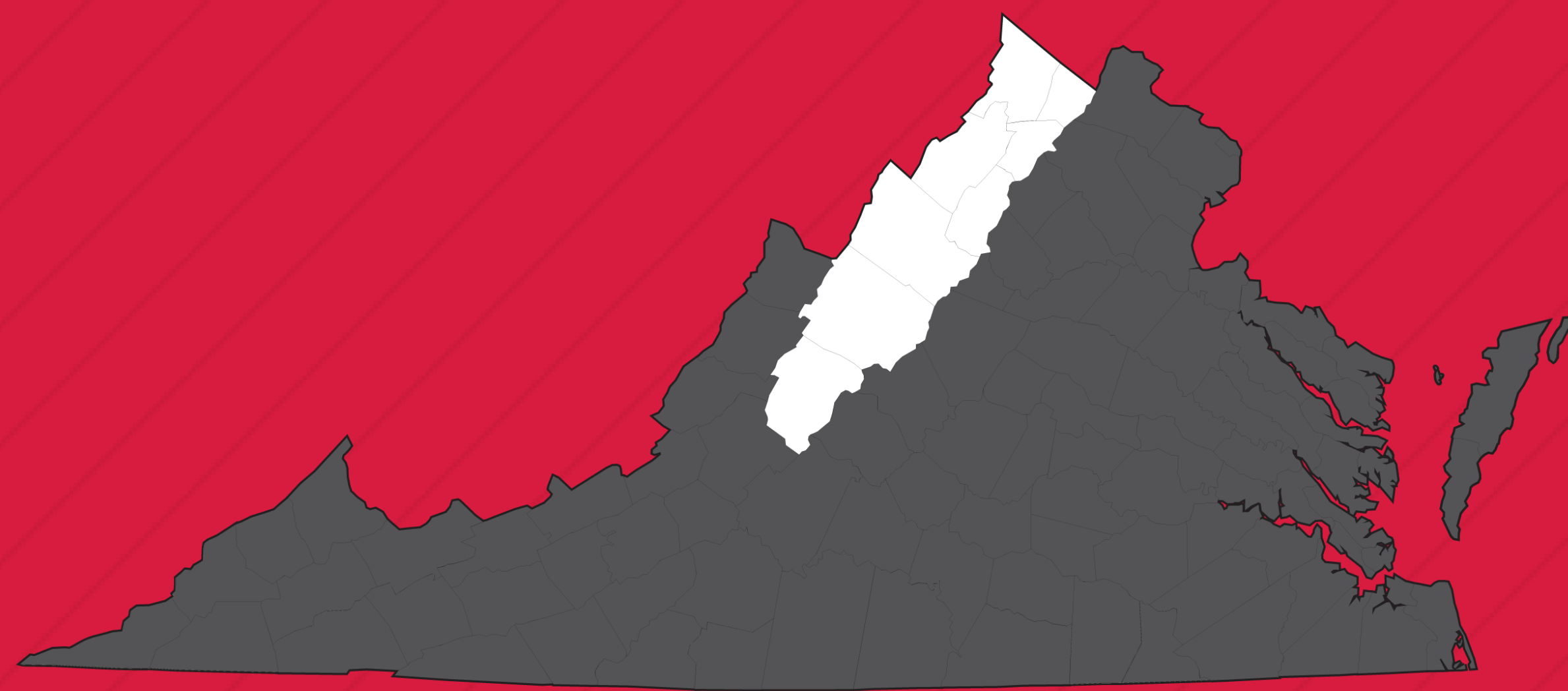
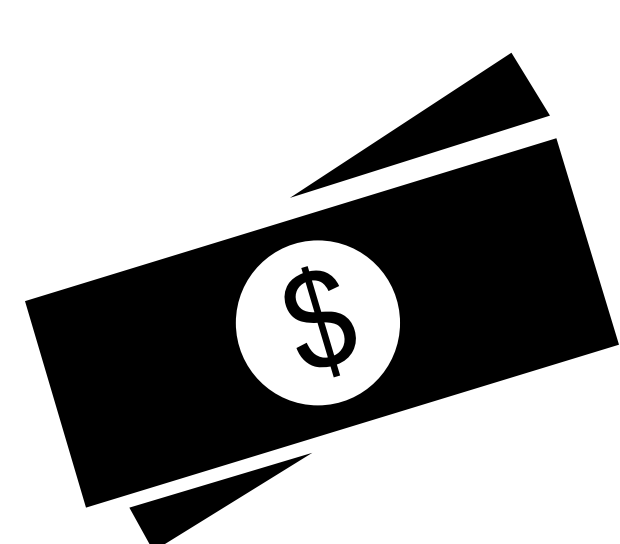


