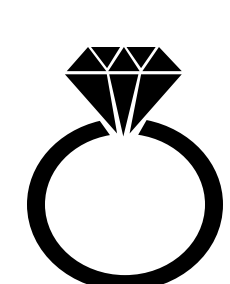


Travel Party Origin by State

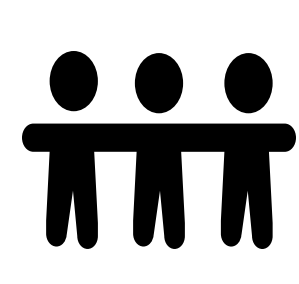


Travel Party Origin by DMA

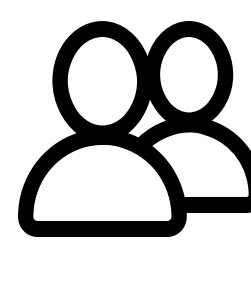
- Washington, DC (Hagerstown) 12%
- Richmond-Petersburg 7%
- New York 5%
- Norfolk-Portsmouth-Newport News 5%
- Philadelphia 4%
- Baltimore 4%
- Atlanta 3%
- Charlotte 3%
- Roanoke-Lynchburg 2%
- Pittsburgh 2%



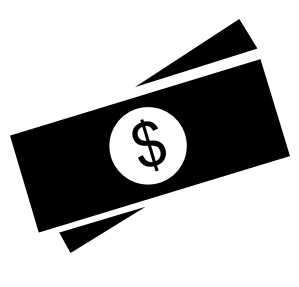
63%
Married



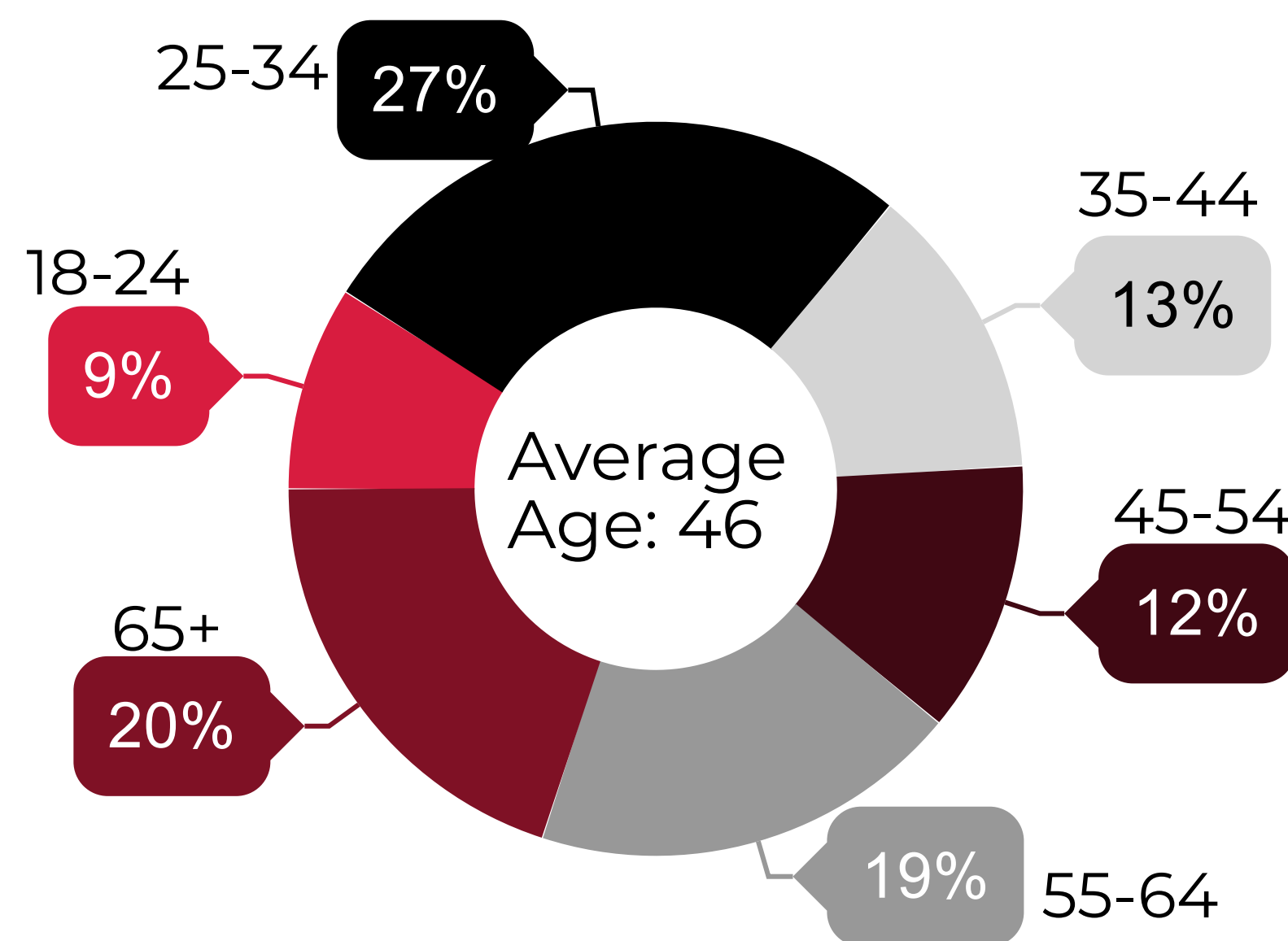
26%
Traveling with Children



2.5
Average travel party size

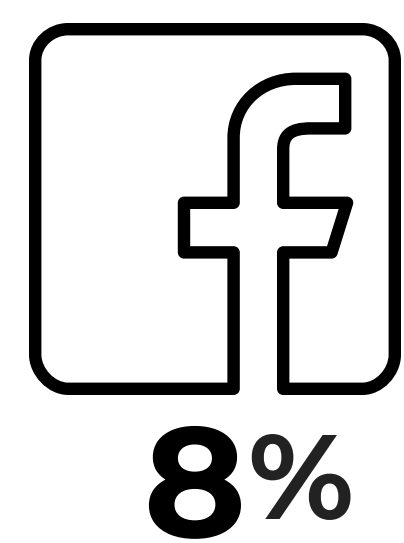
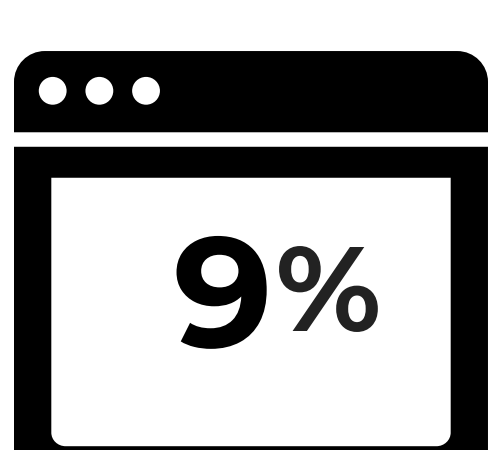
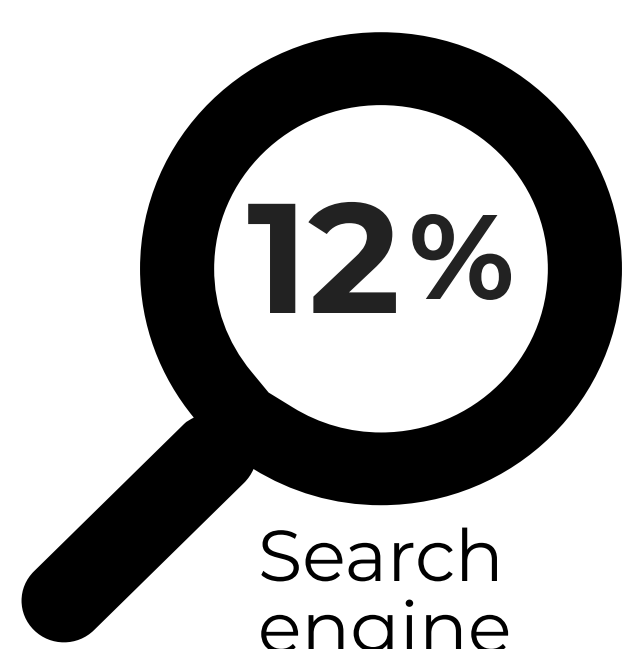


