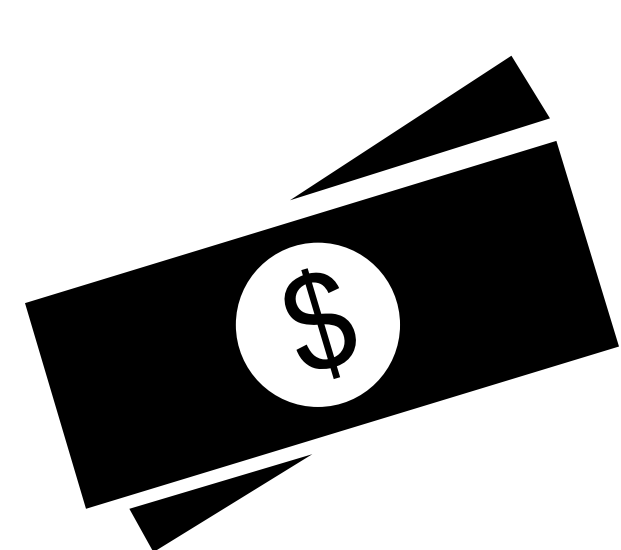




Paid Accommodations

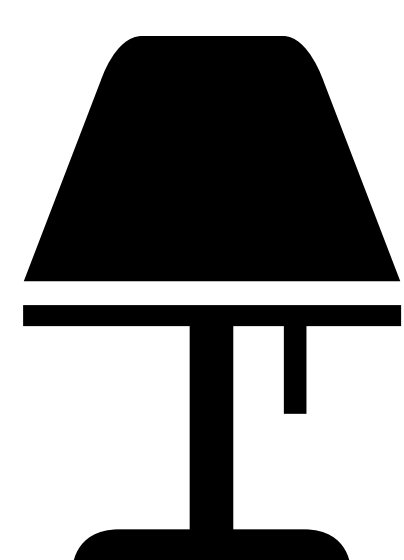


Average travel party spending:



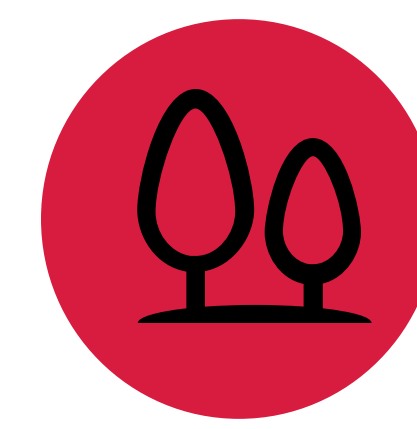
\$848

per trip



3.4

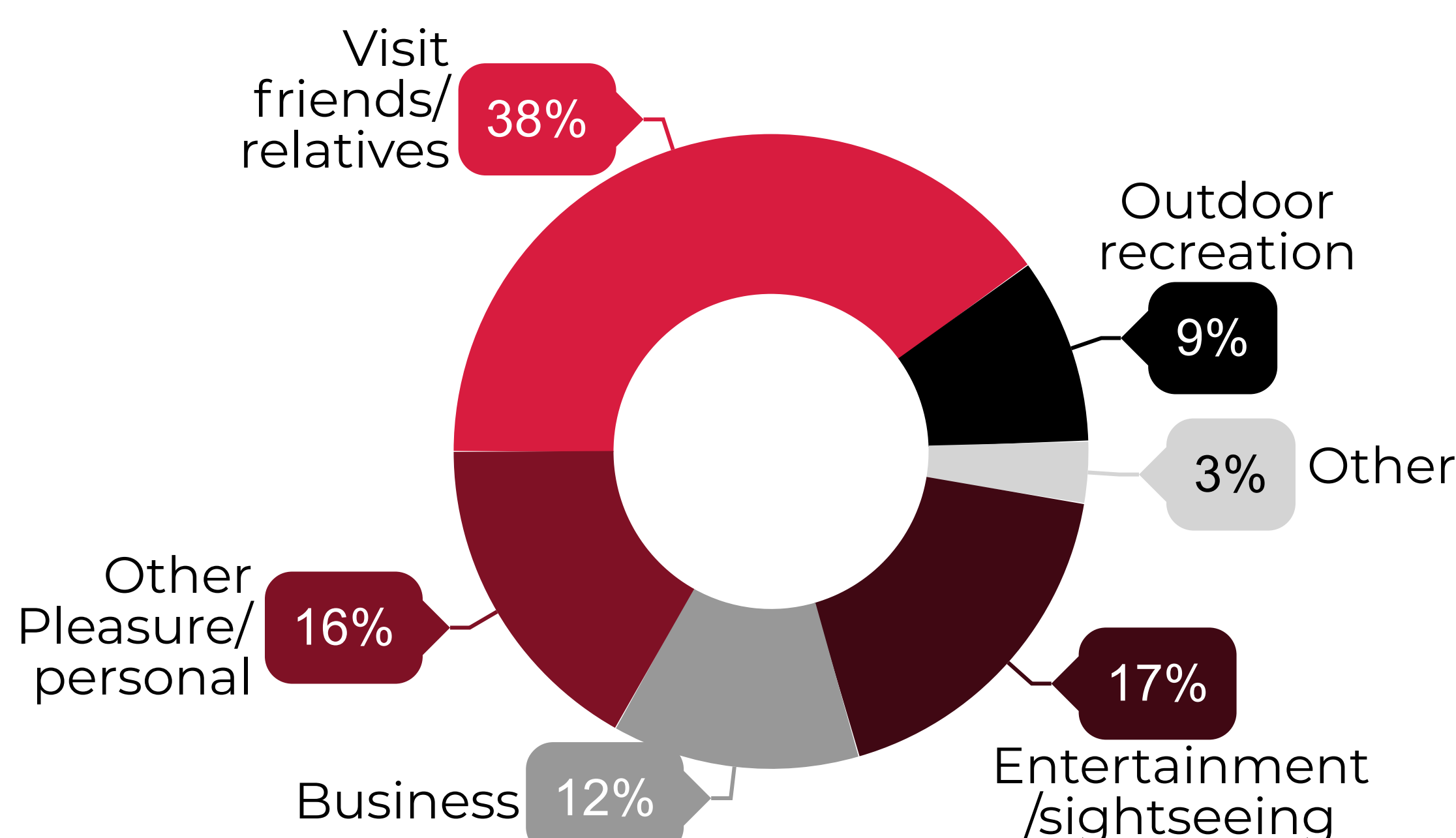
Nights



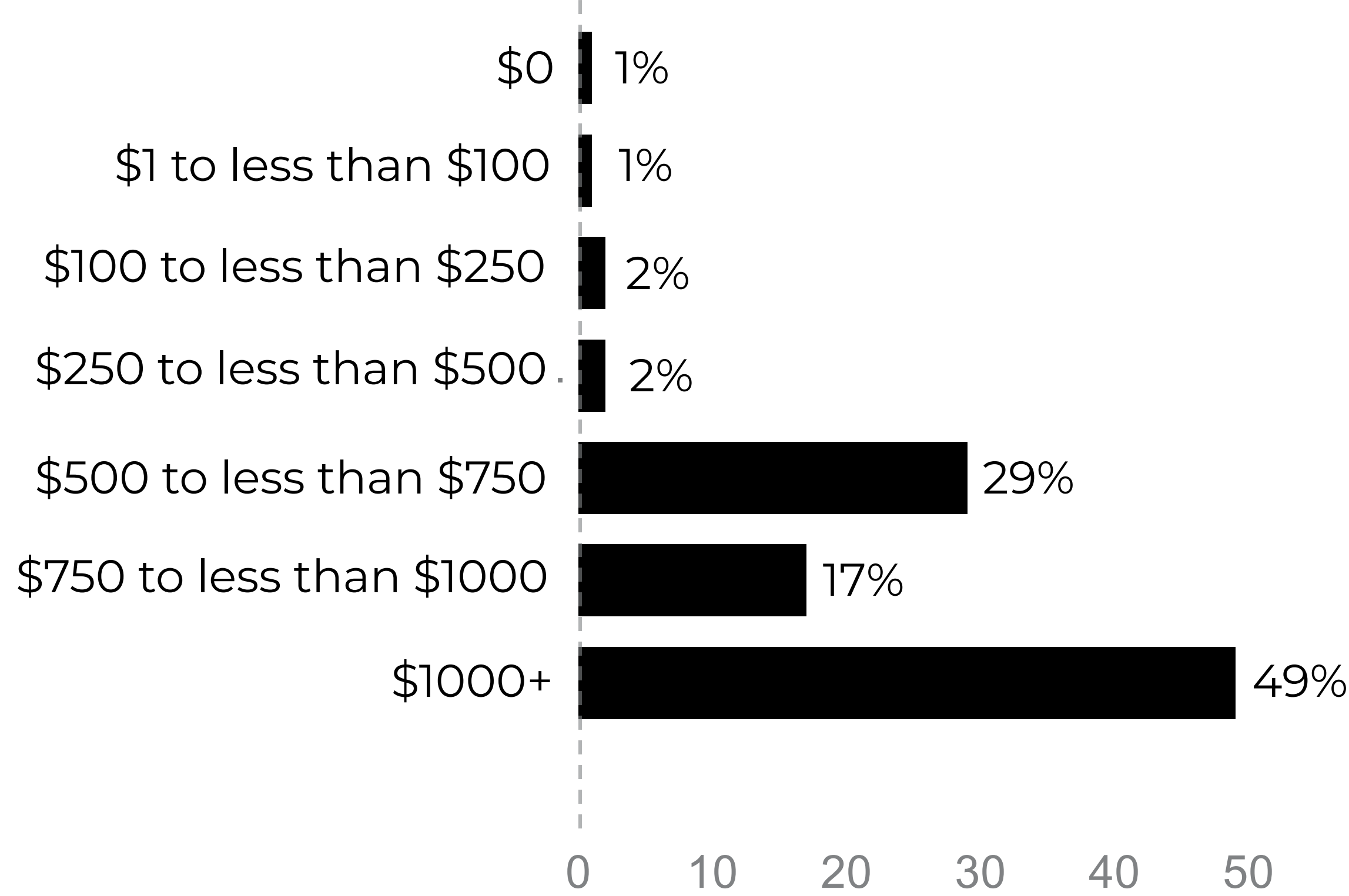
Top Activities:

- Shopping 24 %
- Visiting relatives 17 %
- Historic sites/churches 17 %
- Rural sightseeing 16 %
- Beach 15 %
- Fine dining 15 %
- Museums 15 %
- Visiting friends 14 %
- Urban sightseeing 10 %
- National park/monuments 9 %