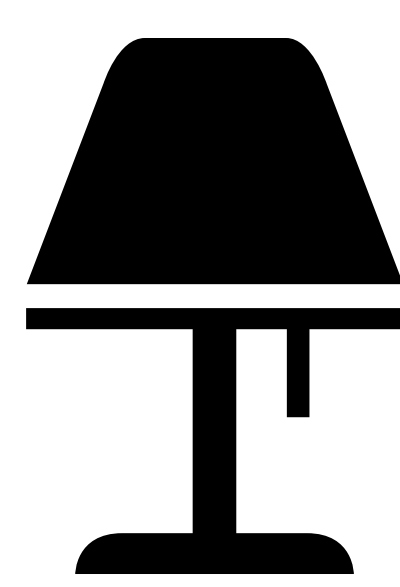
Shenandoah Valley Region



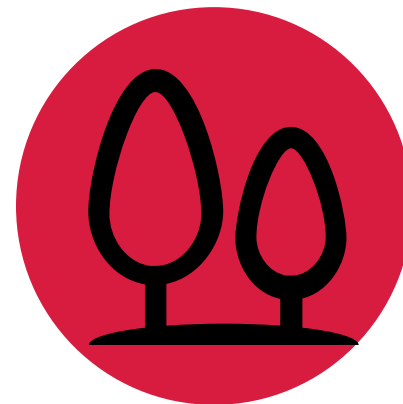
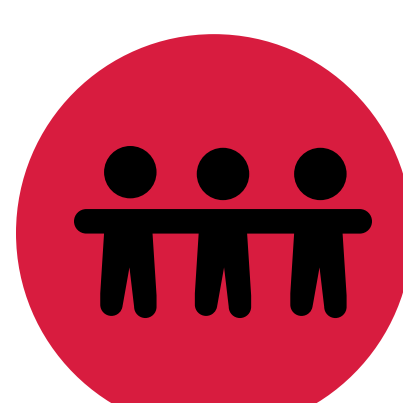
Average travel party spending:



\$515
per trip in Virginia



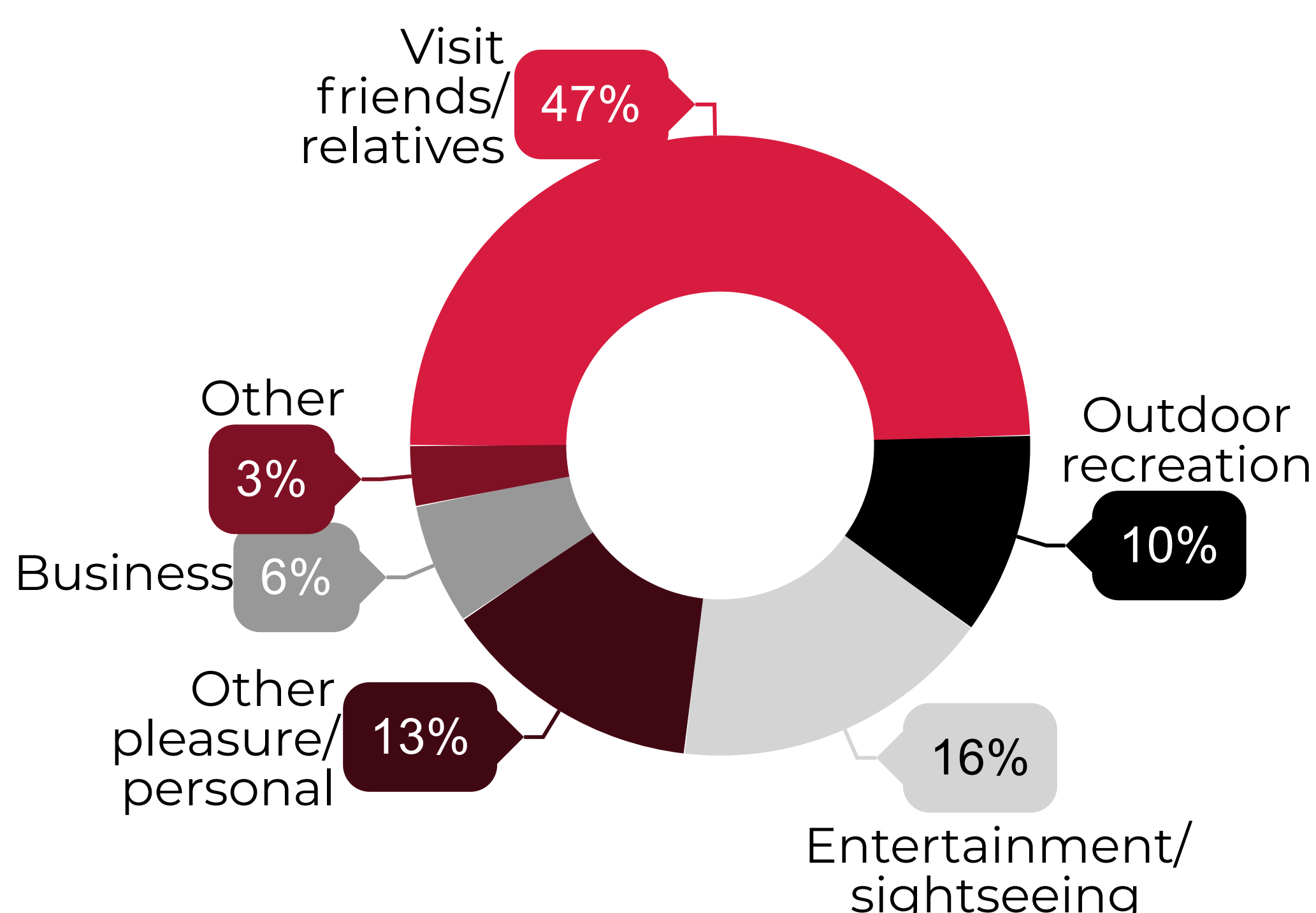
3.9
Nights
per trip



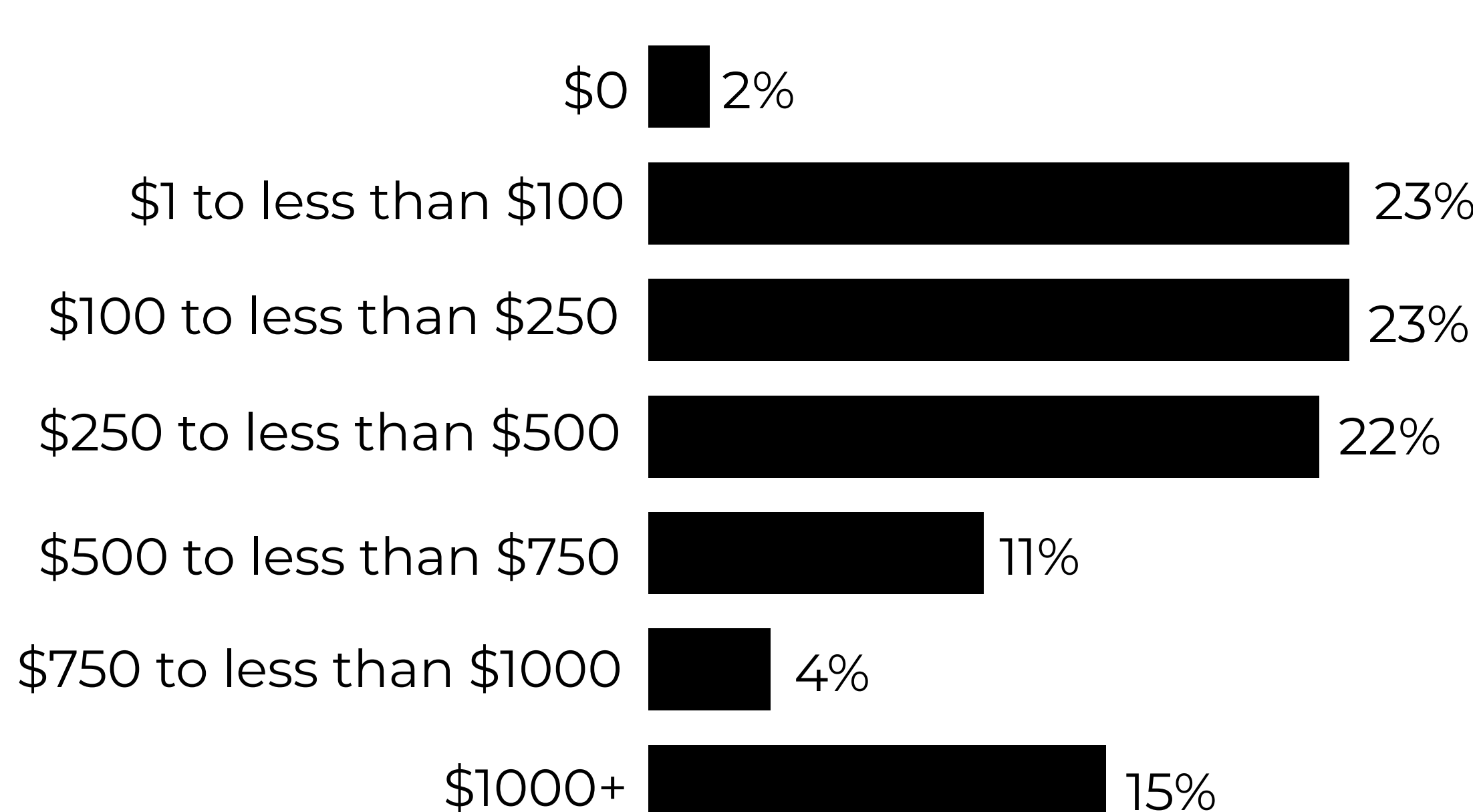
Top Activities:

- Visiting relatives 27%
- Shopping 20%
- Historic sites/Churches 19%
- Rural sightseeing 18%
- Museums 14%
- Visiting friends 13%
- National parks/Monuments 13%
- Art galleries 11%
- Fishing 11%
- Fine dining 11%

