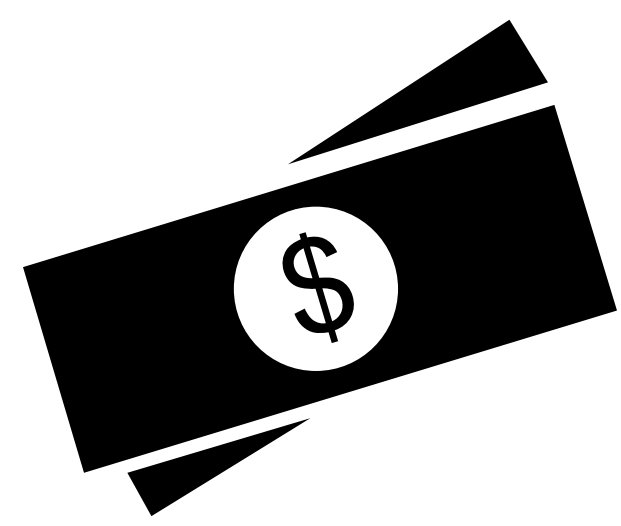




Libations

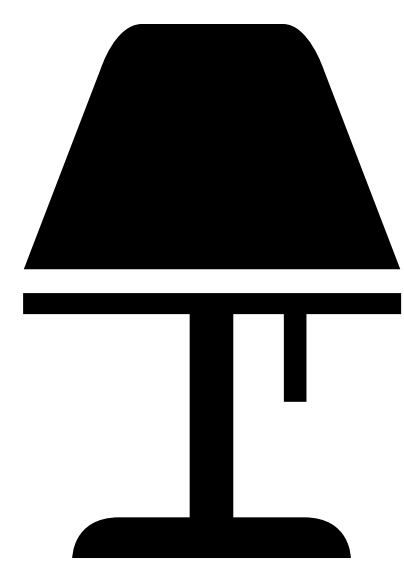


Average travel party spending:

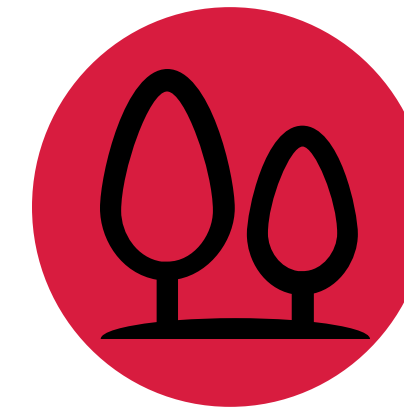
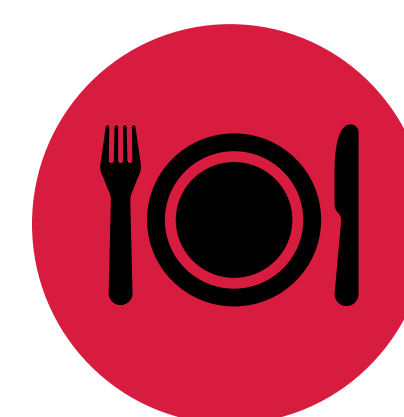