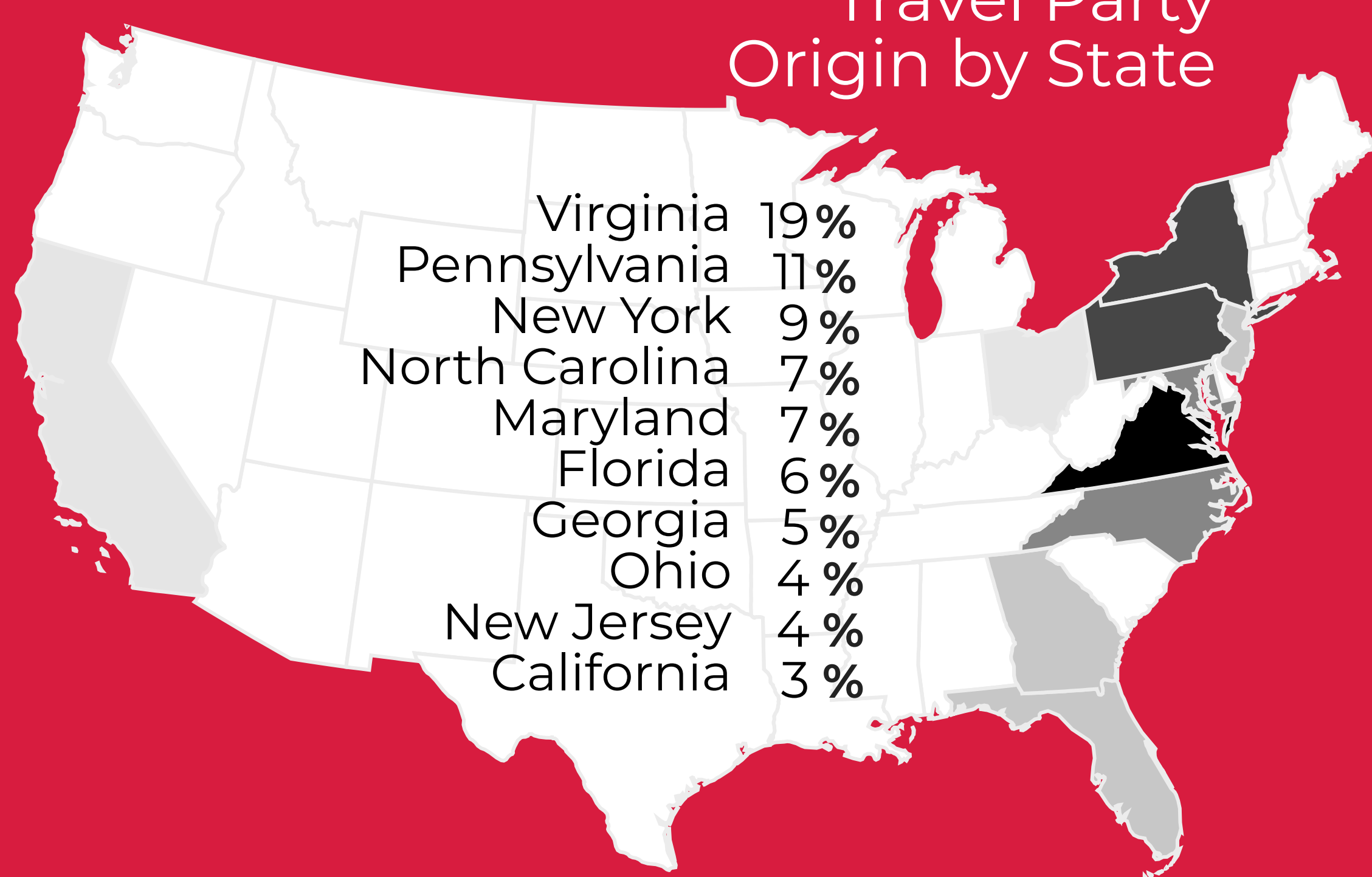
Primary Purpose of Trip



Travel Party Spending

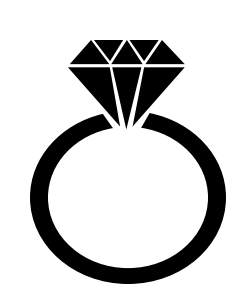


Travel Party Origin by State

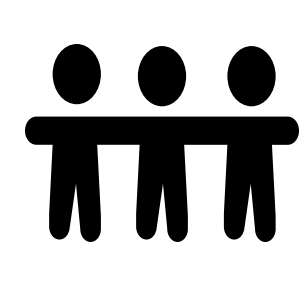


Travel Party Origin by DMA

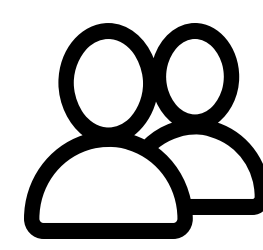
- Washington, DC (Hagerstown) 12 %
- New York 7 %
- Philadelphia 6 %
- Norfolk-Portsmouth-Newport News 5 %
- Richmond-Petersburg 4 %
- Baltimore 4 %
- Charlotte 3 %
- Atlanta 3 %
- Roanoke-Lynchburg 3 %
- Johnstown-Altoona 2 %



