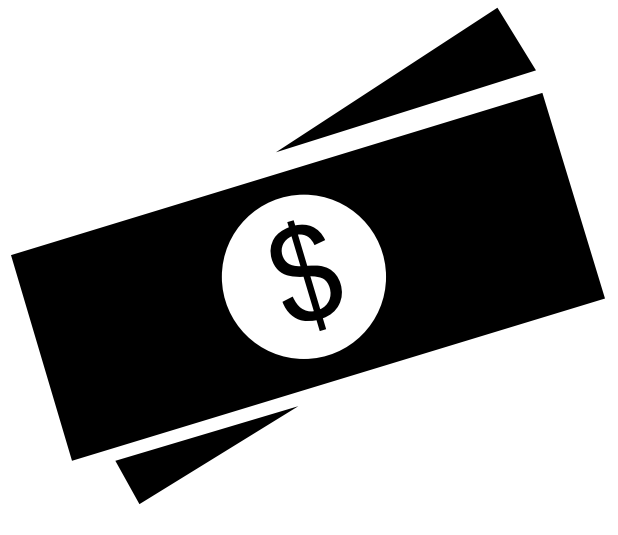




# Overnight Travel

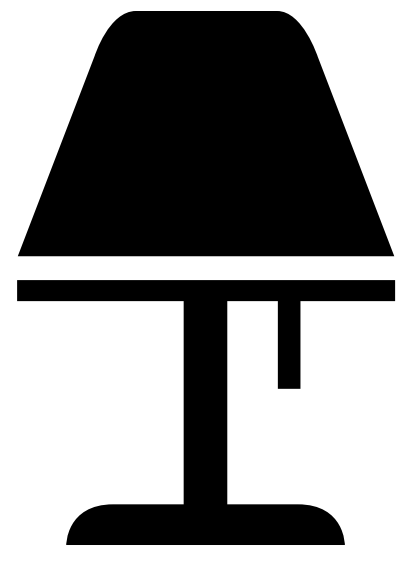


Average travel party spending:



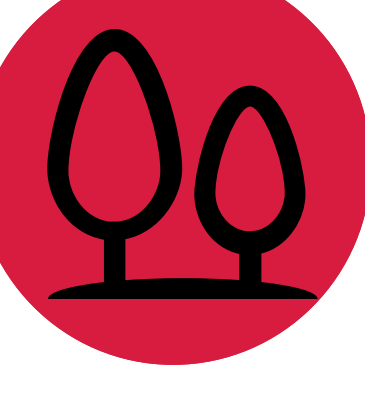
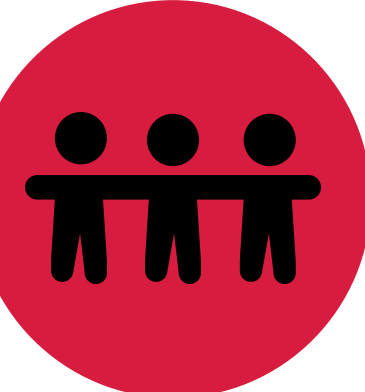
\$593

