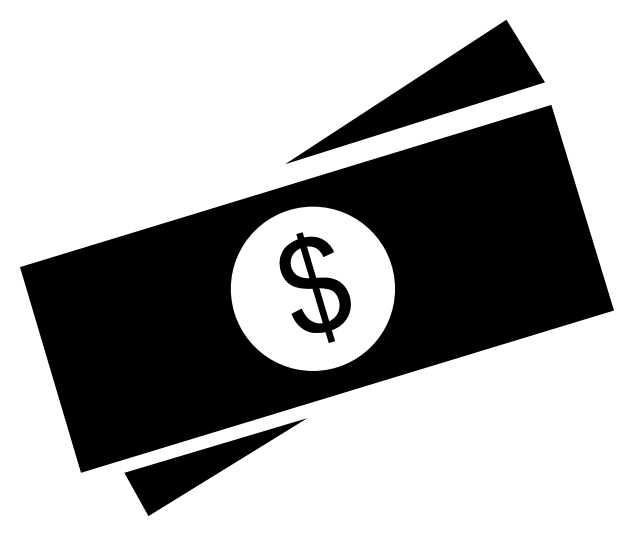




LGBT

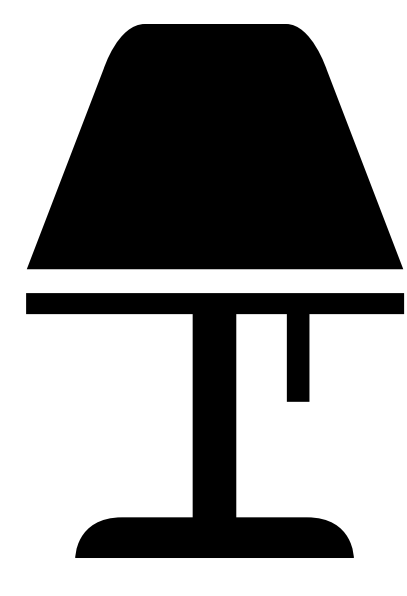


Average travel party spending:

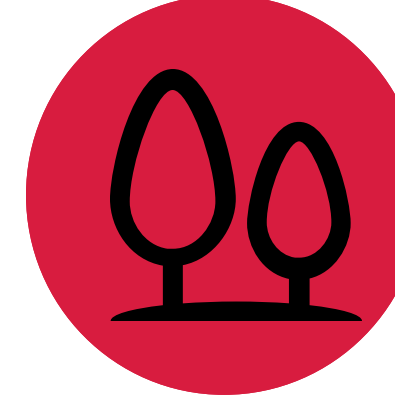
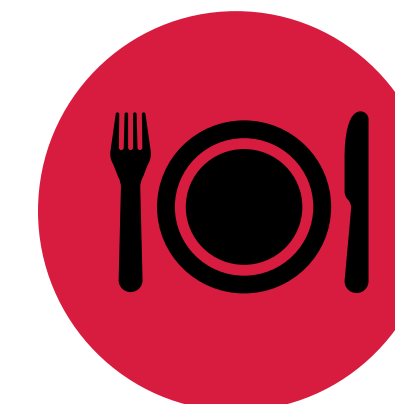


