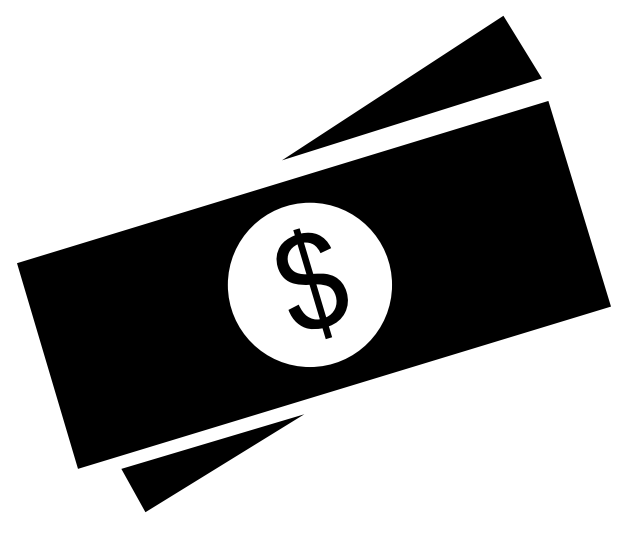




Leisure

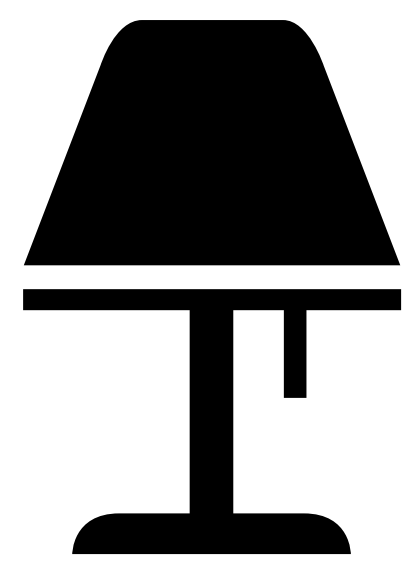


Average travel party spending:

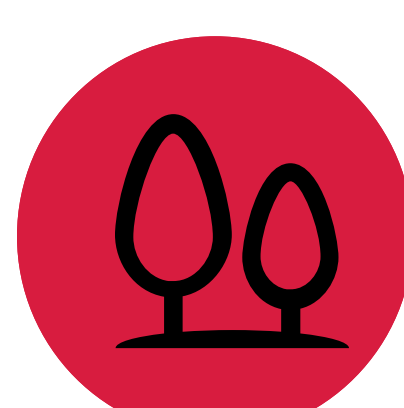


\$548

per trip



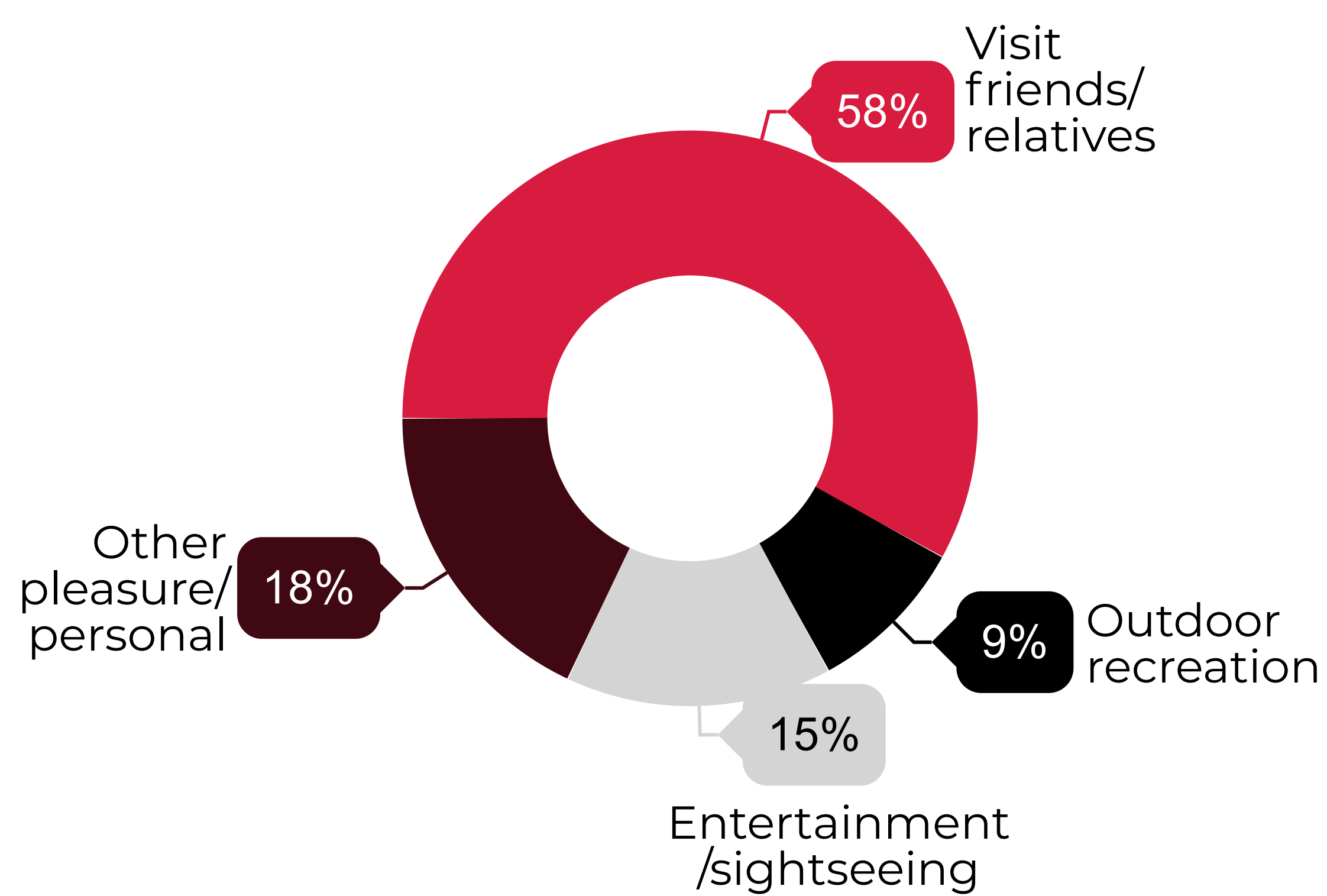