per trip



2.7

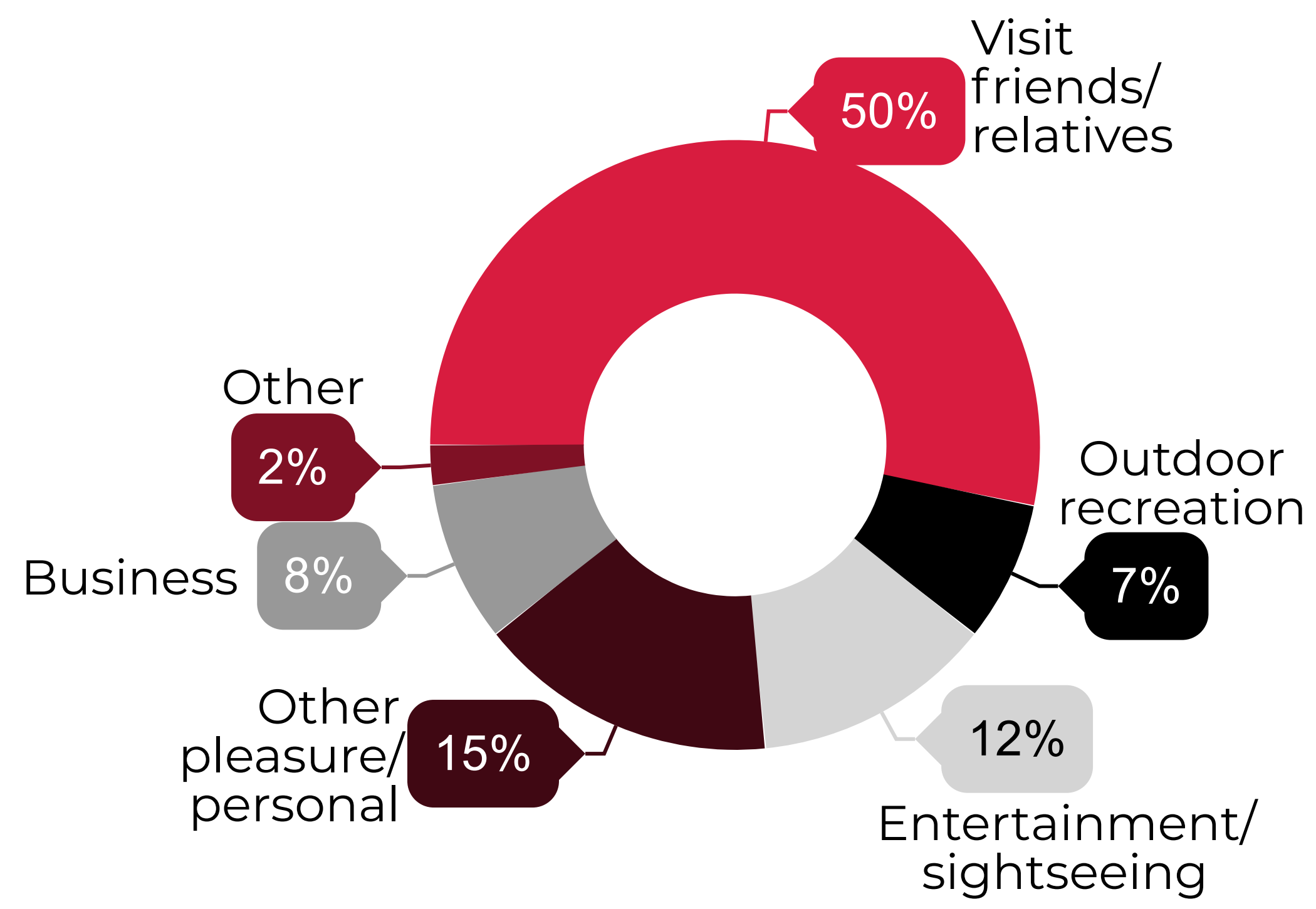
Nights



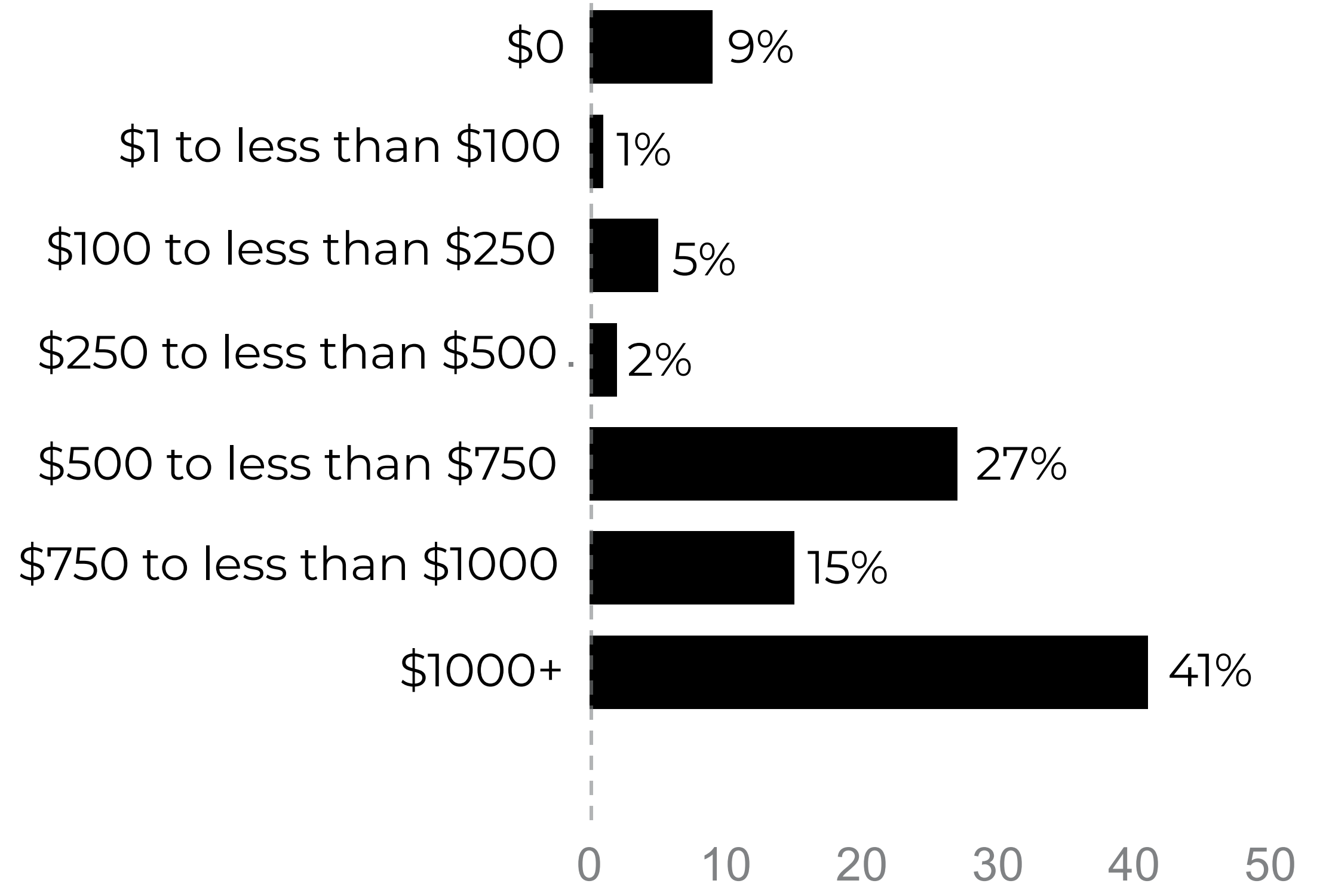
Top Activities:

Visiting relatives	25 %
Shopping	22 %
Visiting friends	17 %
Historic Sites/Churches	13 %
Fine dining	13 %
Rural sightseeing	13 %
Museums	12 %
Beach	11 %
Urban sightseeing	9 %
National park/Monuments	7 %