\$590

per trip



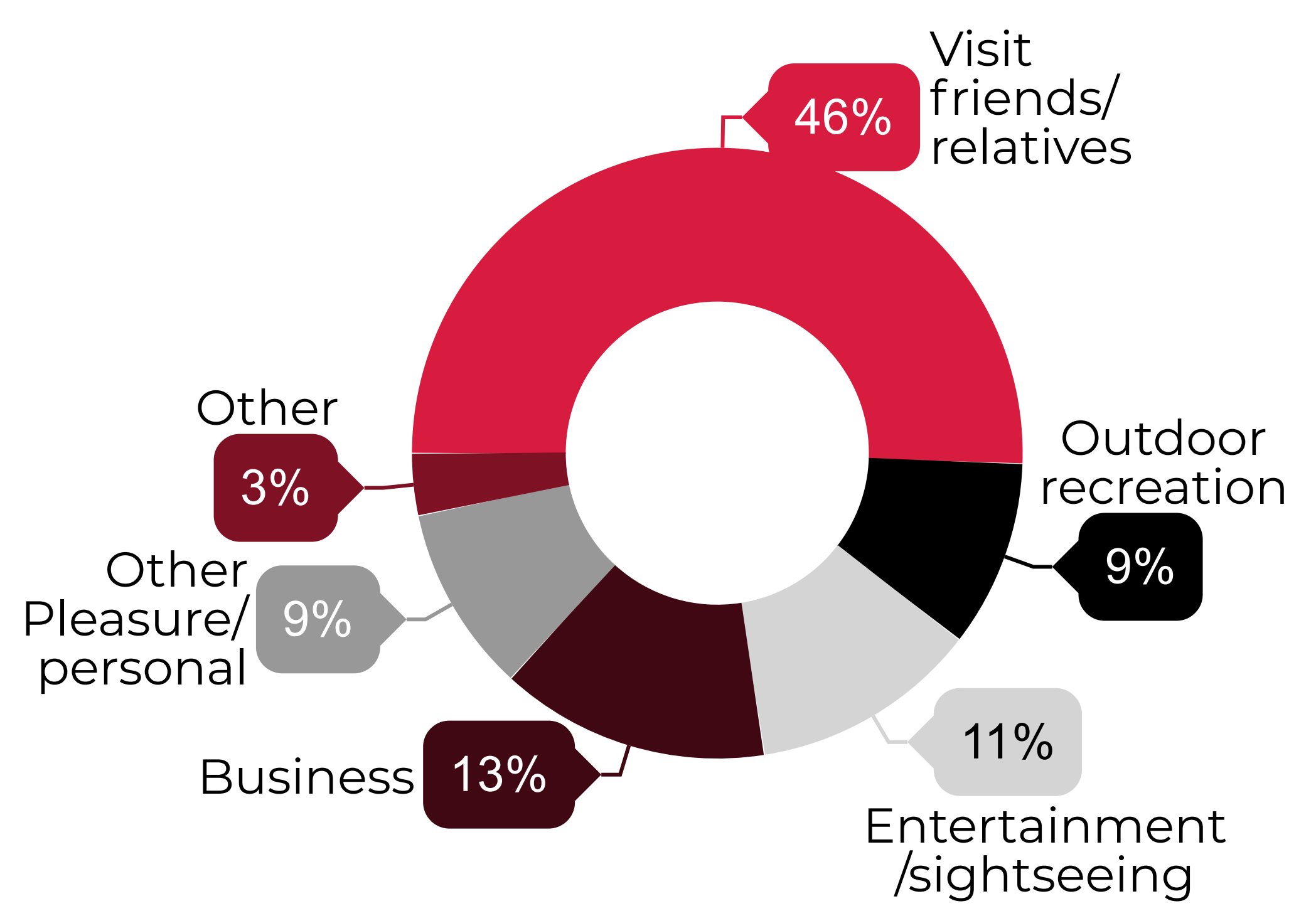
2.8
Nights



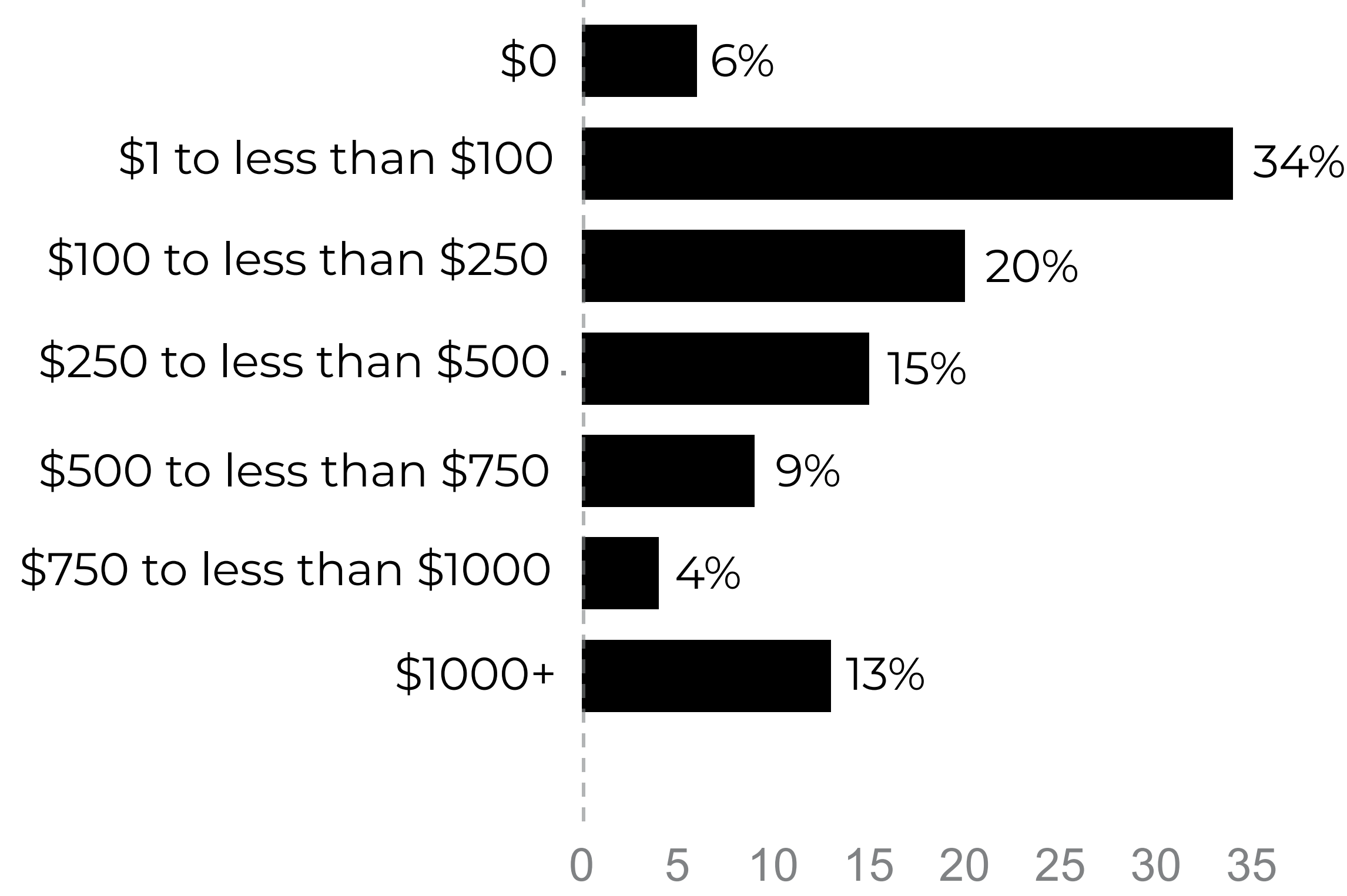
Top Activities:

- Visiting relatives 29 %
- Visiting friends 19 %
- Shopping 16 %
- Rural sightseeing 15 %
- Historic sites/churches 14 %
- Beach 11 %
- Fine dining 11 %
- Urban sightseeing 11 %
- Museums 10 %
- State parks/monuments 10 %