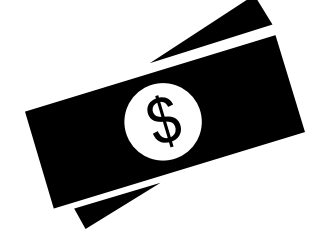
71%
Married



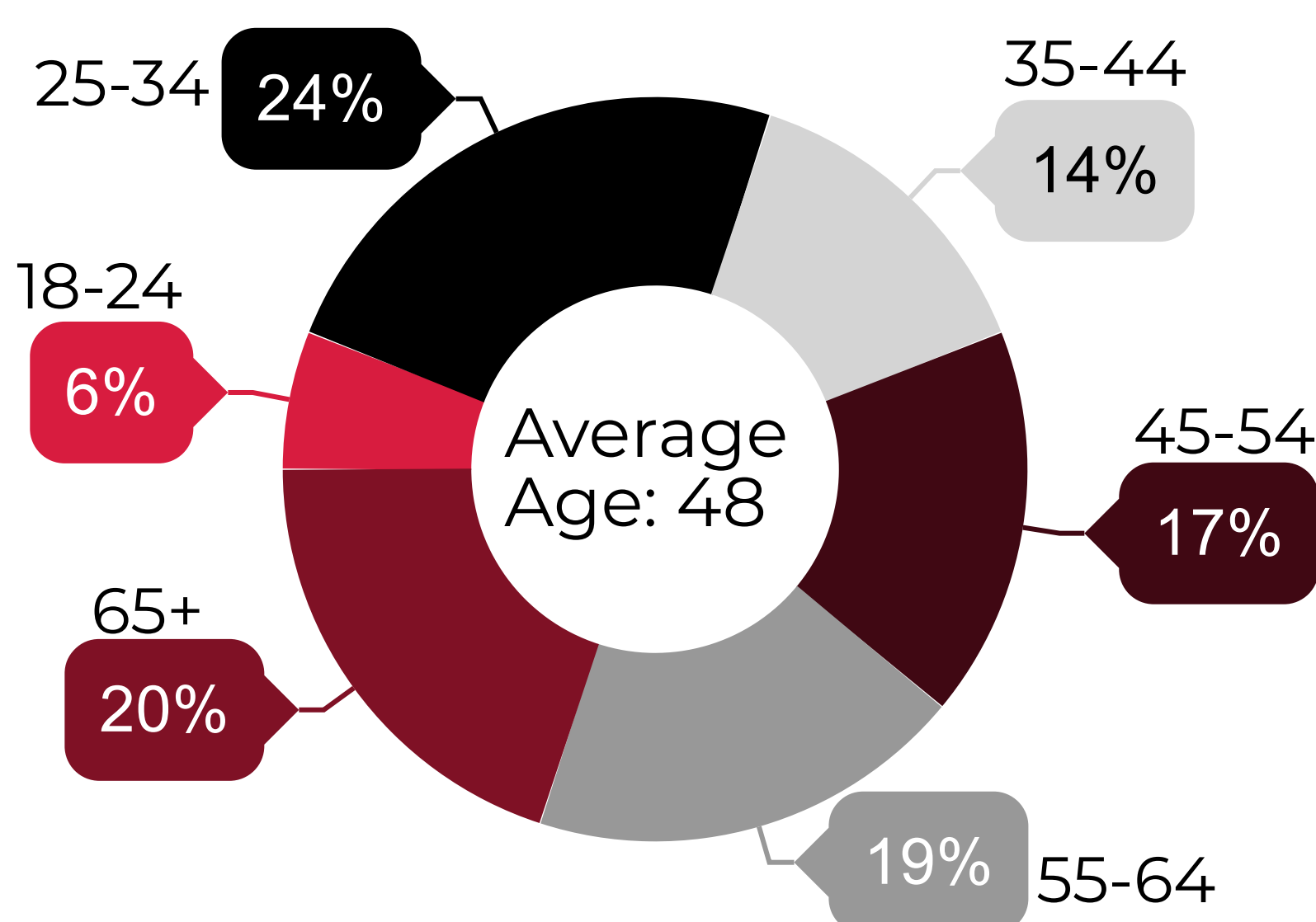
32%
Traveling with Children