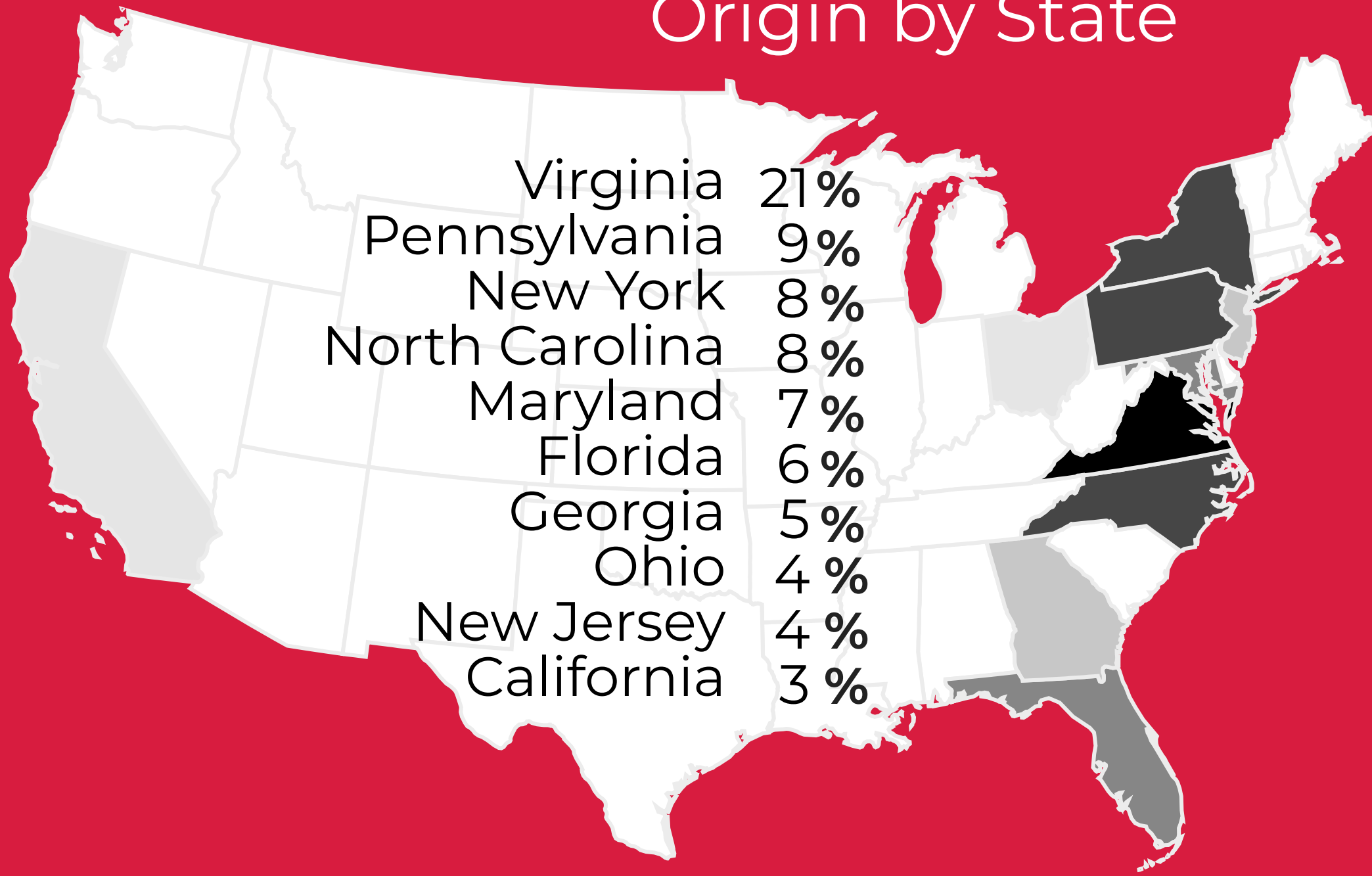
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