2.5
Nights



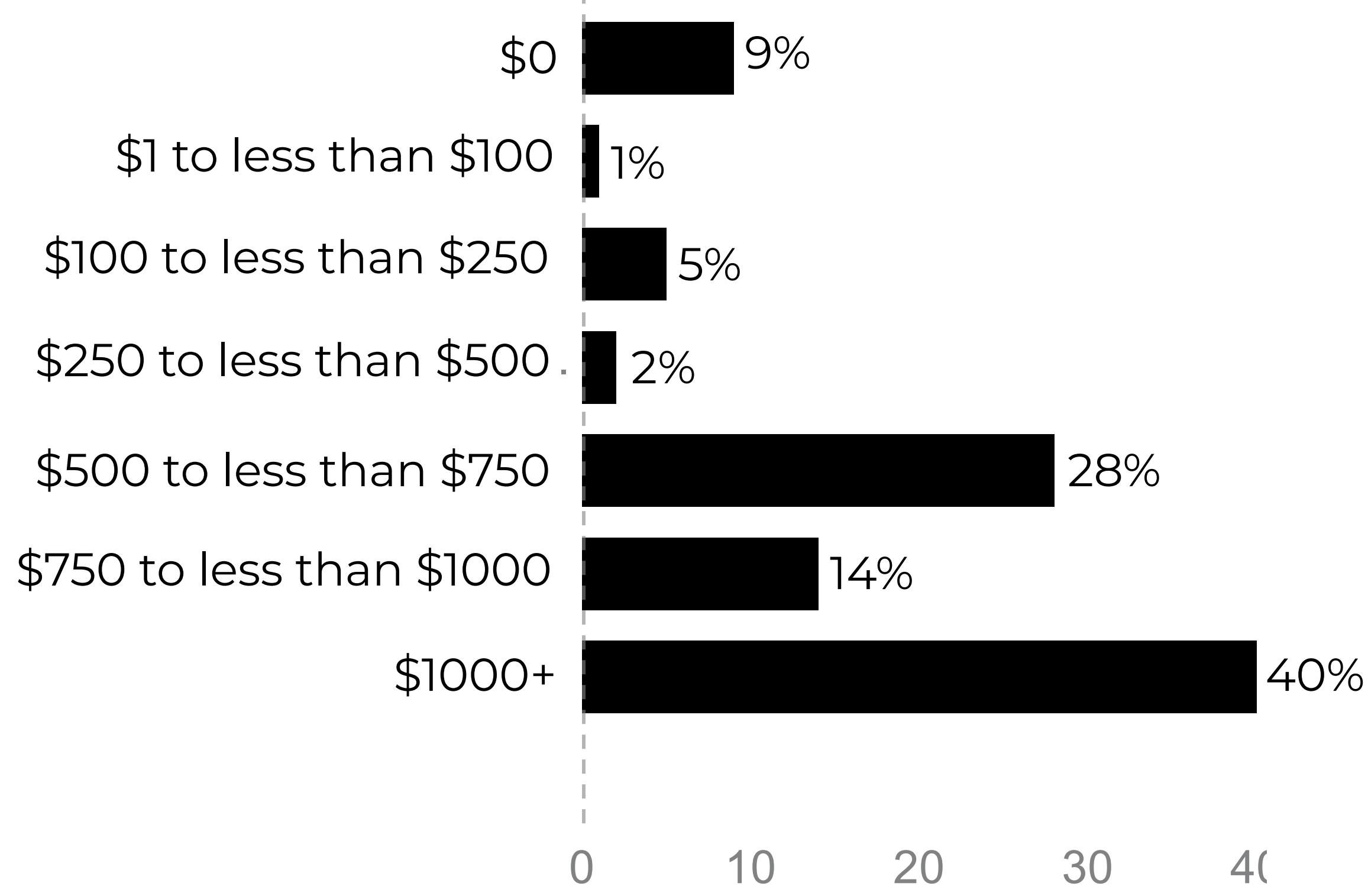
Top Activities:

Visiting relatives	27%
Shopping	22%
Visiting Friends	18%
Historic sites/churches	14%
Rural sightseeing	13%
Fine dining	13%
Museums	12%
Beach	11%
Urban sightseeing	9%
National parks/monuments	7%

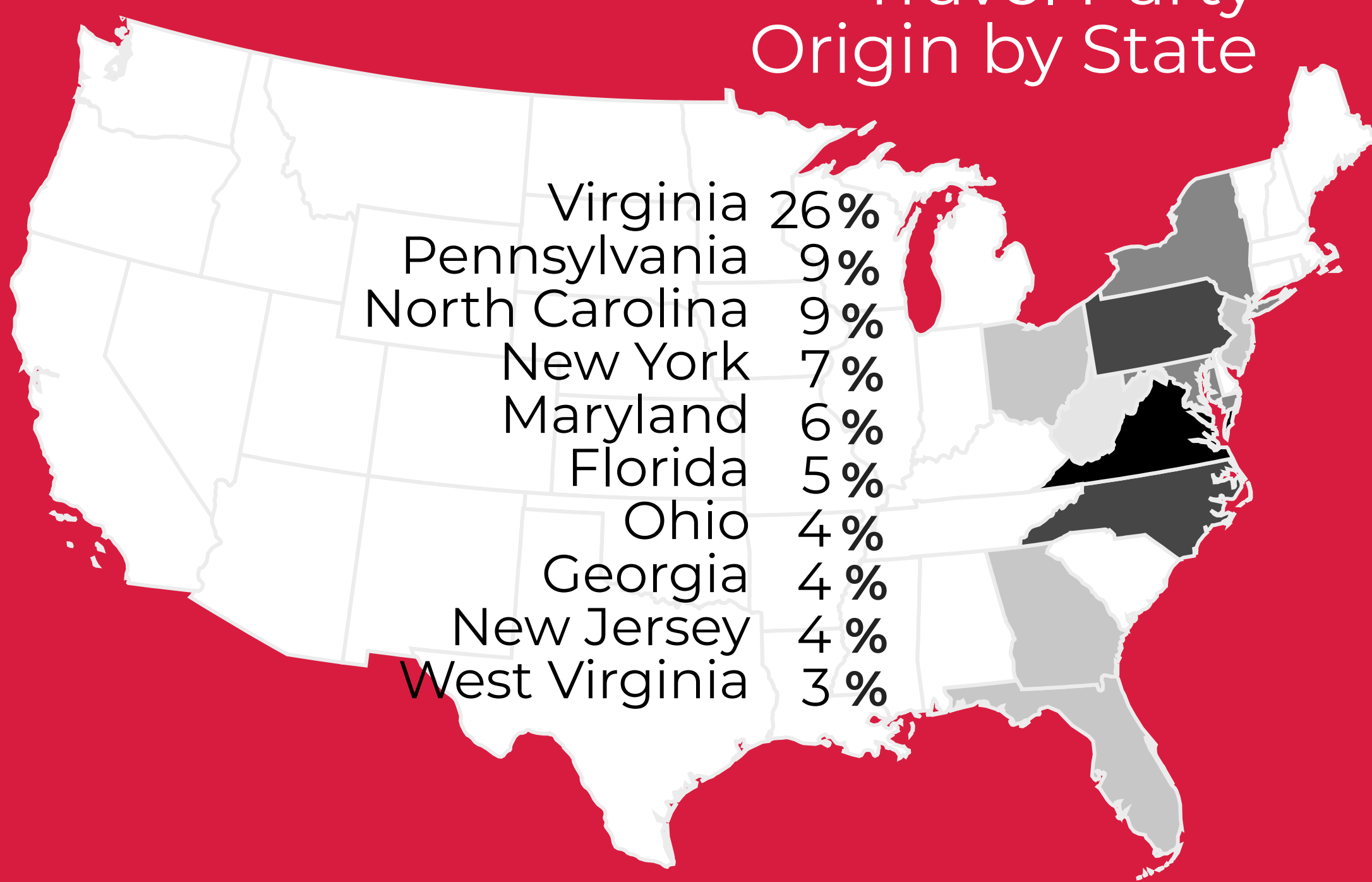
Primary Purpose of Trip



Travel Party Spending

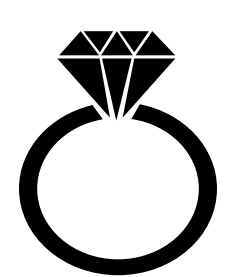


Travel Party Origin by State

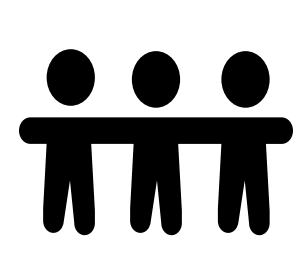


Travel Party Origin by DMA

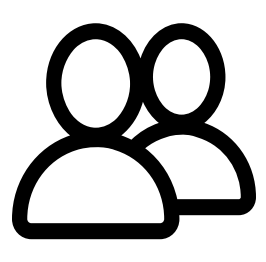
Washington, DC (Hagerstown)	14%
Richmond-Petersburg	7%
New York	6%
Philadelphia	5%
Norfolk-Portsmouth-Newport News	5%
Baltimore	3%
Charlotte	3%
Roanoke-Lynchburg	3%
Atlanta	2%
Greensboro-High Point-Winston Salem	2%



