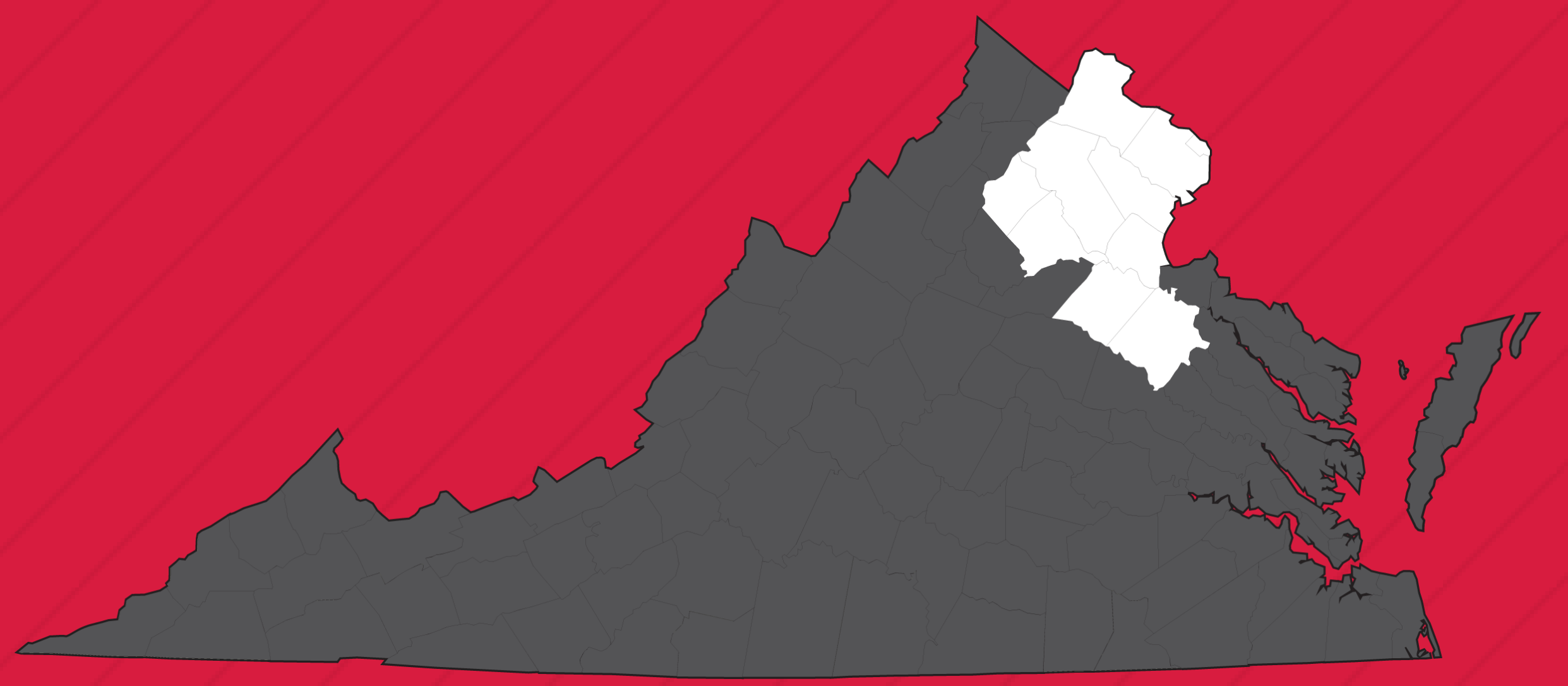
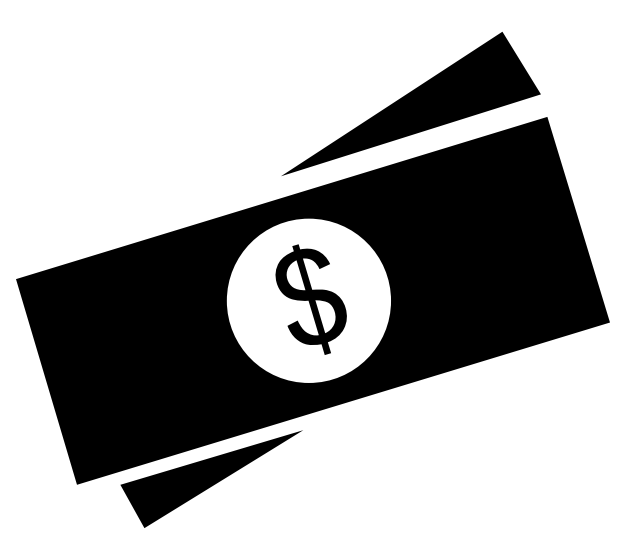