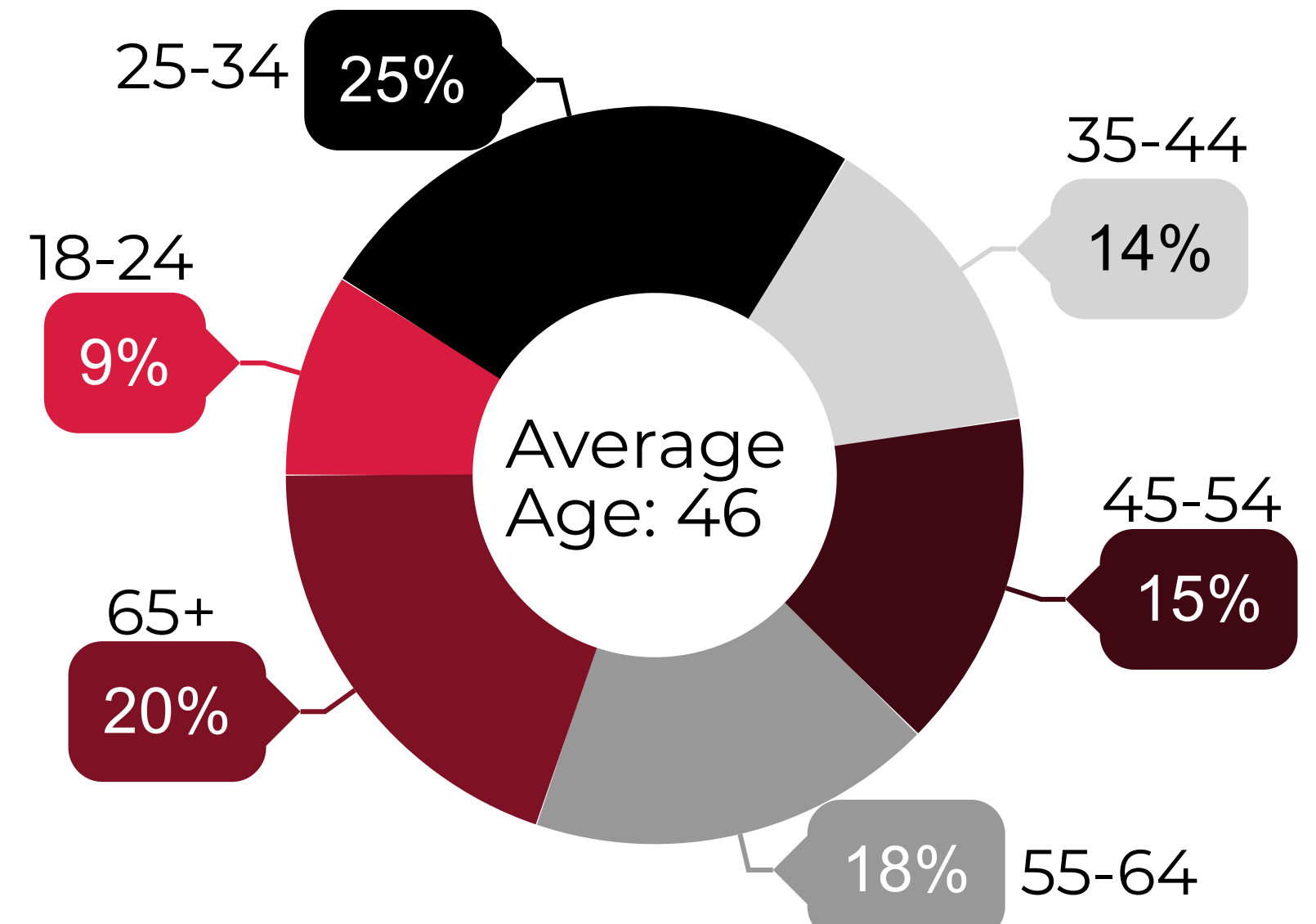
Washington, DC (Hagerstown)	12 %
New York	7 %
Philadelphia	5 %
Richmond-Petersburg	5 %
Norfolk-Portsmouth-Newport News	4 %
Baltimore	4 %
Charlotte	4 %
Atlanta	3 %
Pittsburgh	2 %
Roanoke-Lynchburg	2 %

66% Married

29% Traveling with Children

2.7 Average travel party size

41% Annual household income of 100K or more



Planning Sources

29% Use information from friends and relatives.

