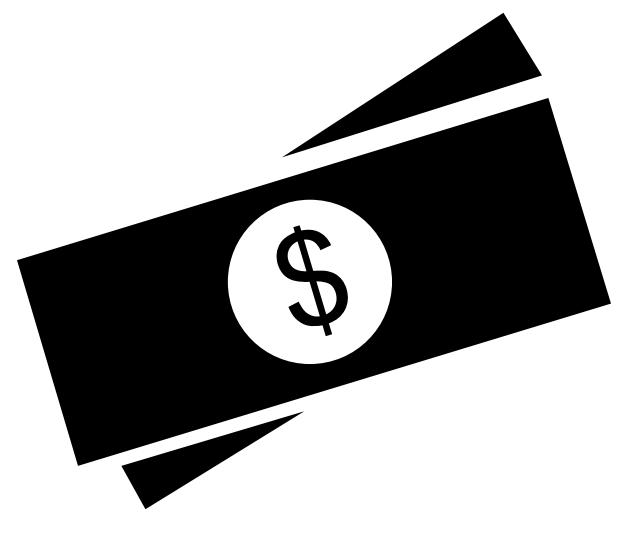




Music

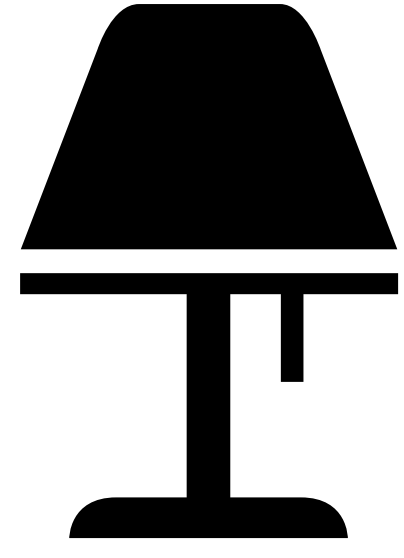


Average travel party spending:



\$993

per trip



4.6

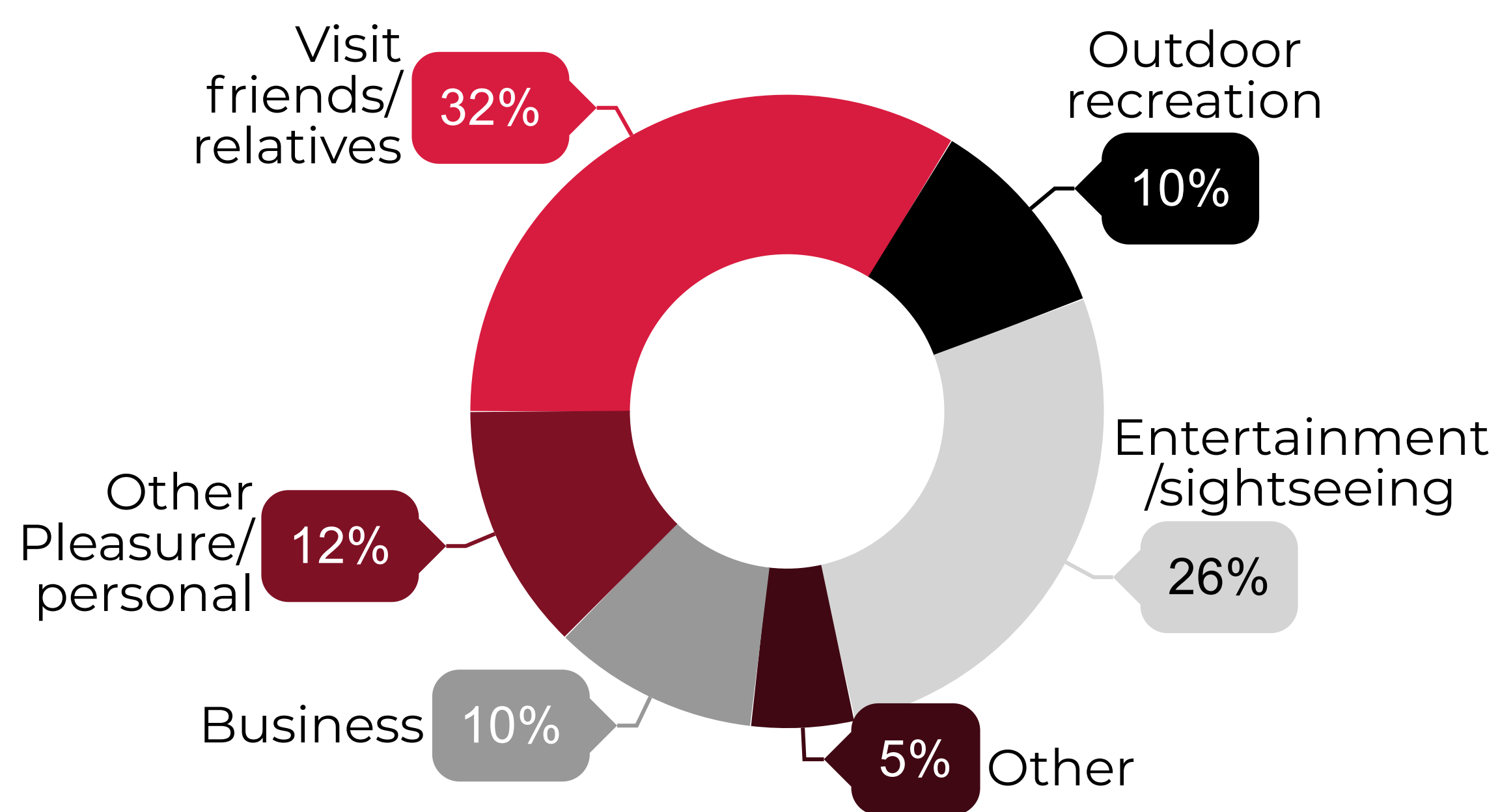