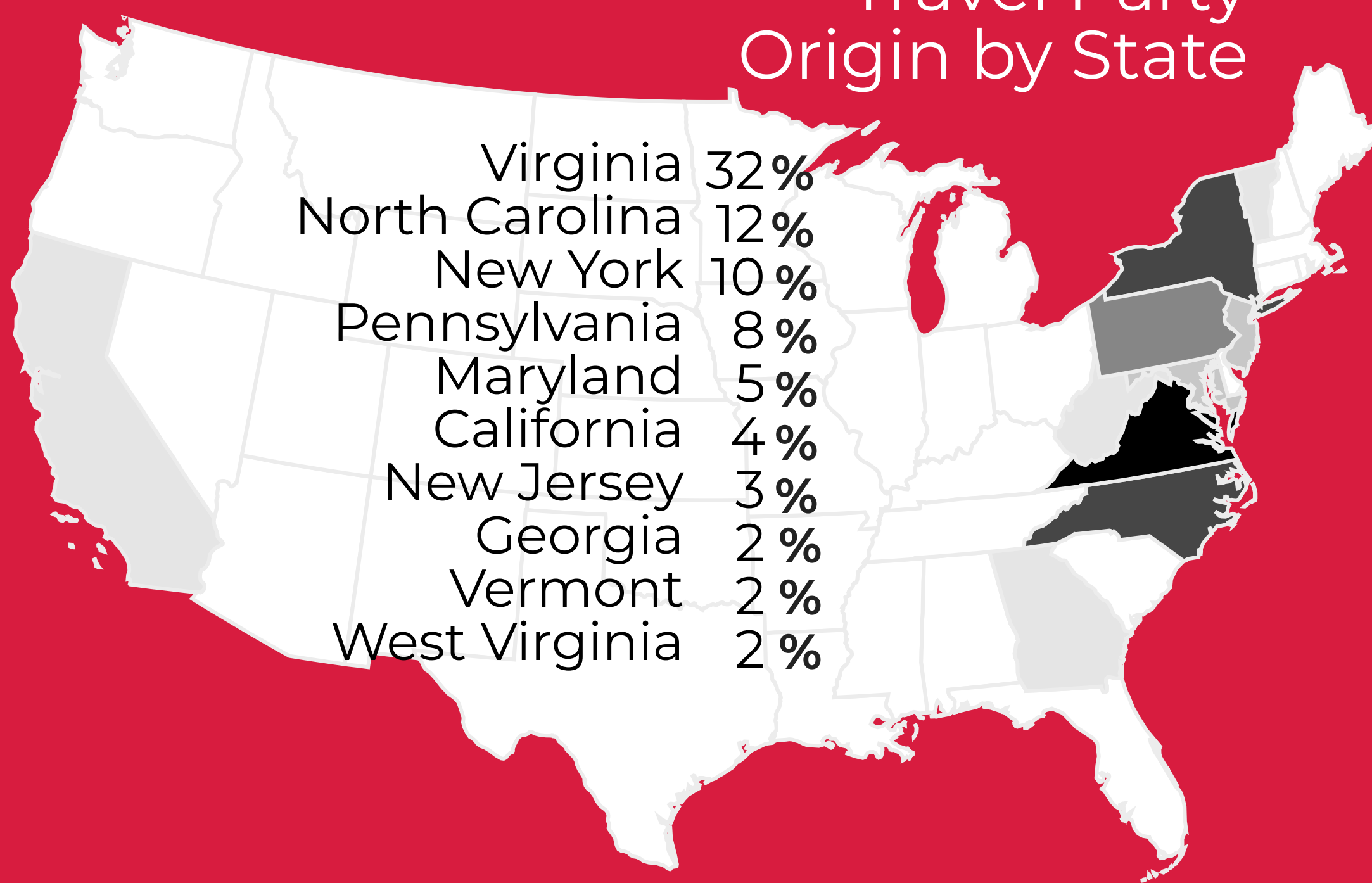
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

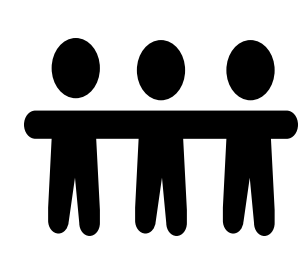


Travel Party Origin by DMA

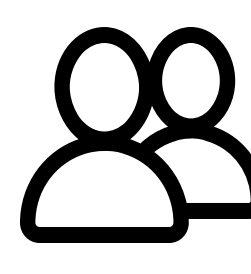
- Washington, DC (Hagerstown) 13 %
- Roanoke-Lynchburg 11 %
- Richmond-Petersburg 8 %
- New York 8 %
- Norfolk-Portsmouth-Newport News 6 %
- Raleigh-Durham (Fayetteville) 6 %
- Philadelphia 5 %
- Watertown 4 %
- Pittsburgh 3 %
- Los Angeles 3 %