\$786

per trip



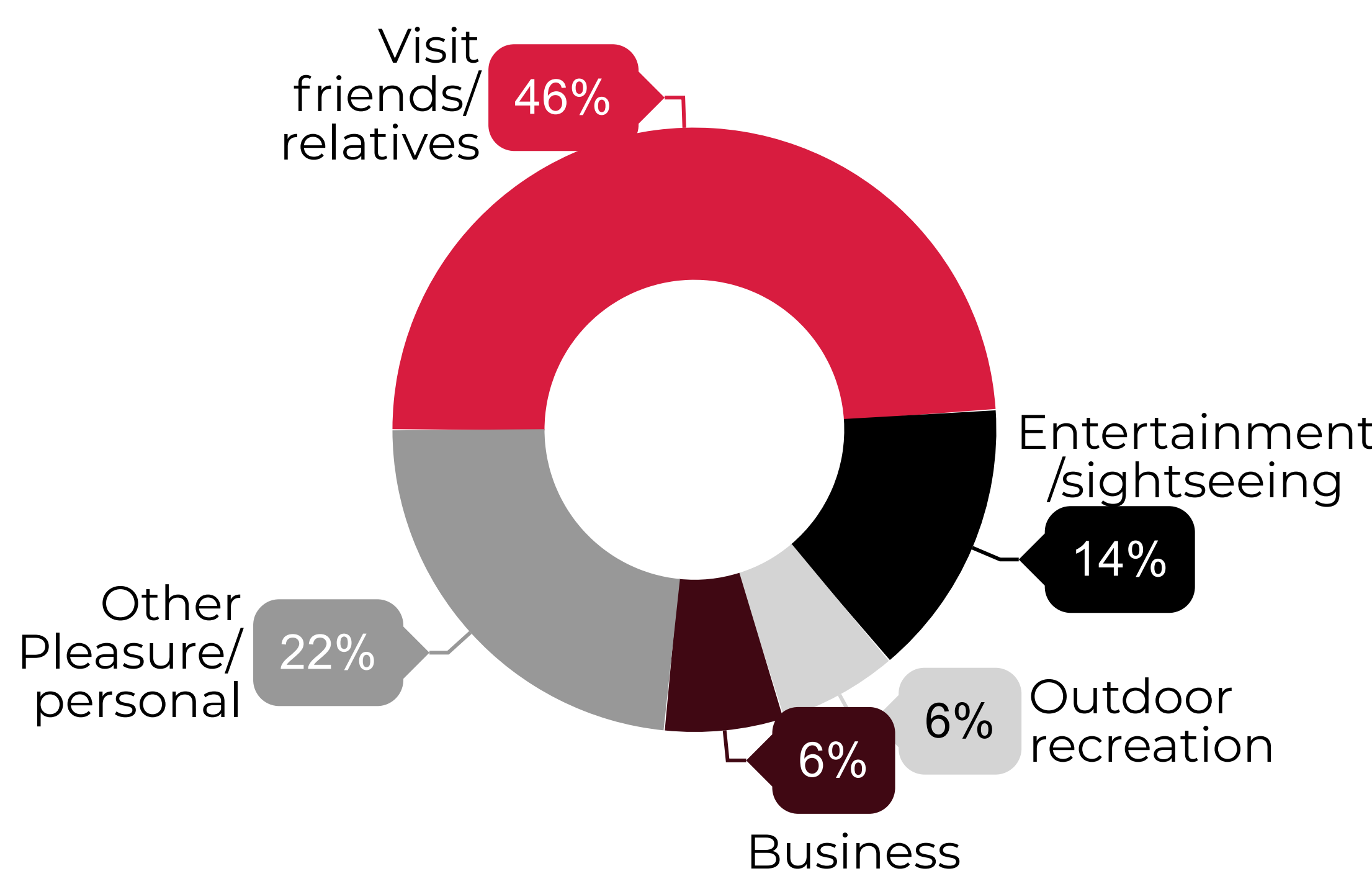
3.1
Nights



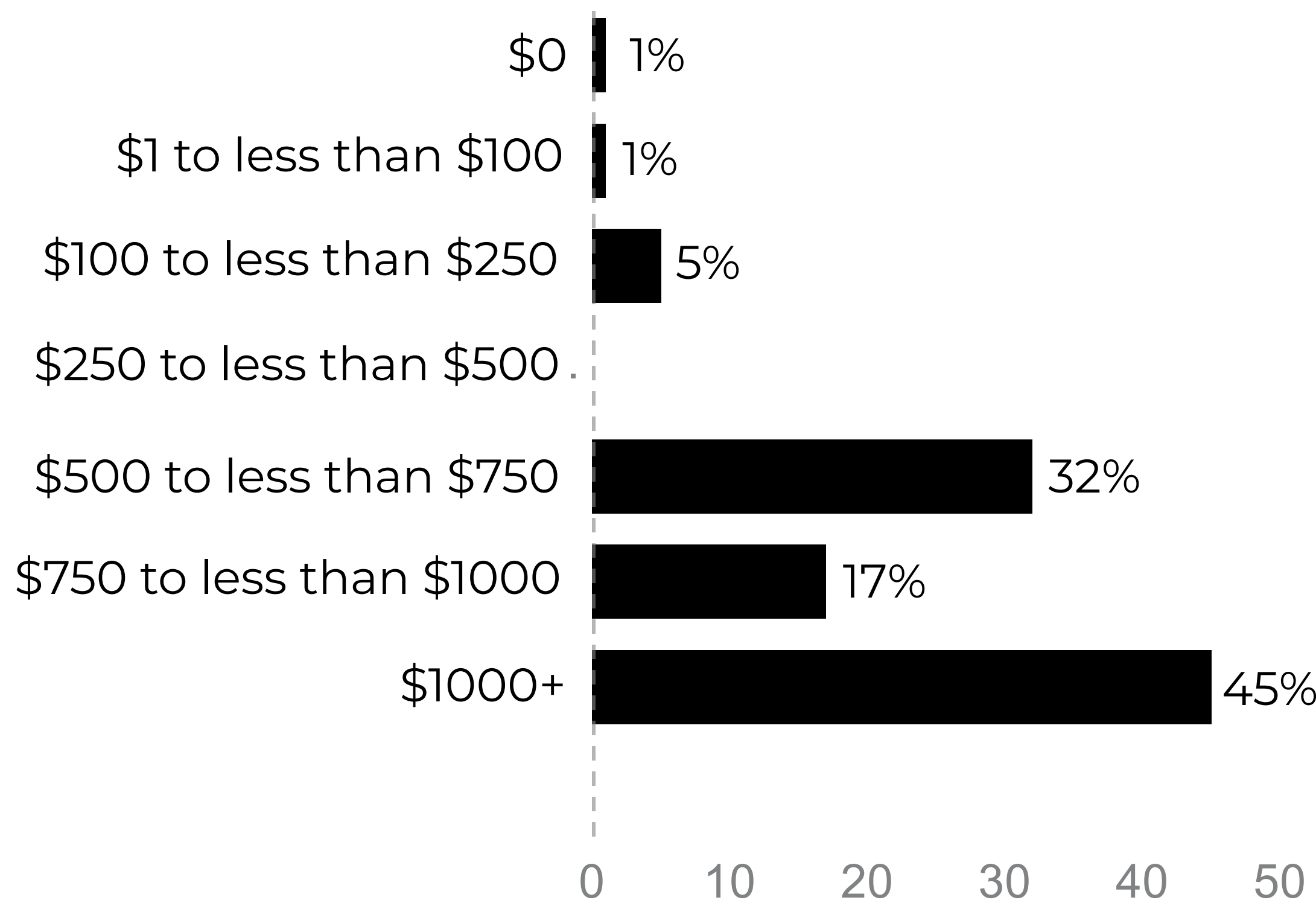
Top Activities:

Craft breweries	58%
Wine tasting/winery tour	53%
Shopping	35%
Visiting friends	27%
Visiting relatives	24%
Museums	23%
Rural sightseeing	23%
Historic sites/churches	23%
Fine dining	20%
State park/monuments	17%
Distilleries	8%