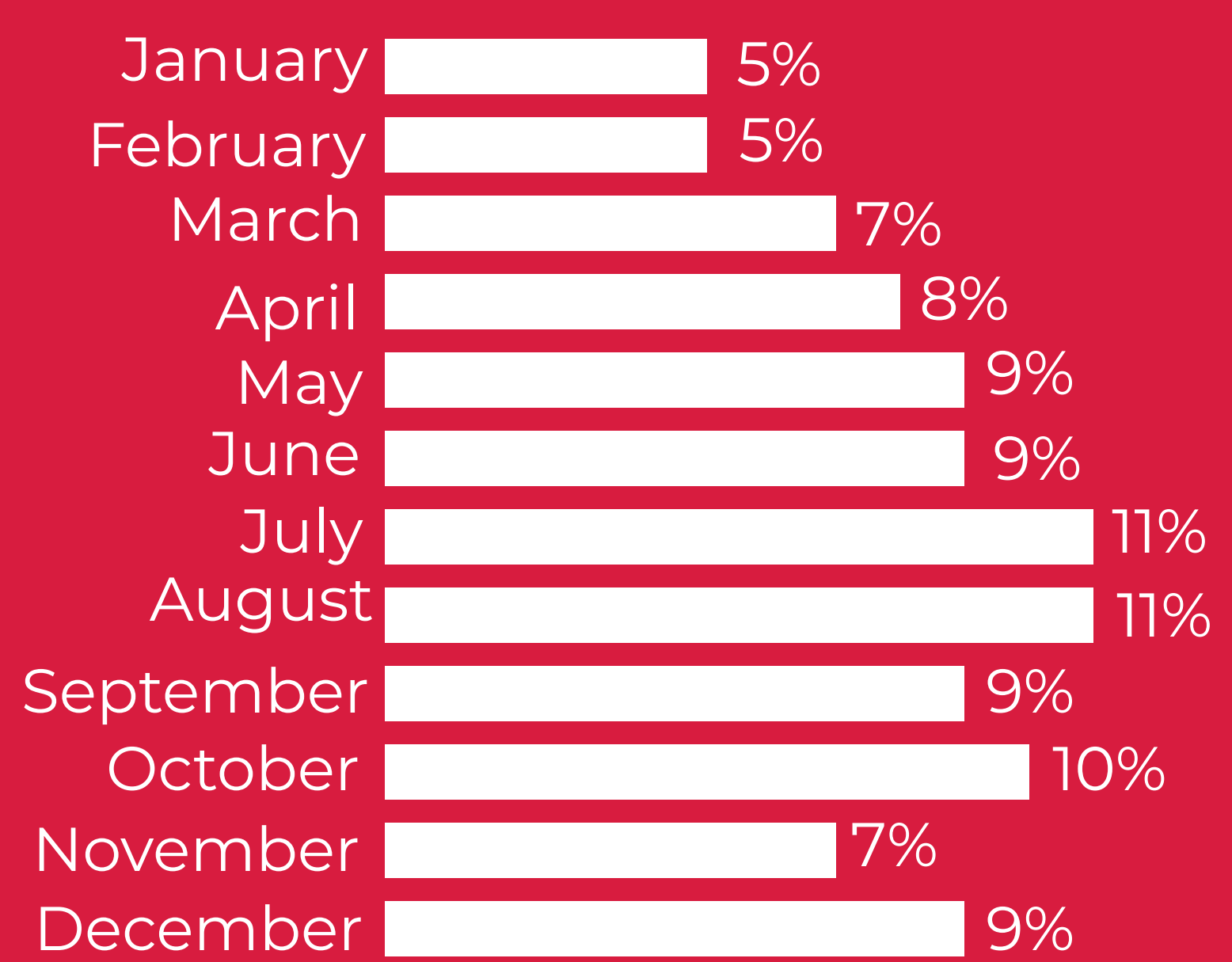
18% Search engine

12% Destination website

10% Travel provider website (airline, hotel etc.)

10% Online full service website

Month of Travel



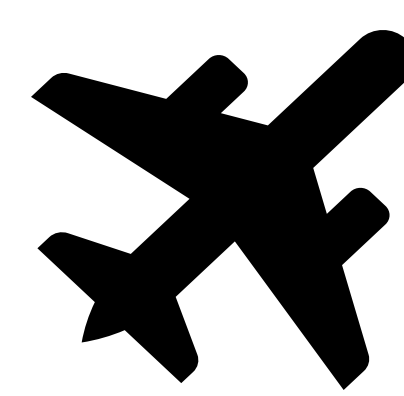
Planning Time



37% consider visiting Virginia less than a month before their visit  
50% decide visiting Virginia less than a month before their visit



83% Travel by owned auto or rental cars



11% Travel by plane