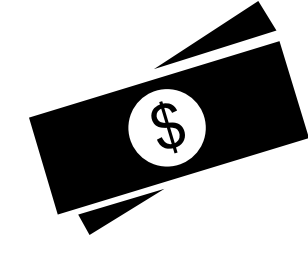
29%
Married



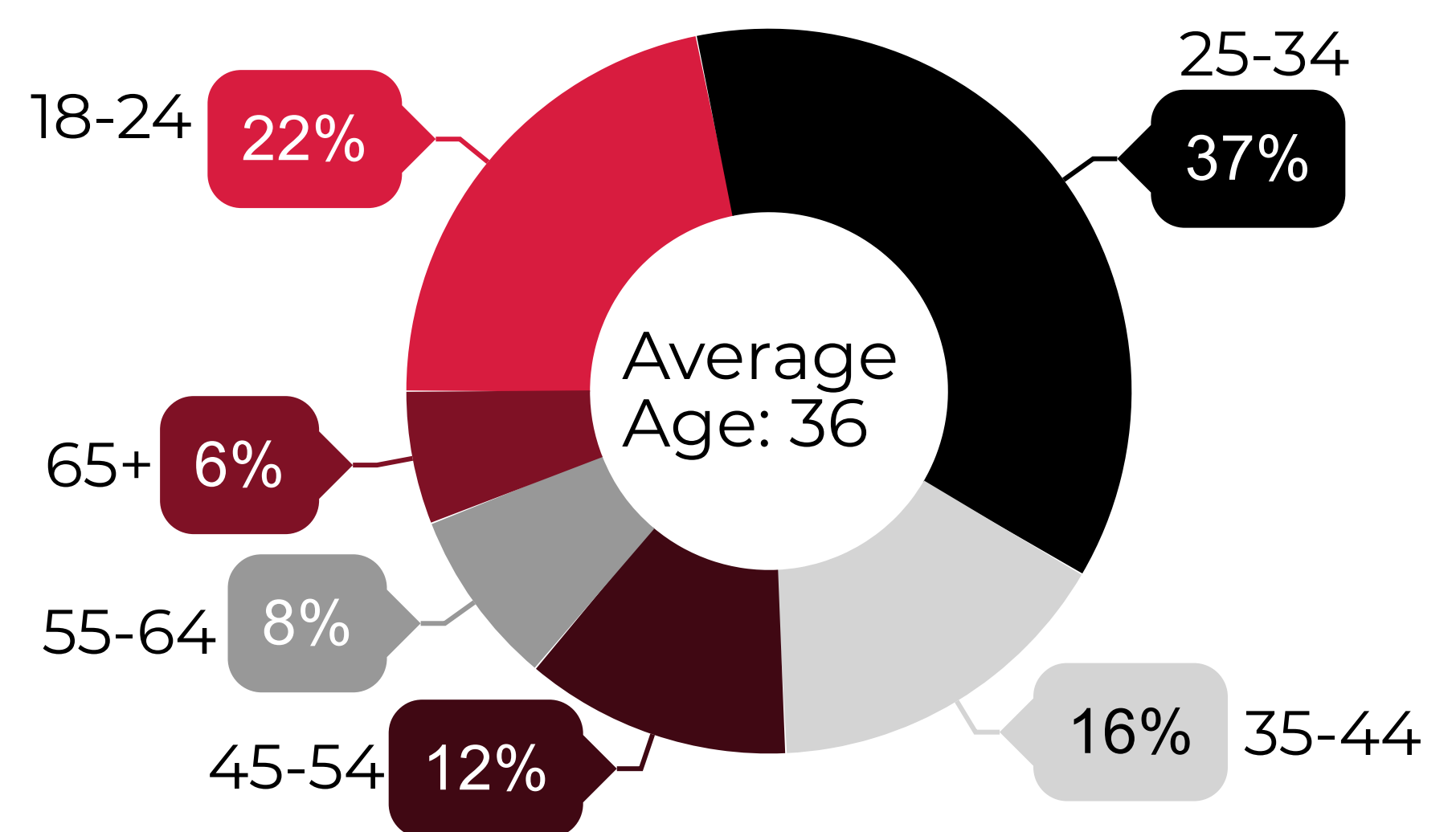
22%
Traveling with Children