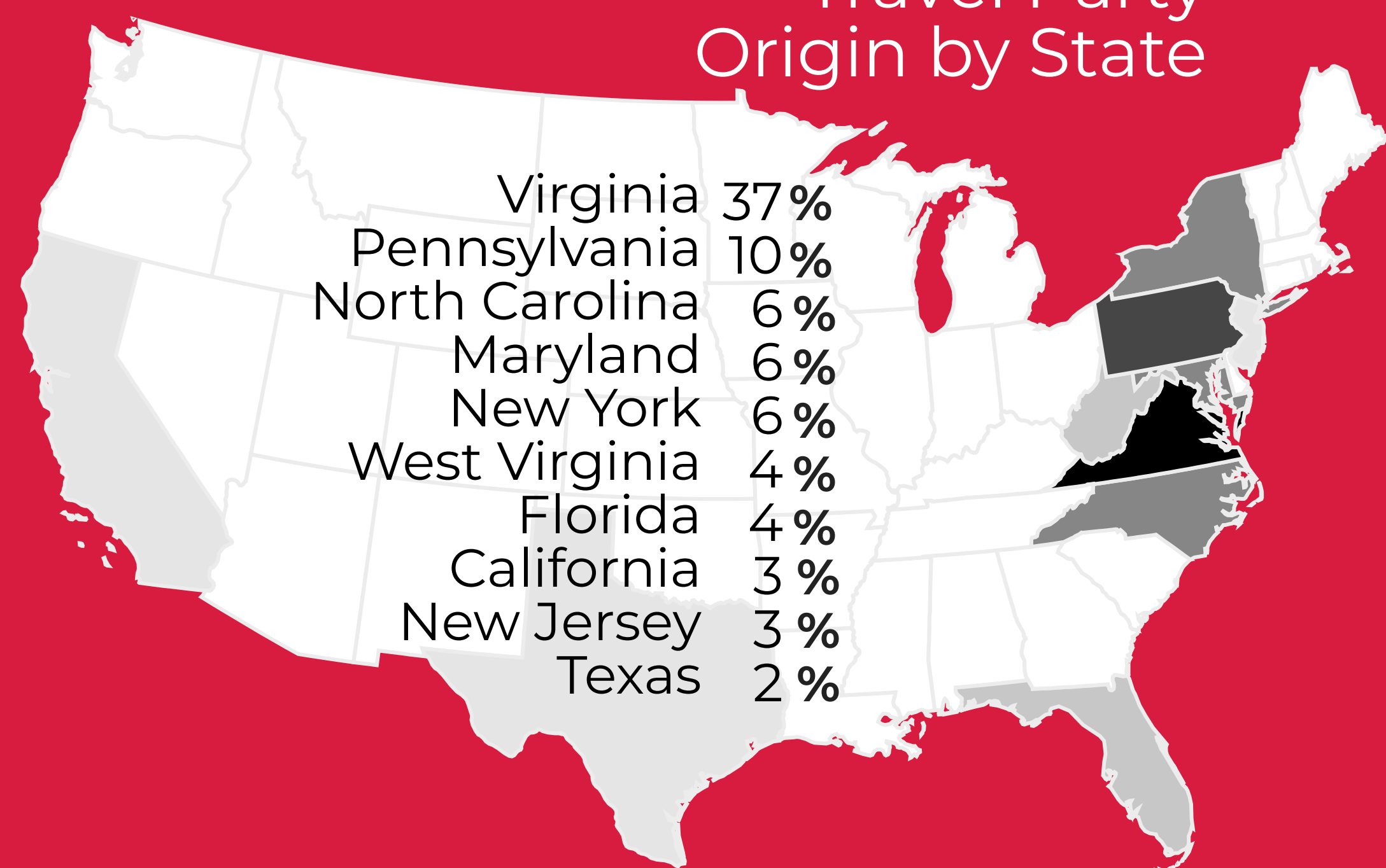
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

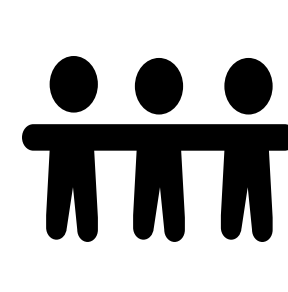


Travel Party Origin by DMA

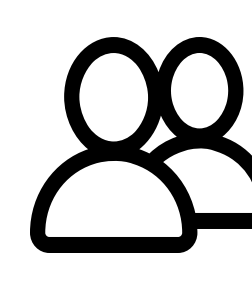
- Washington, DC (Hagerstown) 22%
- Richmond-Petersburg 9%
- New York 7%
- Norfolk-Portsmouth-Newport News 5%
- Baltimore 4%
- Roanoke-Lynchburg 4%
- Charlotte 3%
- Philadelphia 3%
- Los Angeles 2%
- Tampa-St. Petersburg (Sarasota) 2%