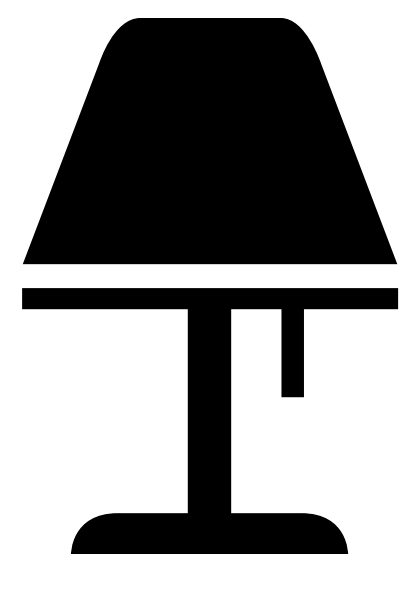
Northern Virginia Region



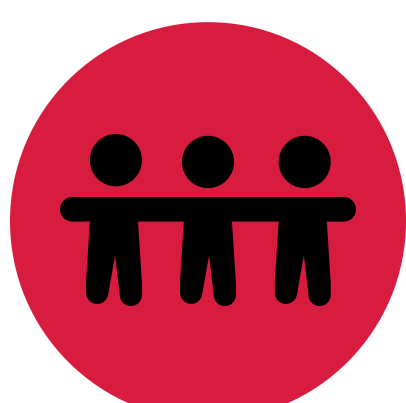
Average travel party spending:



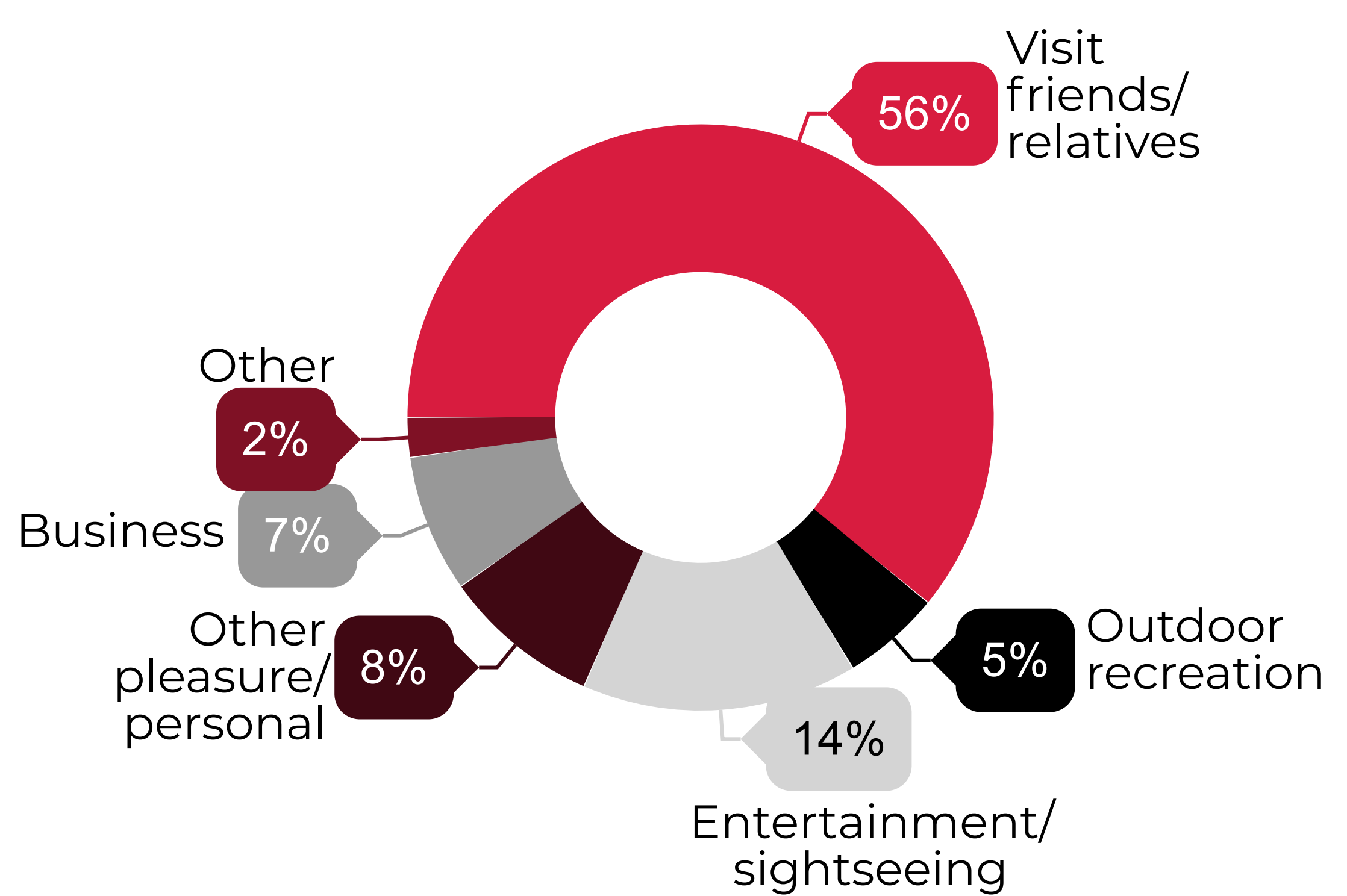
\$471
per trip in Virginia



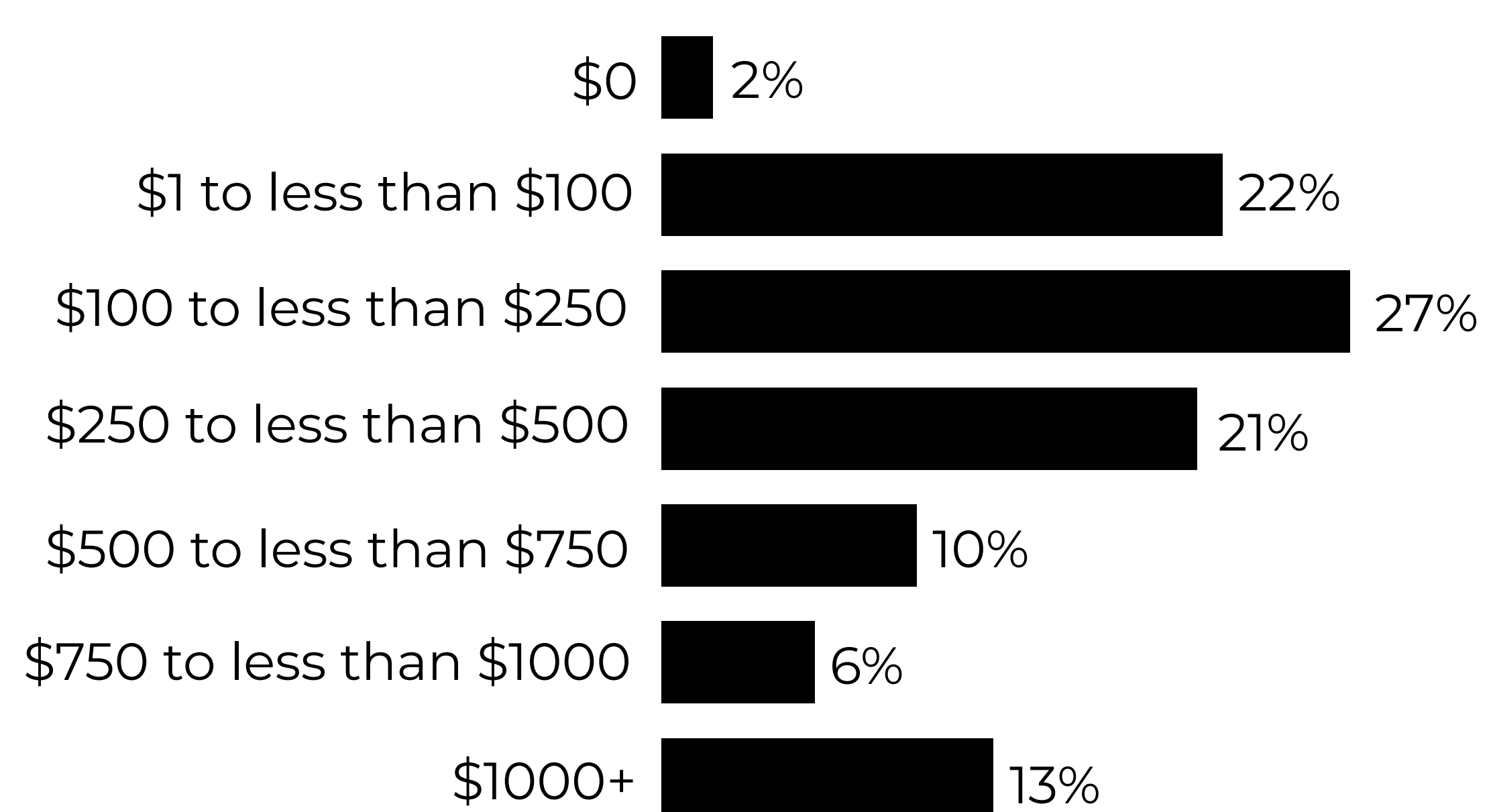
3.5
Nights
per trip



Primary Purpose of Trip