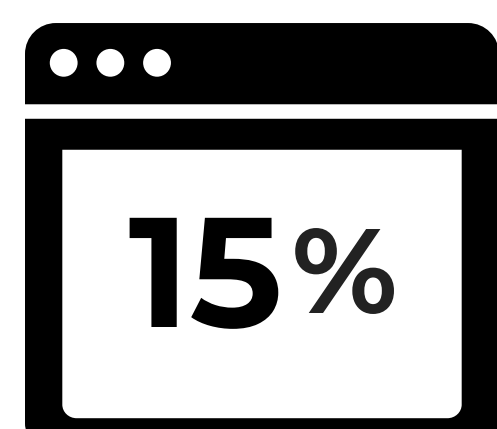
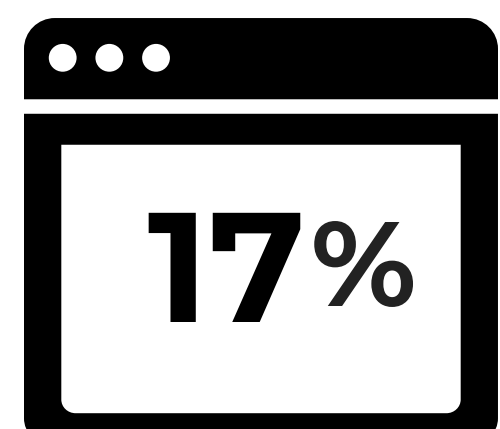
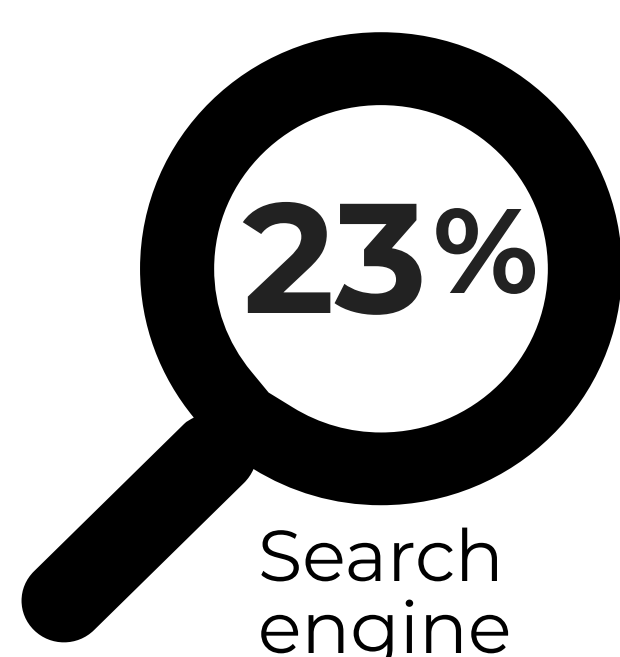
2.9
Average travel party size