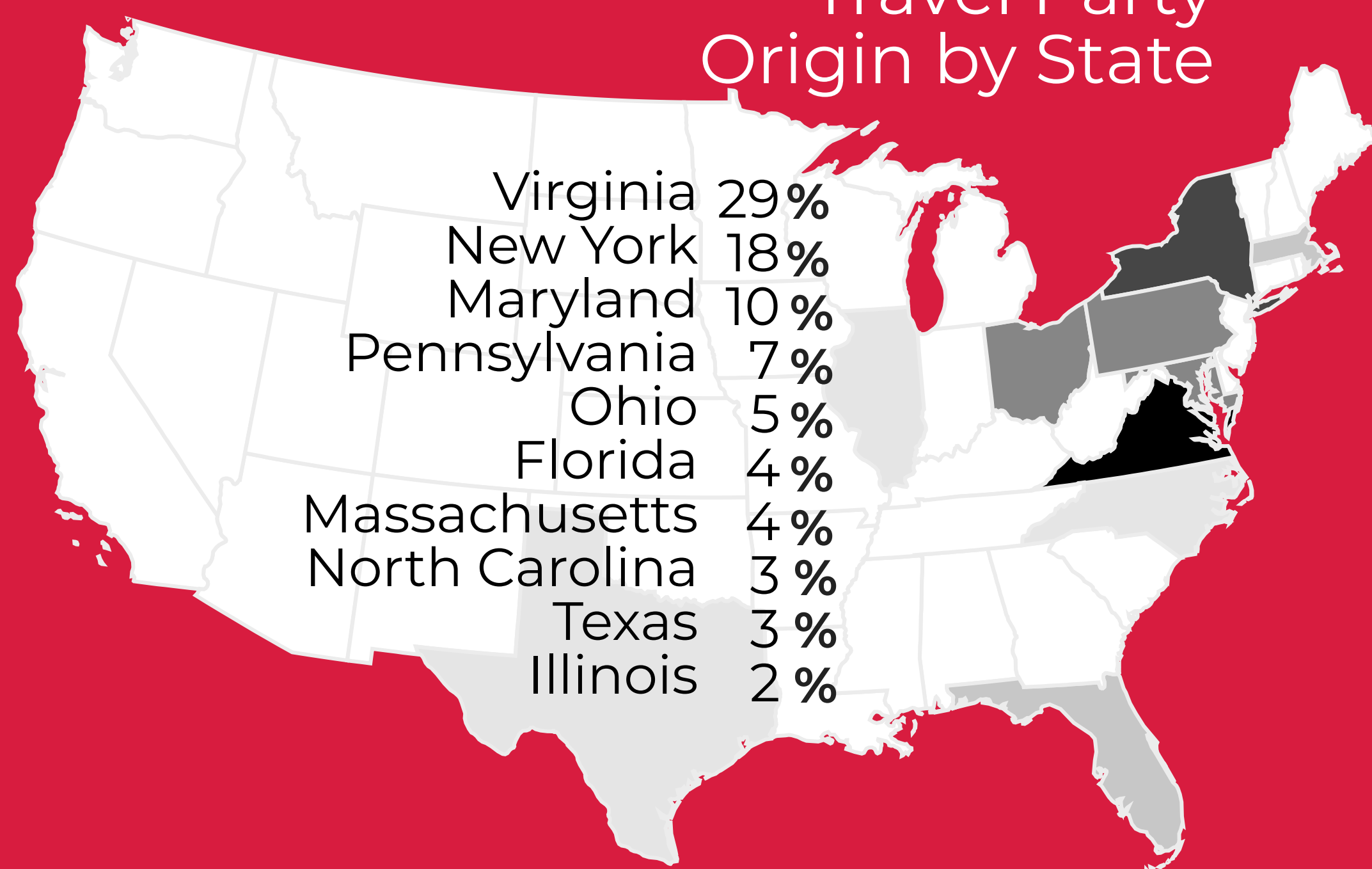
Primary Purpose of Trip



Travel Party Spending

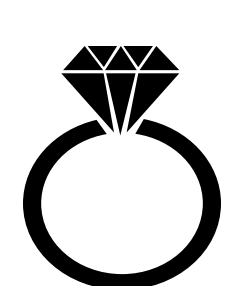


Travel Party Origin by State

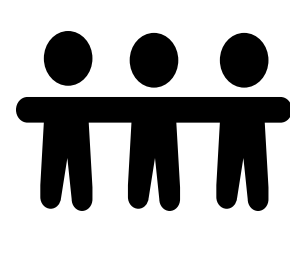


Travel Party Origin by DMA

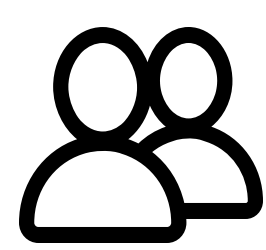
Washington, DC (Hagerstown)	15%
Richmond-Petersburg	10%
Baltimore	9%
New York	7%
Philadelphia	6%
Buffalo	4%
Boston (Manchester)	3%
Norfolk-Portsmouth-Newport News	3%
Albany-Schenectady-Troy	3%
Watertown	3%