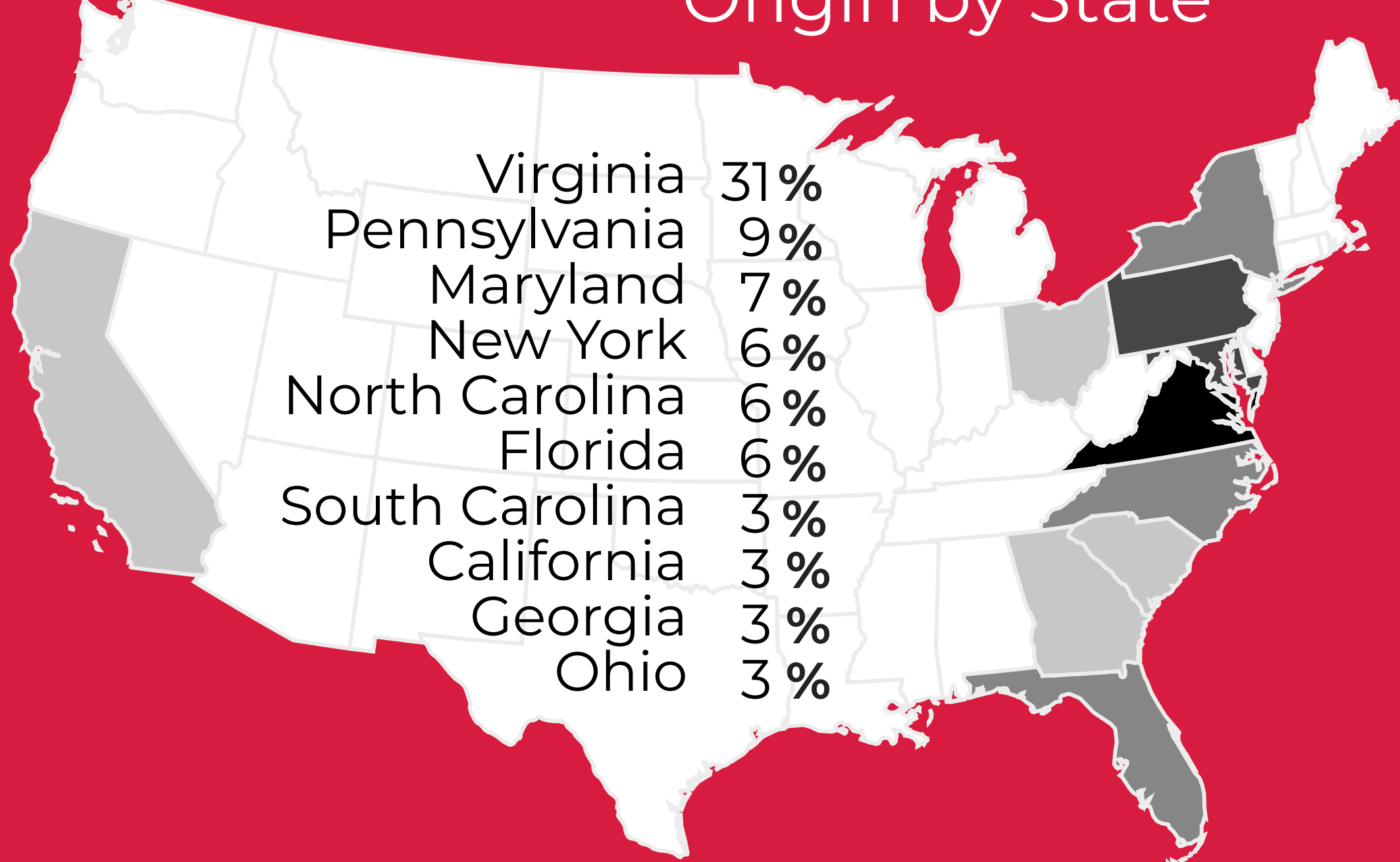
Travel Party Spending



Top Activities:

Visiting relatives	33%
Shopping	23%
Visiting friends	18%
Historic sites/Churches	16%
Fine dining	15%
Museums	13%
National parks/Monuments	11%
Rural sightseeing	10%
State parks/Monuments	9%
Art galleries	8%