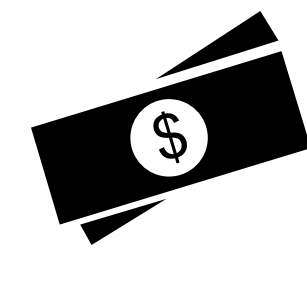
65%
Married



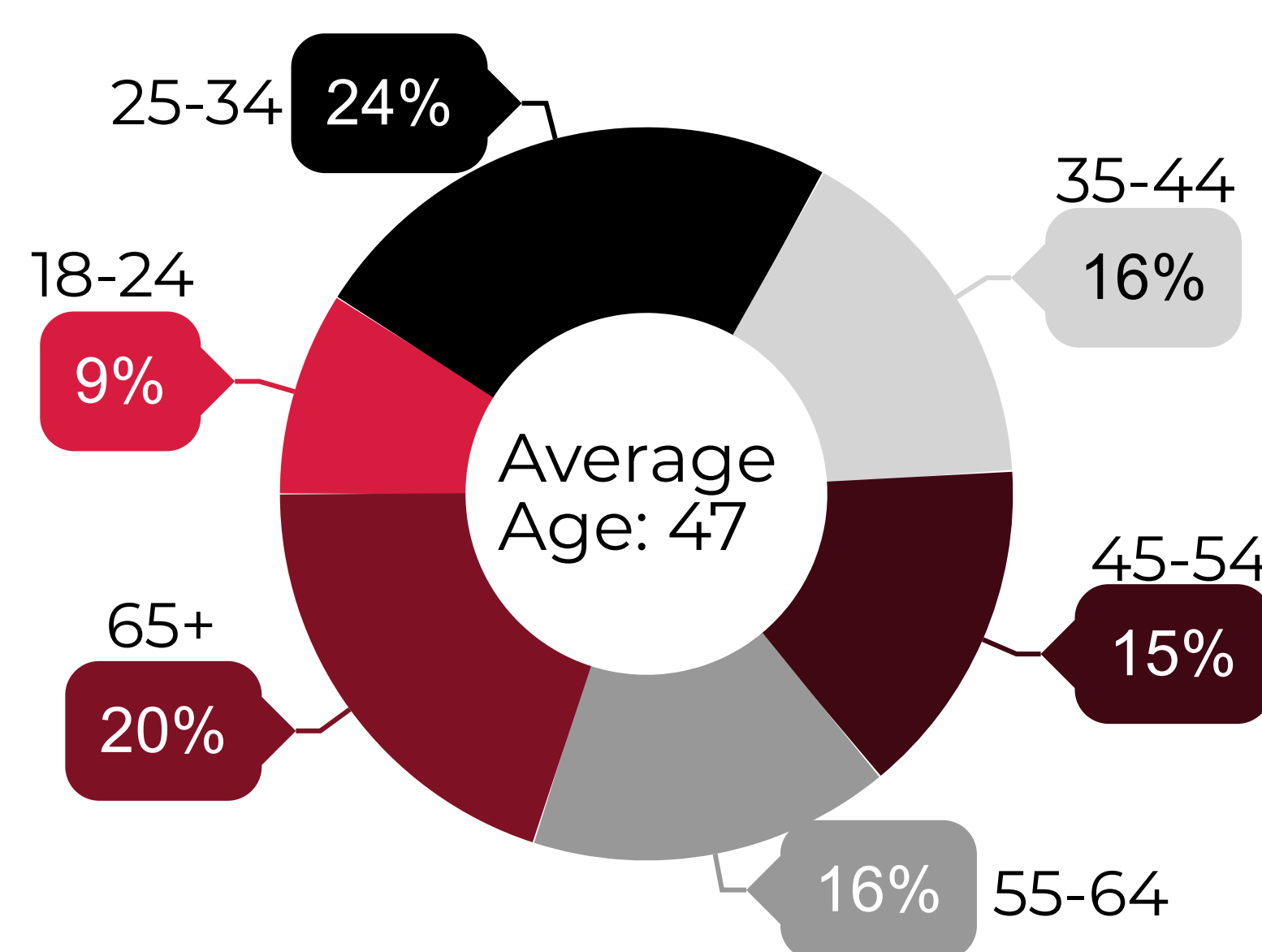
35%
Traveling with Children



2.9
Average travel party size

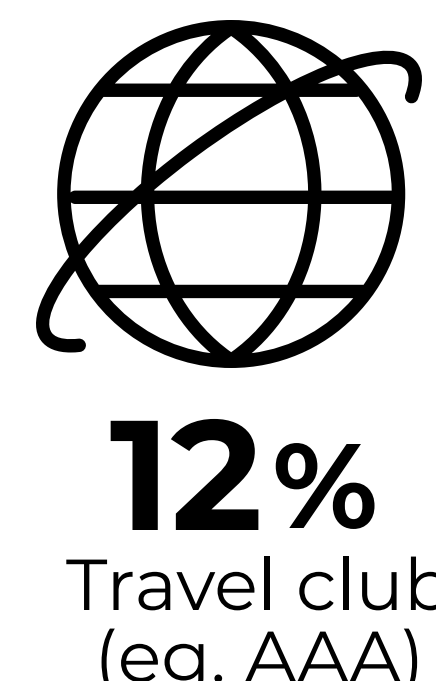