34%
Annual household income of 100K or more

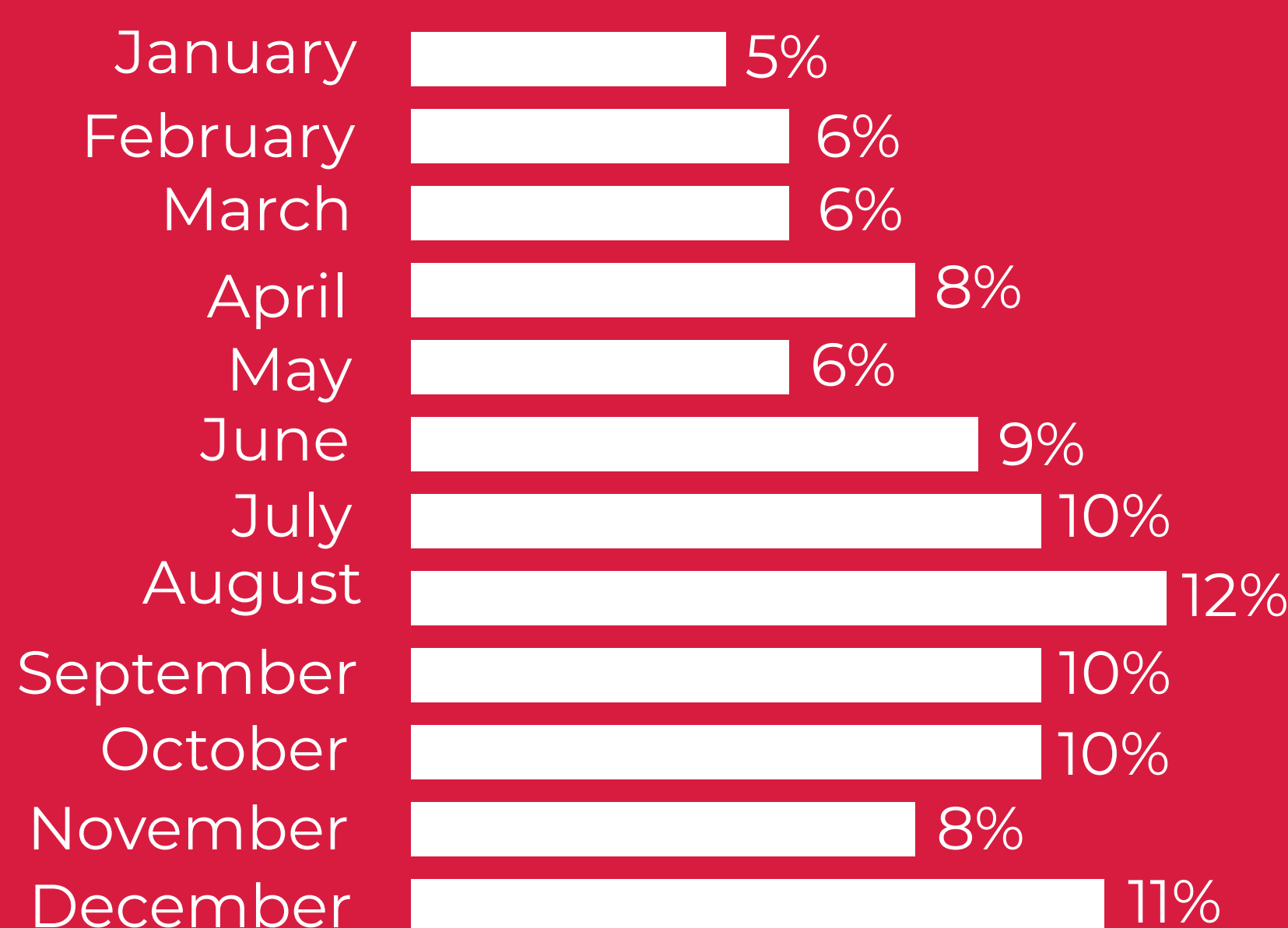


Planning Sources

38%
Use information from friends and relatives.



Month of Travel



Planning Time



41% consider visiting Virginia less than a month before their visit
54% decide visiting Virginia less than a month before their visit



85%
Travel by owned auto or rental cars



9%
Travel by plane