Travel Party Origin by State



Travel Party Origin by DMA

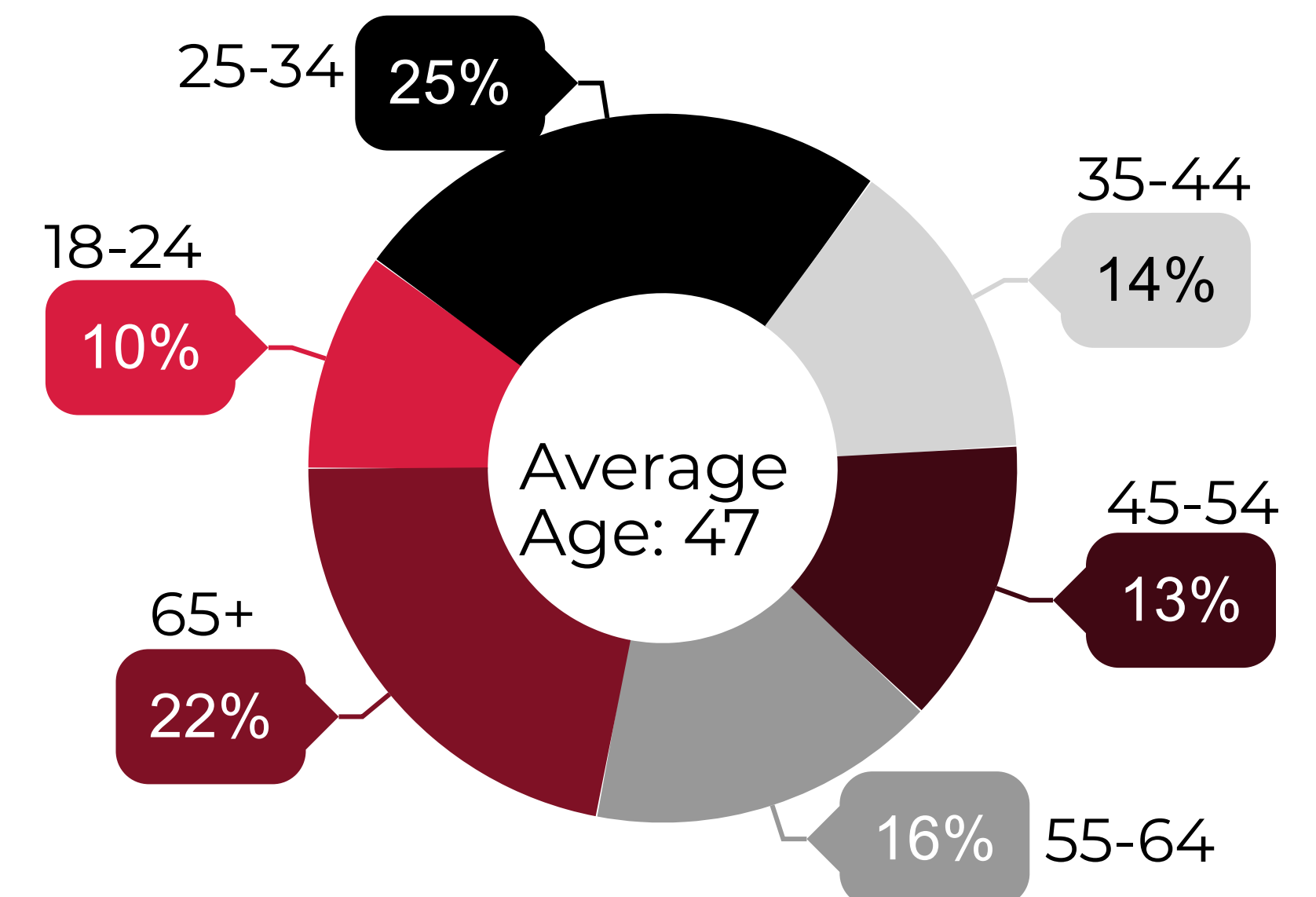
Washington, DC (Hagerstown)	22%
Richmond-Petersburg	7%
New York	6%
Philadelphia	6%
Baltimore	4%
Norfolk-Portsmouth-Newport News	3%
Raleigh-Durham (Fayetteville)	2%
Tampa-St. Petersburg (Sarasota)	2%
Charlotte	2%
Atlanta	2%

60%
Married

27%
Traveling with Children

2.7
Average travel party size

40%
Annual household income of 100K or more



Planning Sources

35%
Use information from friends and relatives.