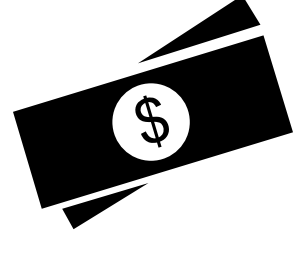
66%
Married



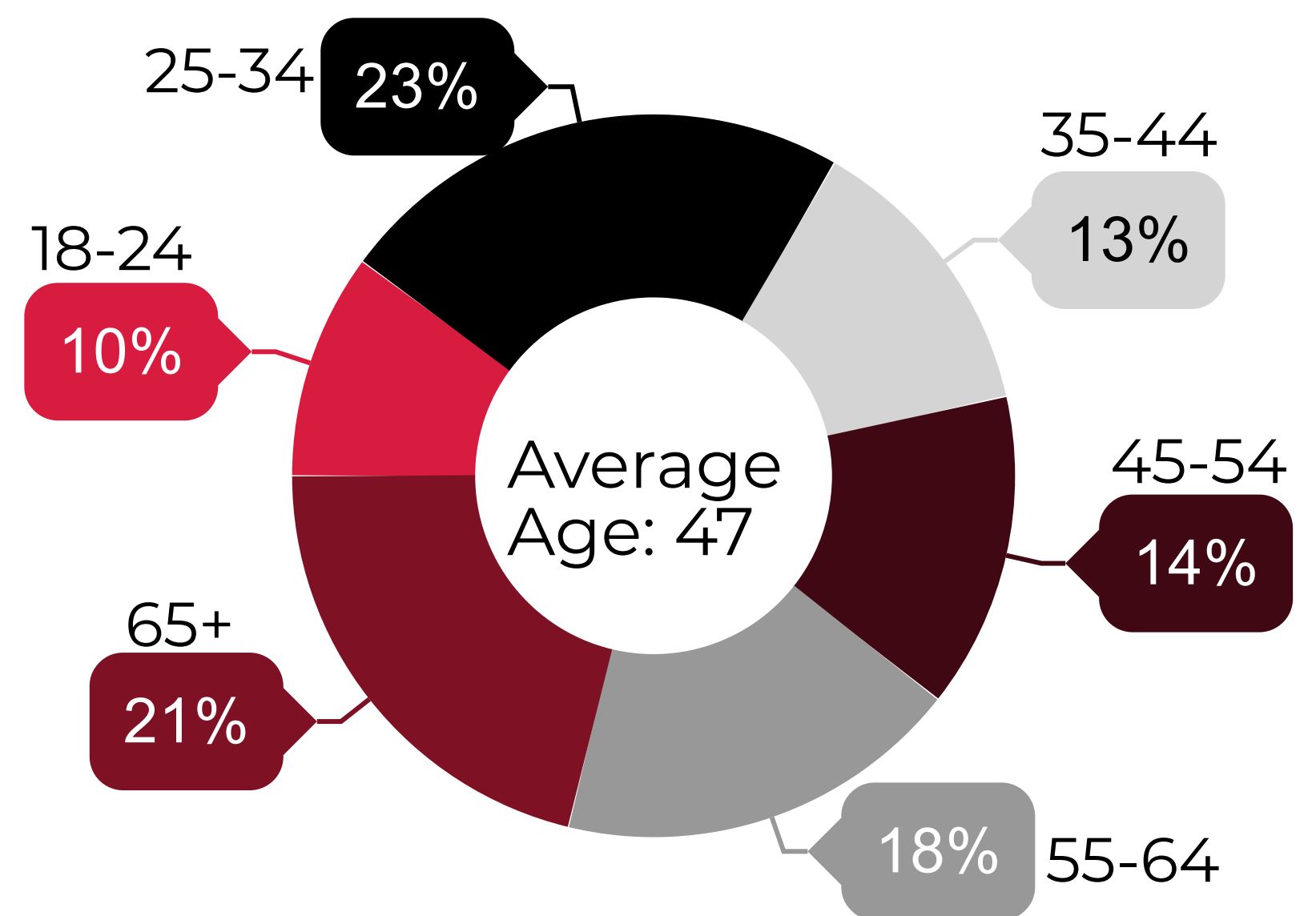
30%
Traveling with Children



2.8
Average travel party size

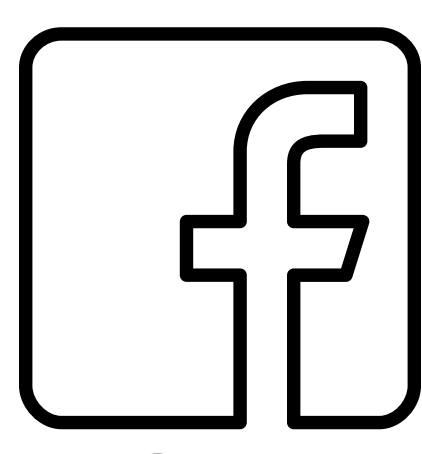
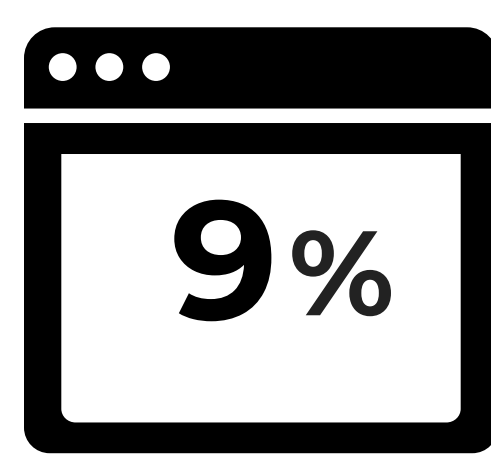