Nights



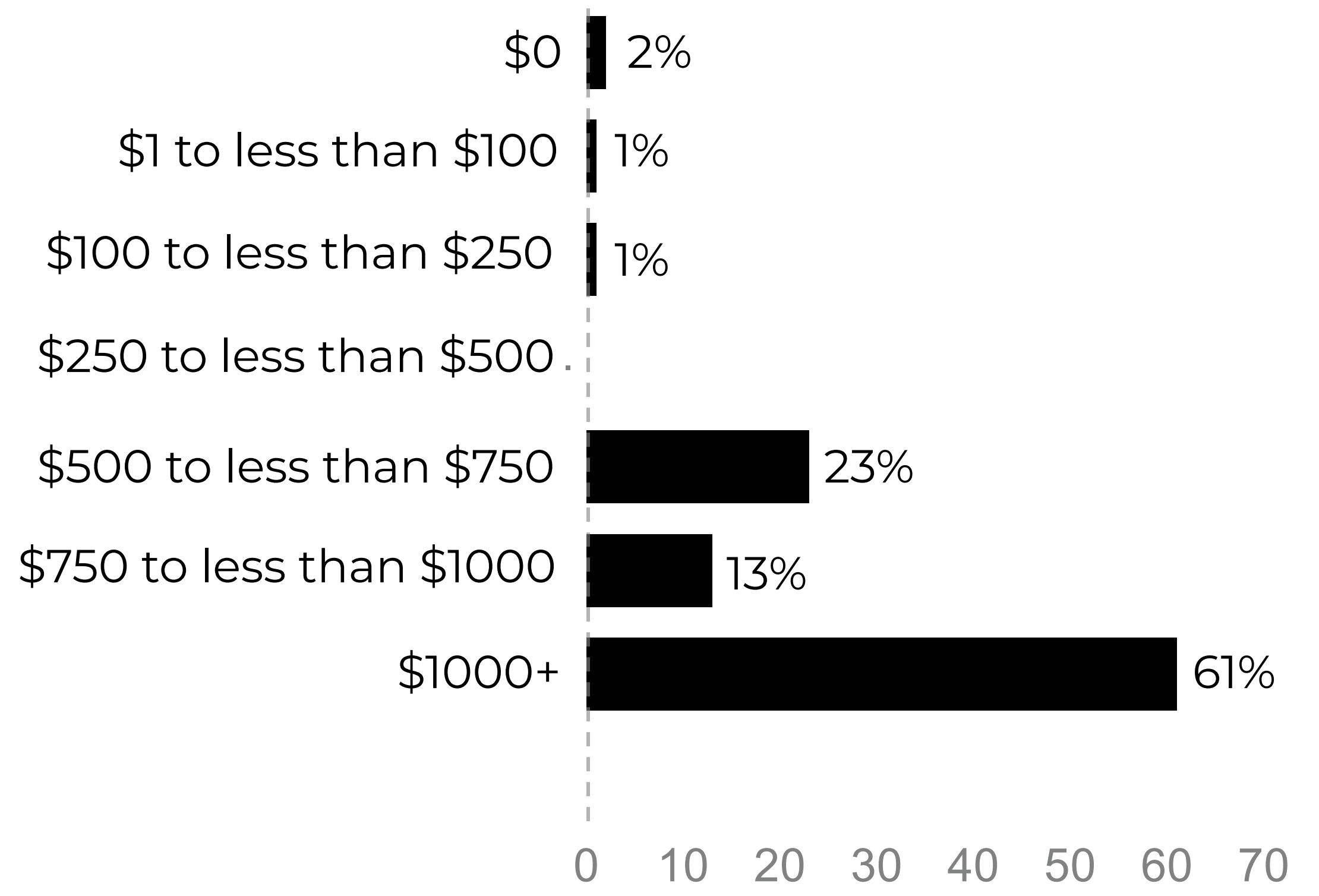
Top Activities:

- Musical performance/show 56%
- Shopping 42%
- Musical theater 41%
- Museums 29%
- Fine dining 29%
- Historic sites/churches 27%
- Visiting relatives 25%
- Beach 23%
- Visiting friends 20%
- Rural sightseeing 19%

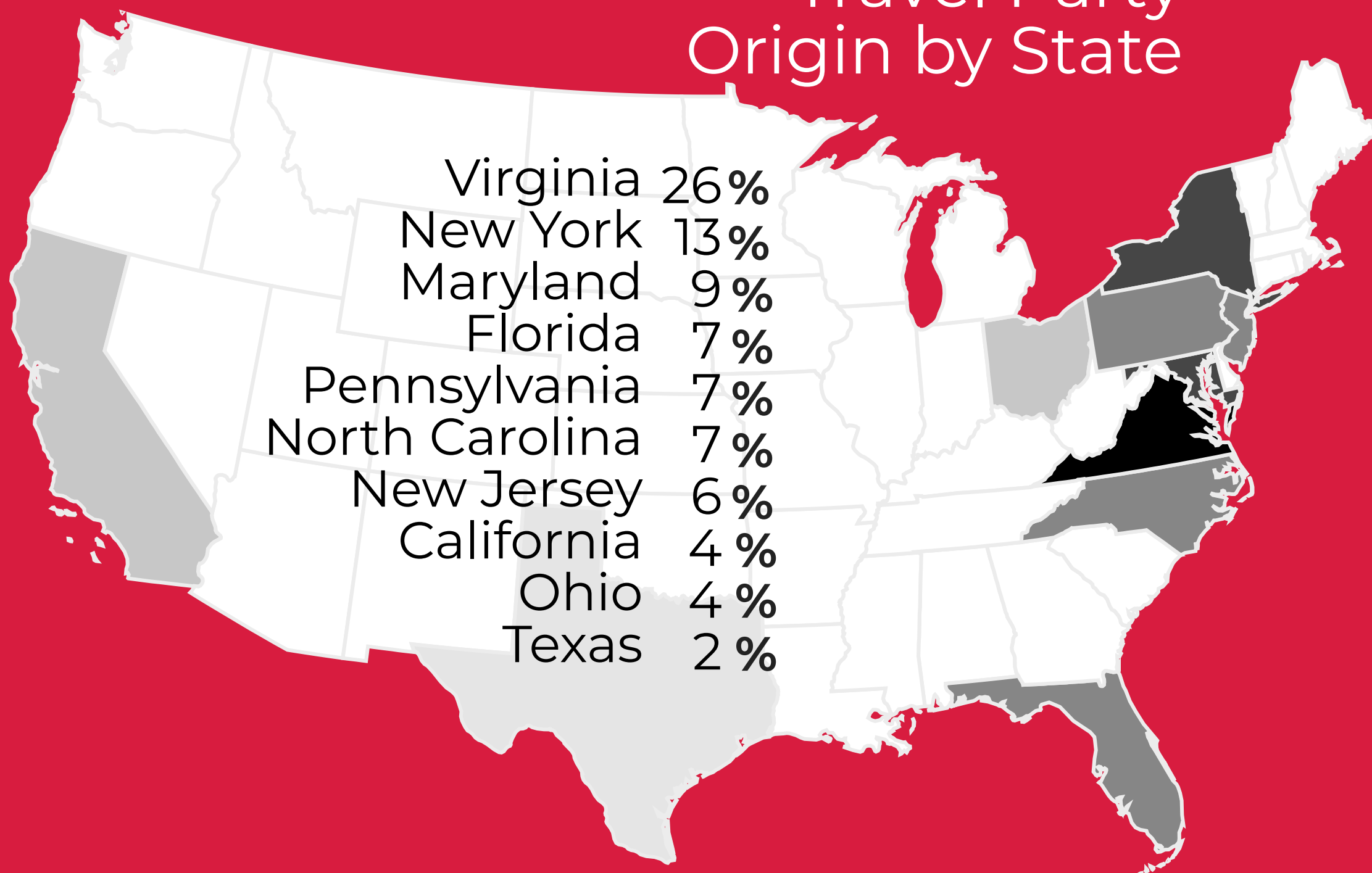
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