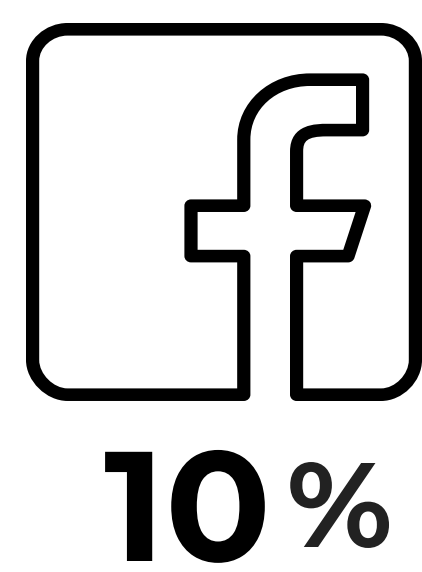
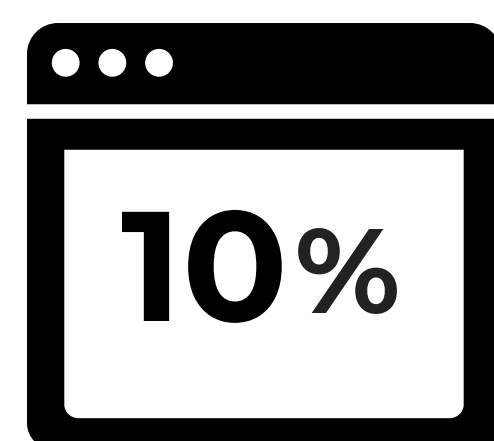
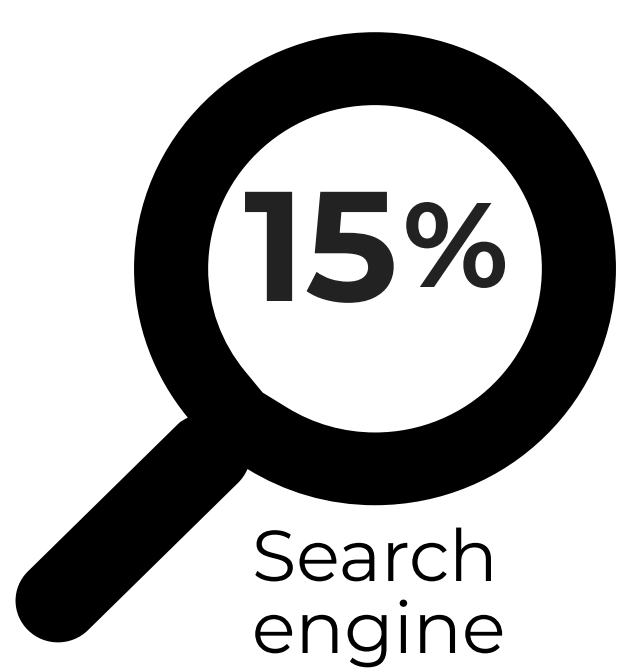
2.7
Average travel party size