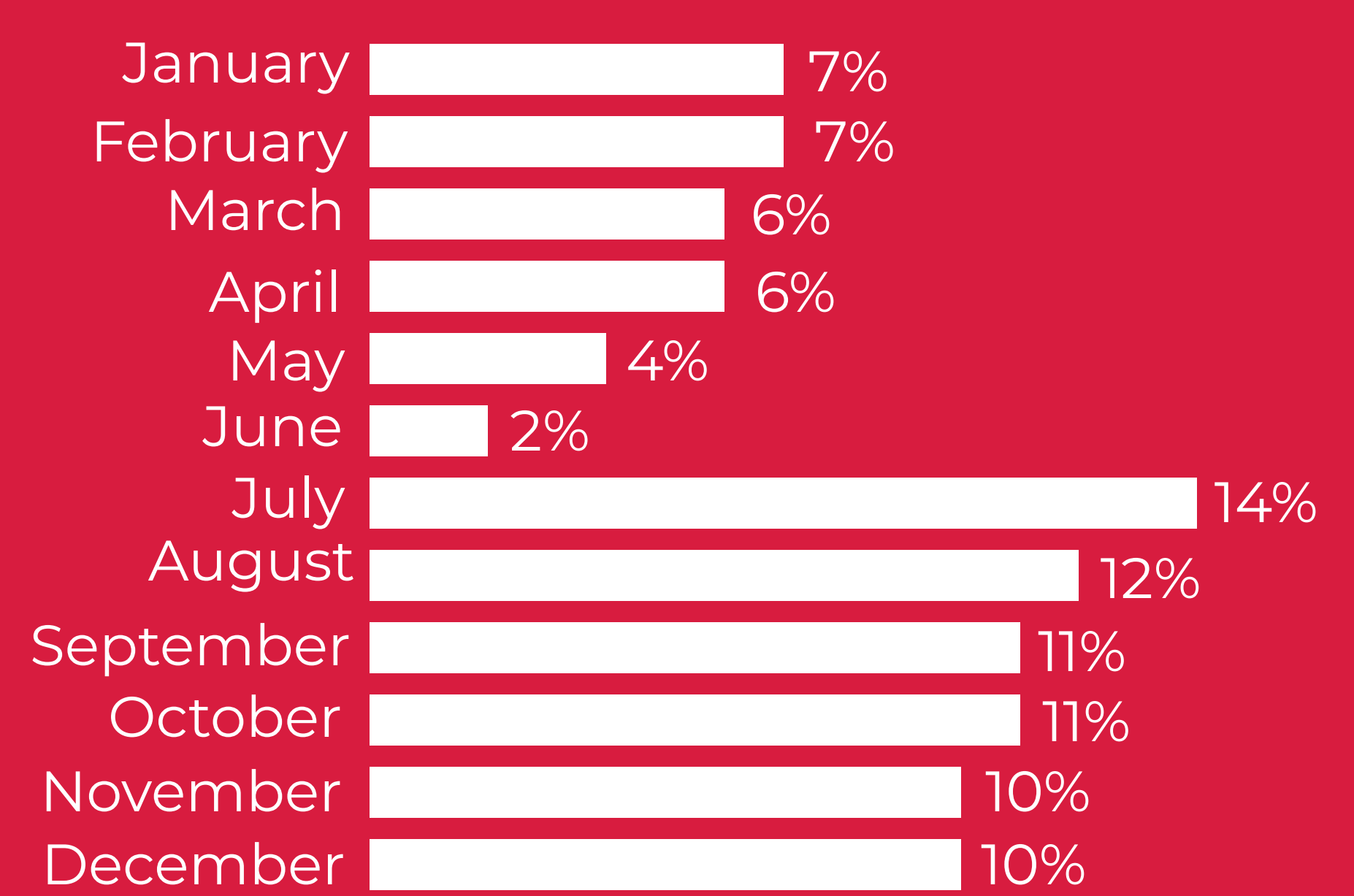
16%
Search engine

12%
Destination website

12%
Facebook

9%
Travel club (eg. AAA)

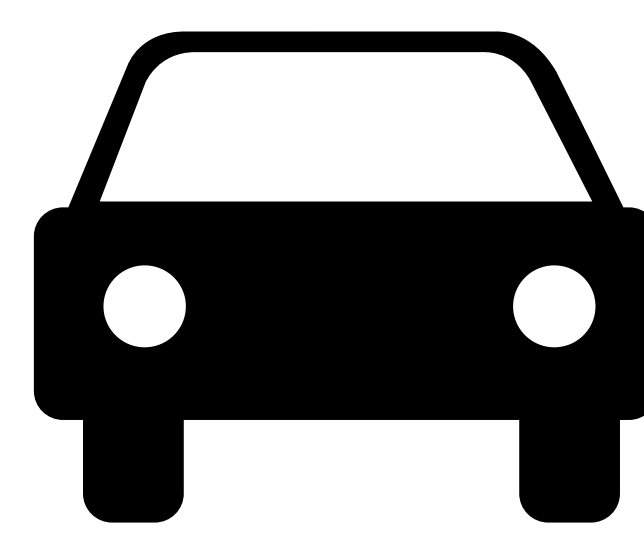
Month of Travel



Planning Time



45 consider visiting Virginia less than a month before their visit
57% decide visiting Virginia less than a month before their visit