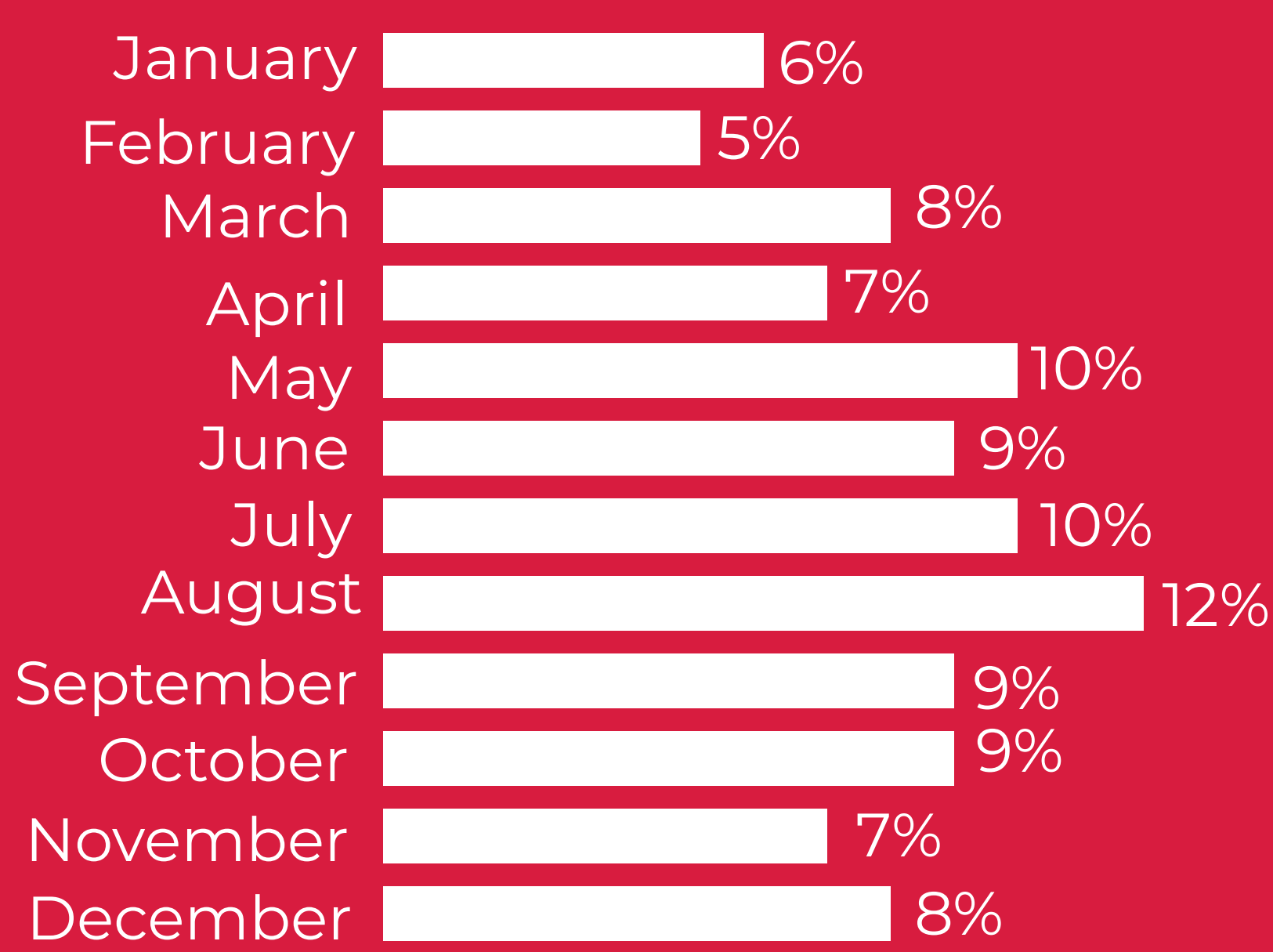
44%
Annual household income of 100K or more



Planning Sources



Month of Travel



Planning Time



- 30% consider visiting Virginia less than a month before their visit
- 42% decide visiting Virginia less than a month before their visit



84%
Travel by owned auto or rental cars



10%
Travel by plane