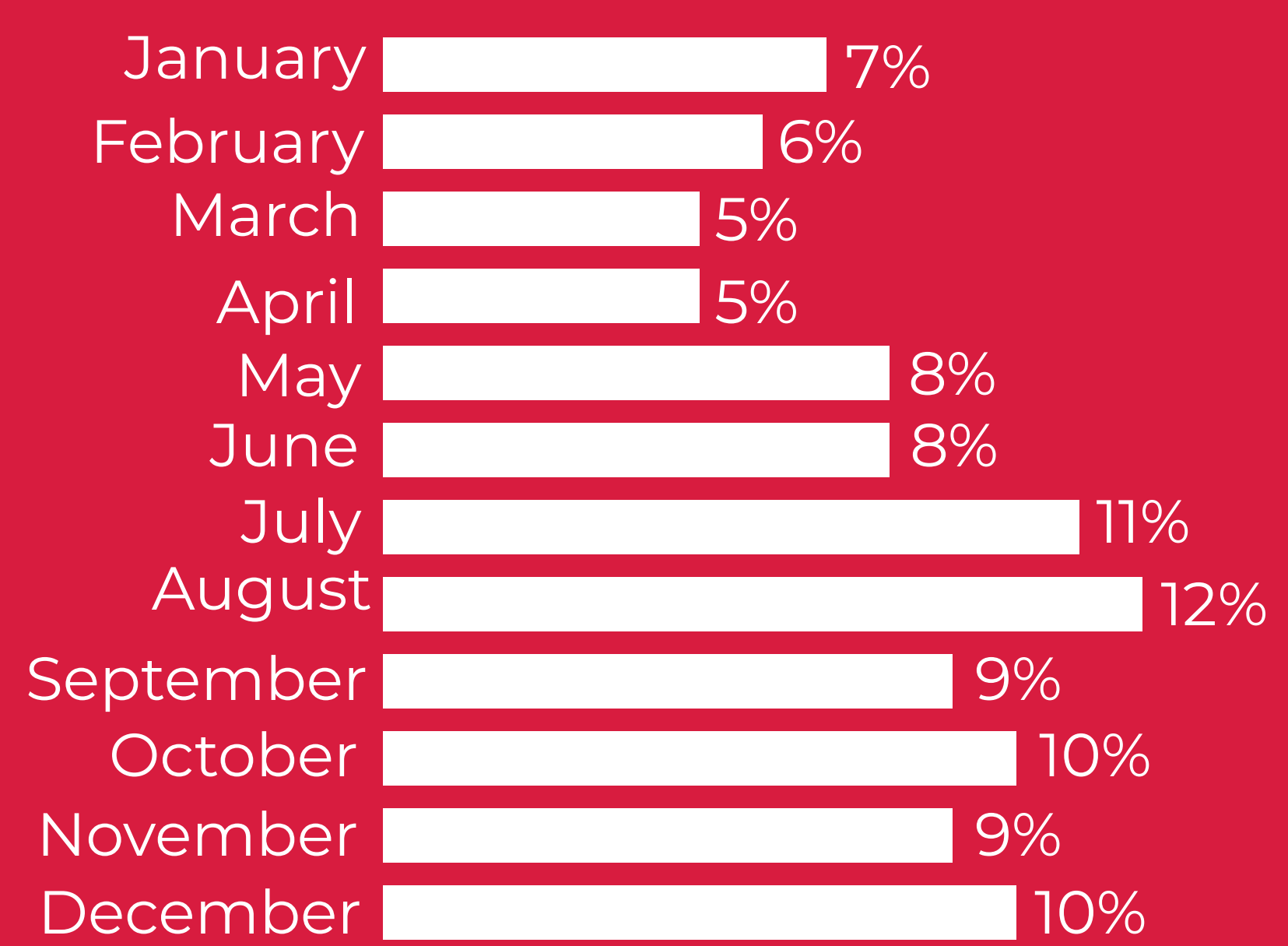
34%
Annual household income of 100K or more



Planning Sources



Month of Travel



Planning Time

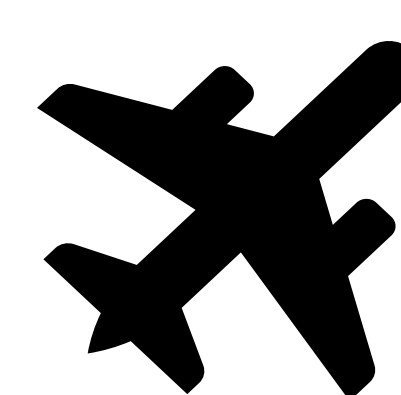


50% consider visiting Virginia less than a month before their visit

61% decide visiting Virginia less than a month before their visit



81%
Travel by owned auto or rental cars



9%
Travel by plane