37%
Annual household income of 100K or more

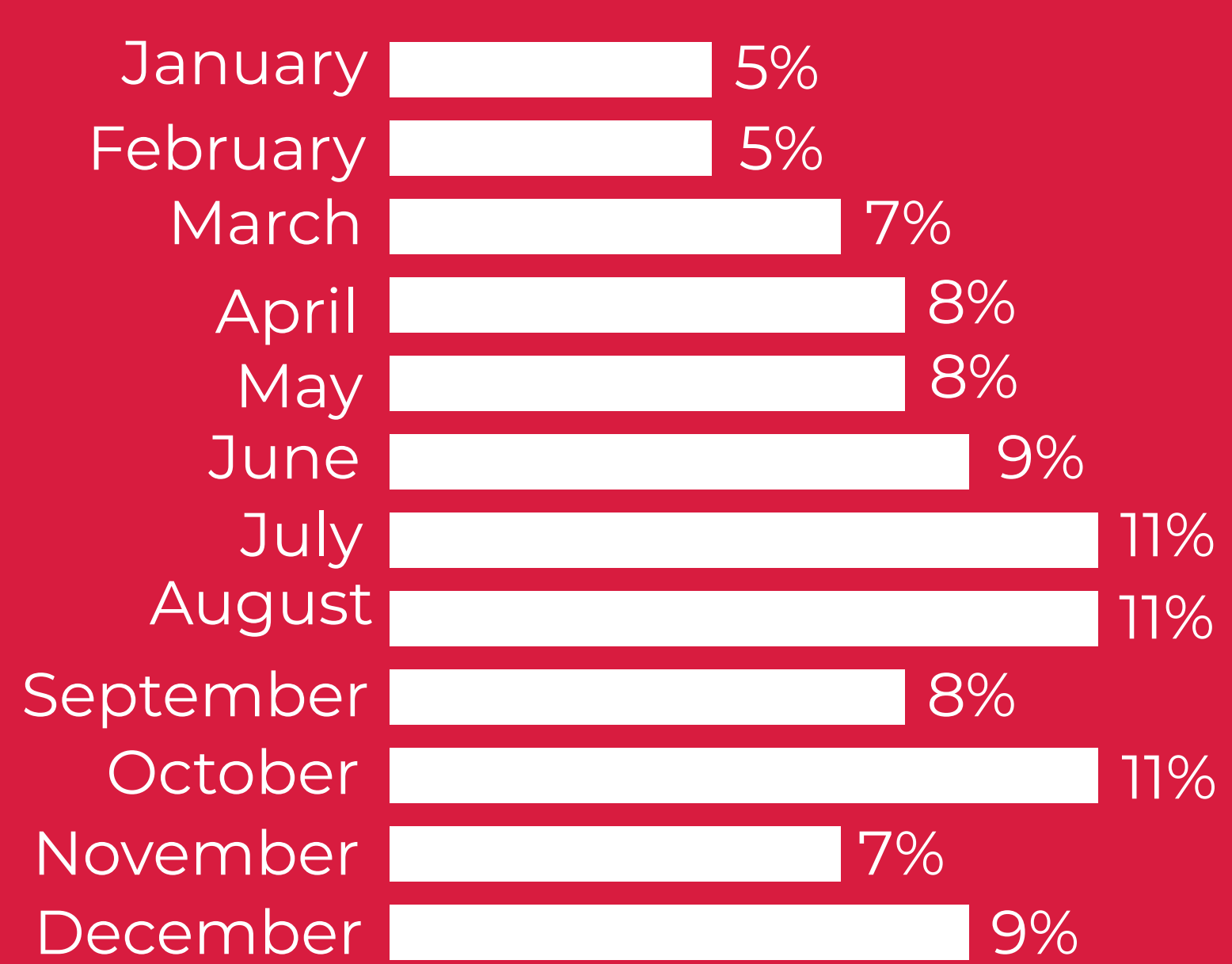


Planning Sources

32%
Use information from friends and relatives.



Month of Travel



Planning Time



41% consider visiting Virginia less than a month before their visit
53% decide visiting Virginia less than a month before their visit



86%
Travel by owned auto or rental cars



7%
Travel by plane