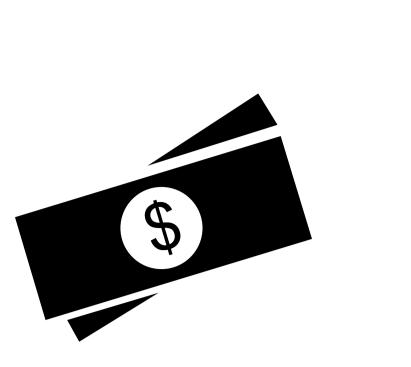


History



Average travel party spending:



\$1,002

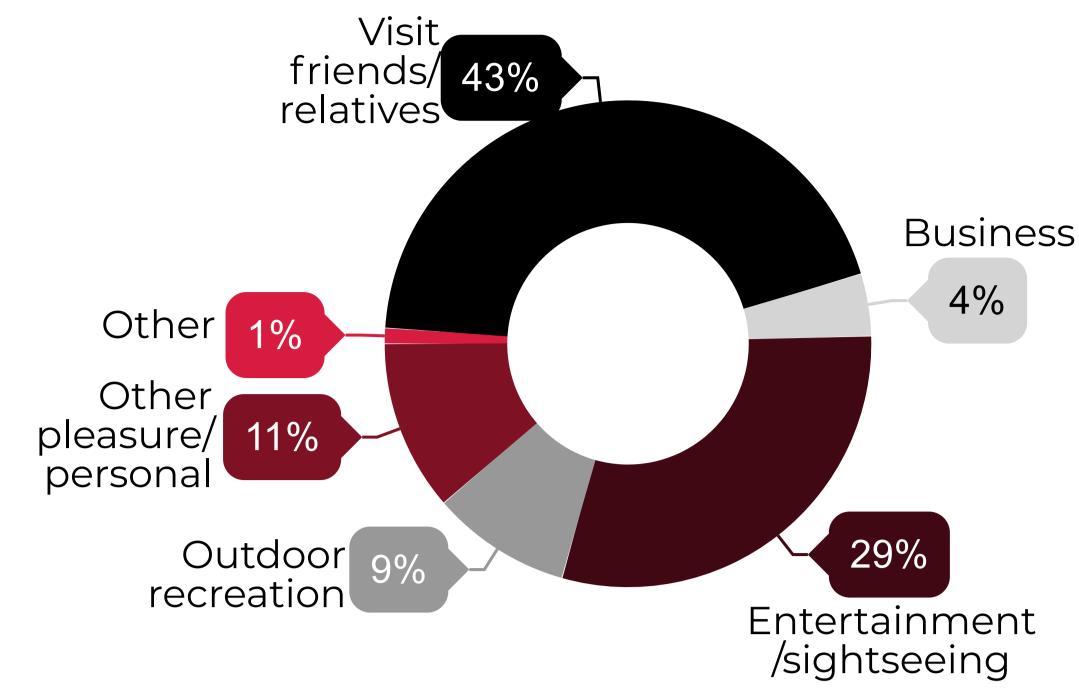
3.3 Nights

per trip





Primary Purpose of Trip

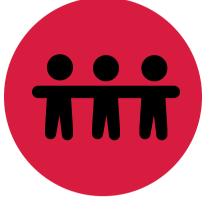


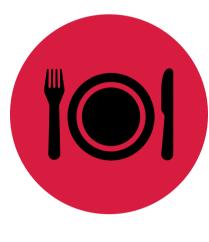
Top Activities:

Historic sites/ Churches 87% Museums 39% Old homes/Mansions 35% Shopping 35% Rural sightseeing 33%

Visiting relatives 25% Urban sightseeing 24 % Fine dining 23% State parks/monuments 23% National parks/monuments 23%