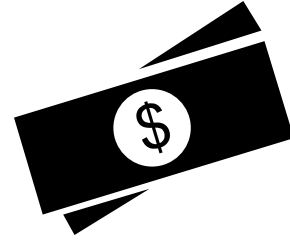
66%
Married



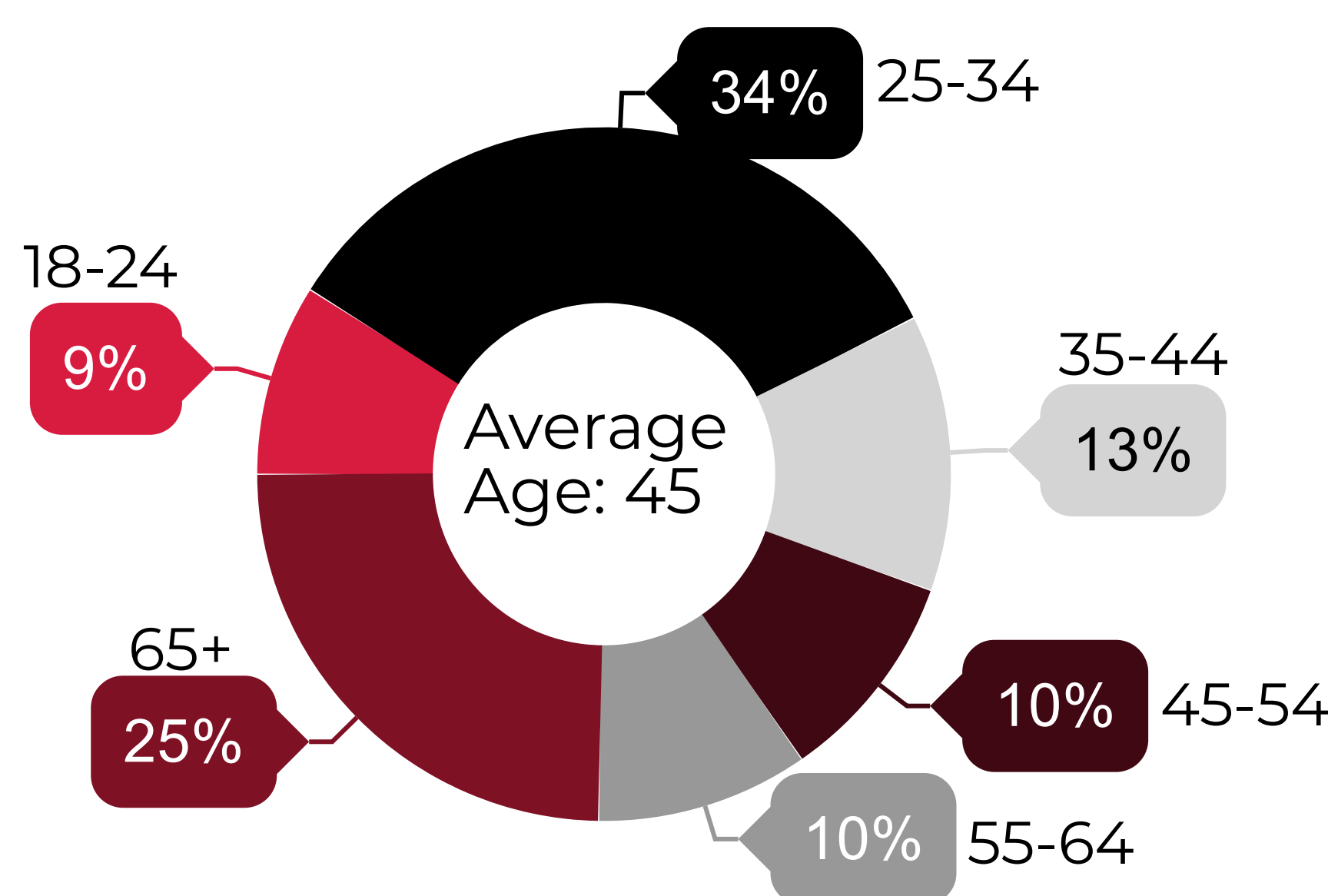
19%
Traveling with Children



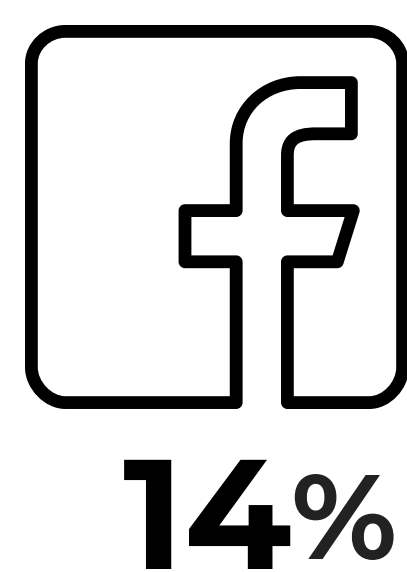
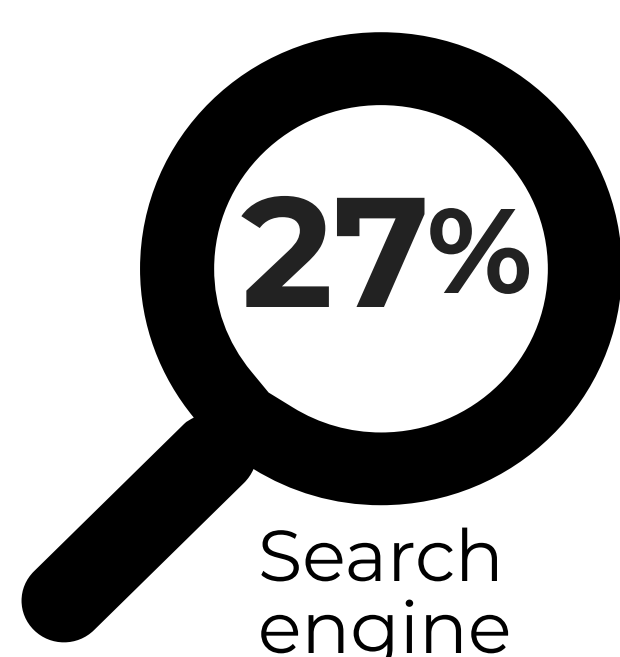
2.7
Average travel party size