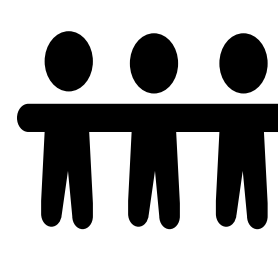


Travel Party Origin by DMA

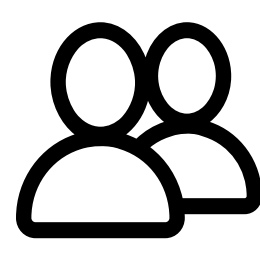
- Washington, DC (Hagerstown) 24%
- New York 17%
- Philadelphia 5%
- Richmond-Petersburg 5%
- Norfolk Portsmouth-Newport News 4%
- Miami-Ft. Lauderdale 3%
- Baltimore 3%
- Greensboro-High Point-Winston Salem 3%
- Lima 3%
- Los Angeles 2%



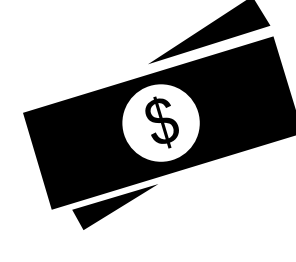
60% Married



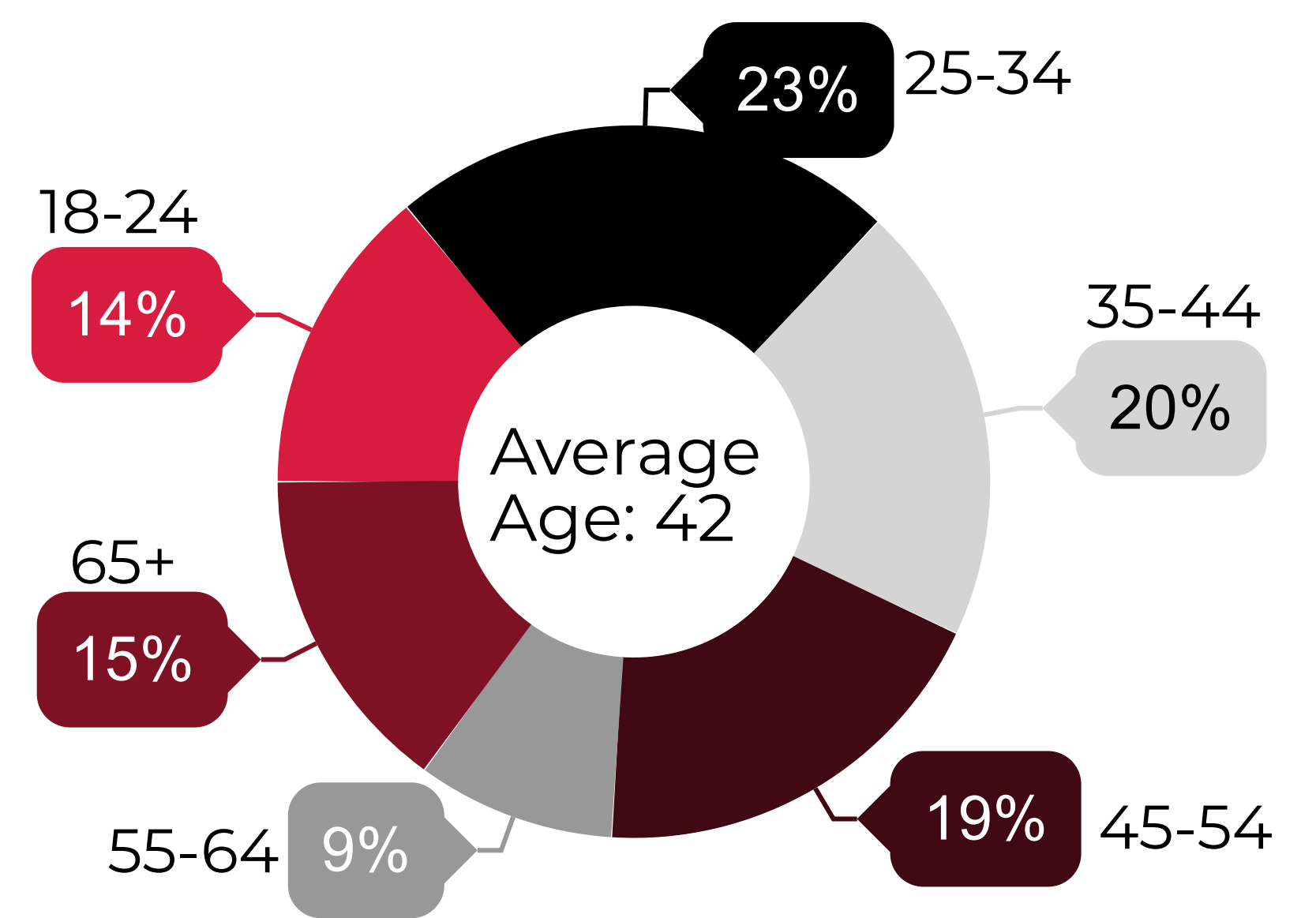
48% Traveling with Children



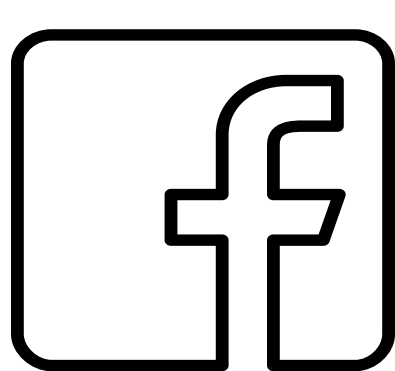
3.4 Average travel party size



41% Annual household income of 100K or more



Planning Sources



28%



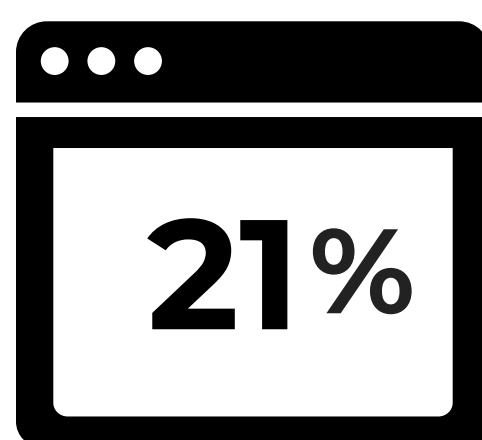
24%

Search engine



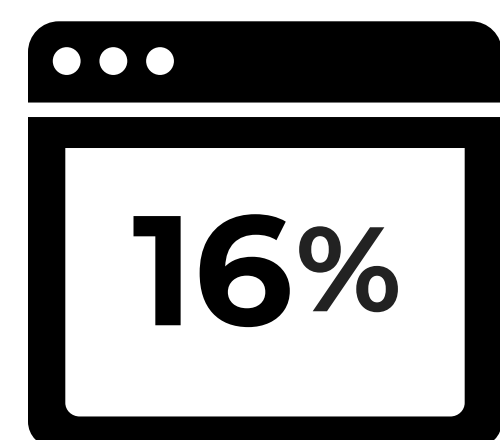
40%

Use information from friends and relatives.