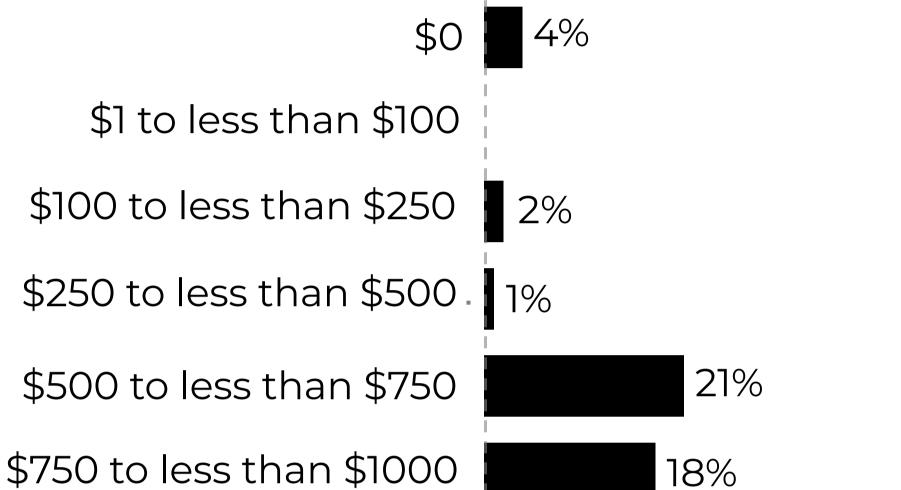








Travel Party Spending



\$1000+ 54% 50 20 30 40

Travel Party Origin by State Virginia 16% Pennsylvania 10% Maryland 8% New York 7% North Carolina 6% West Virginia 5% Florida 4% Georgia 4 % Illinois 4% Ohio 3 %

Travel Party Origin by DMA

Washington, DC (Hagerstown) 13 %

Philadelphia 7 % 6 %

New York Baltimore 6 %

3 % Johnstown-Altoona

Boston (Manchester) 3 % 3 % Atlanta

2 % Charleston-Huntington

Norfolk-Portsmouth-Newport News 2 % Cleveland-Akron (Canton) 2 %

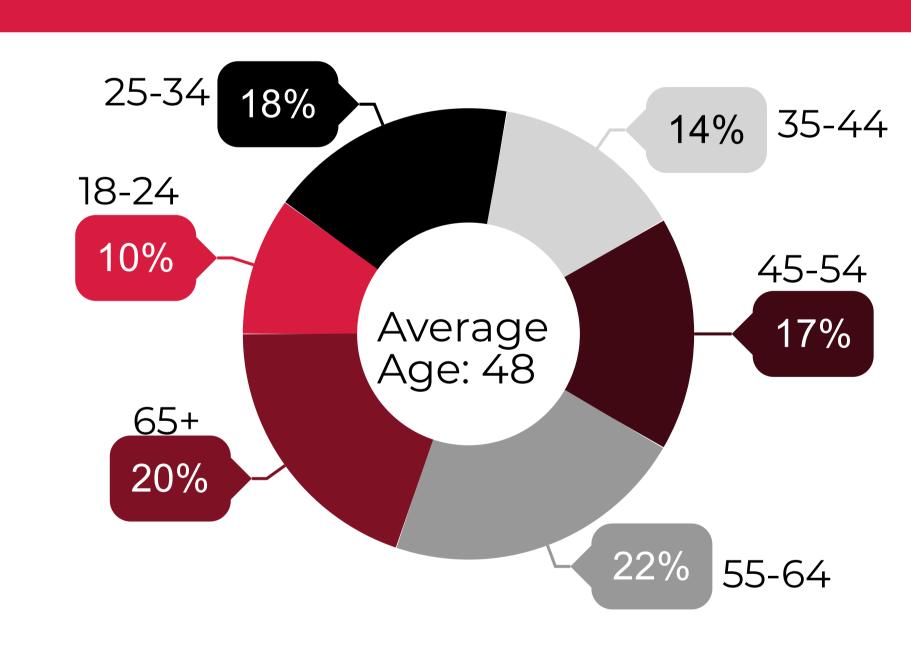
Married

Iraveling with Children

3.1 Average travel party size



35% Annual household income of 100K or more



Planning Sources



Use information from friends and relatives.



 $\bullet \bullet \bullet$ 18%

Online full service travel website



Destination website



(AAA)



Planning Time



26% consider visiting Virginia less than a month before their visit 43% decide visiting Virginia less than a month before their visit

77% Travel by owned auto or rental cars



13% Travel by plane