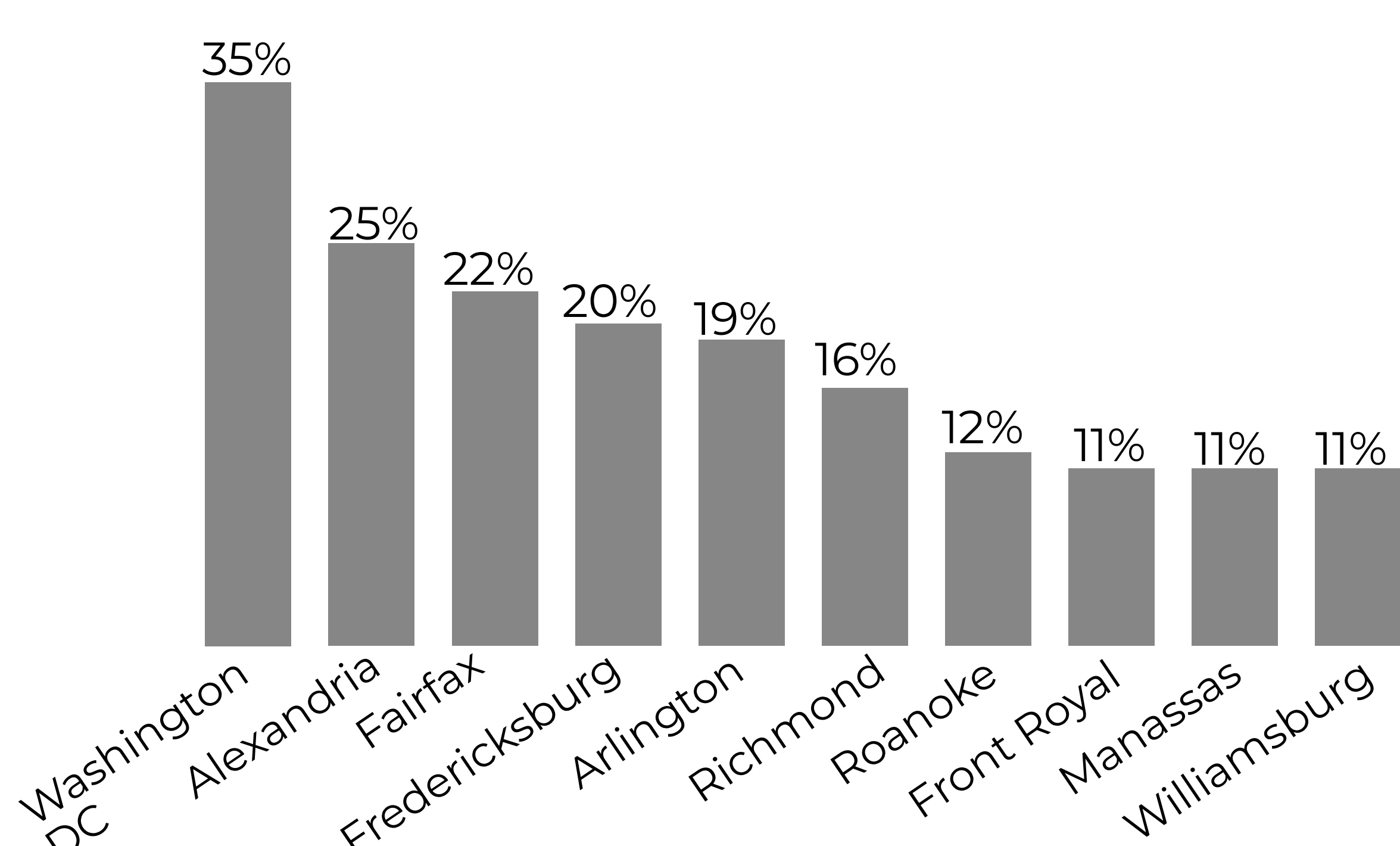


79%
Travel by owned auto or rental cars



15%
Travel by plane

Top 10 Most Visited Cities



Top 10 States Plan to Visit for Leisure in Next 2 Years