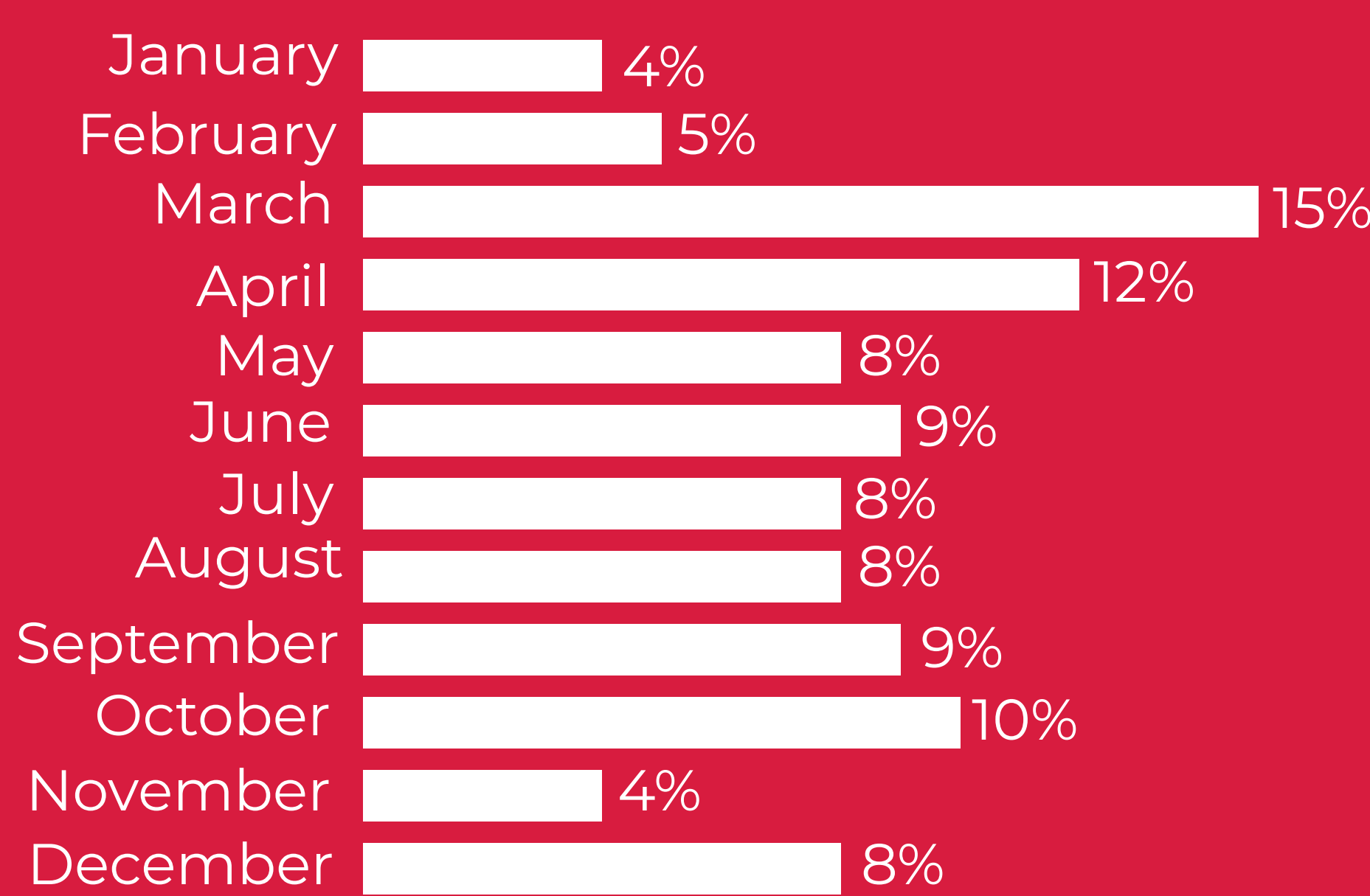
65%
Annual household income of 100K or more



Planning Sources



Month of Travel



Planning Time



39% consider visiting Virginia less than a month before their visit

47% decide visiting Virginia less than a month before their visit



81%

Travel by owned auto or rental cars



10%

Travel by plane