21%

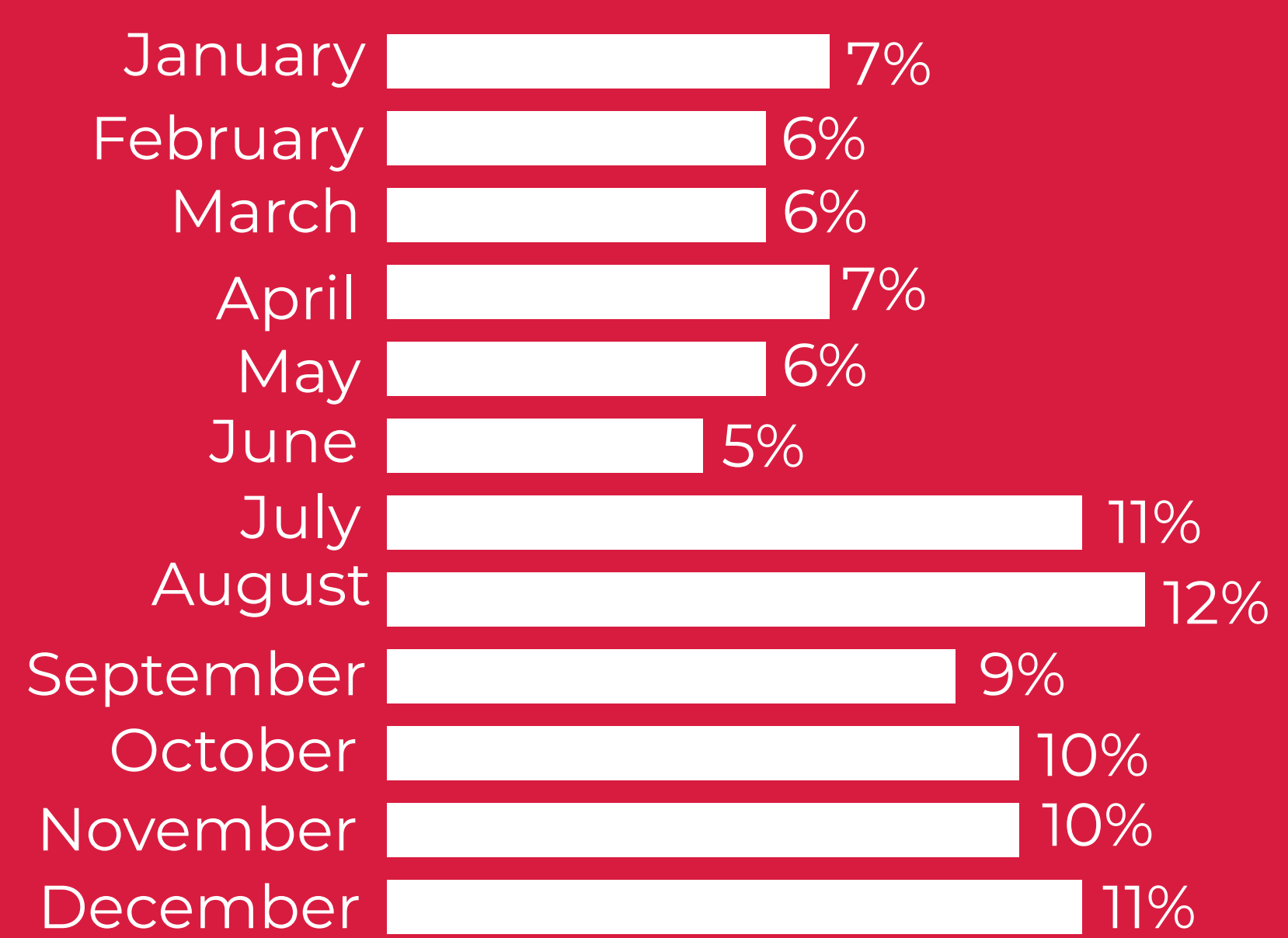
Destination website



16%

Travel provider website (airline, hotel, tour etc)

Month of Travel



Planning Time



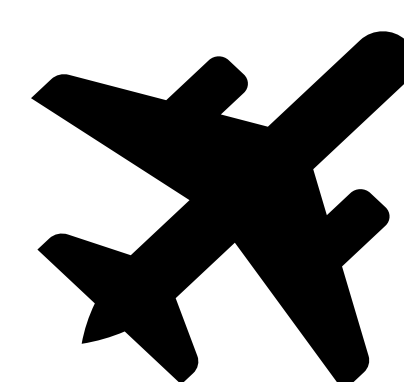
29% consider visiting Virginia less than a month before their visit

40% decide visiting Virginia less than a month before their visit



74%

Travel by owned auto or rental cars



11%

Travel by plane