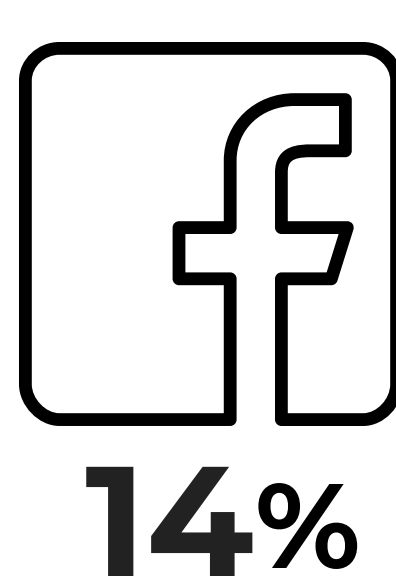
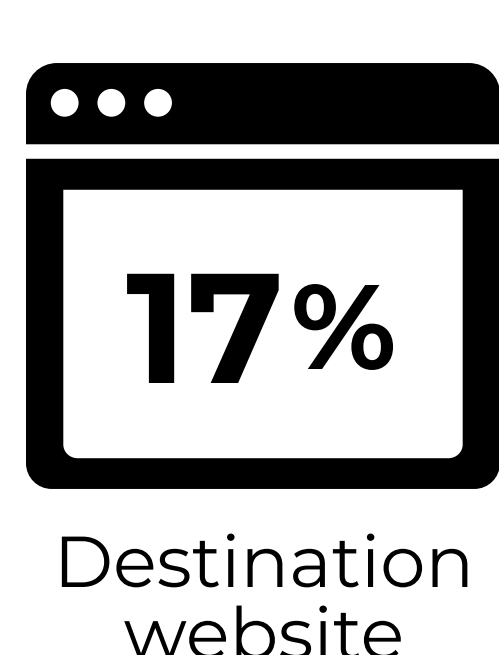
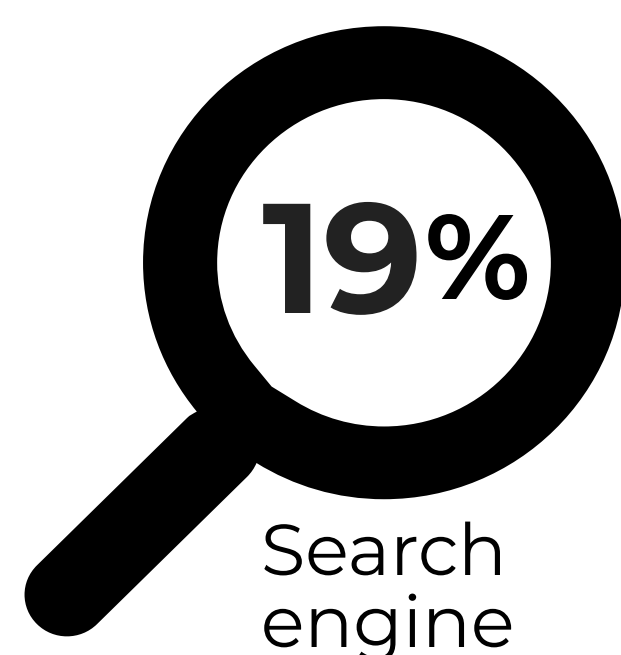


33%
Annual household income of 100K or more

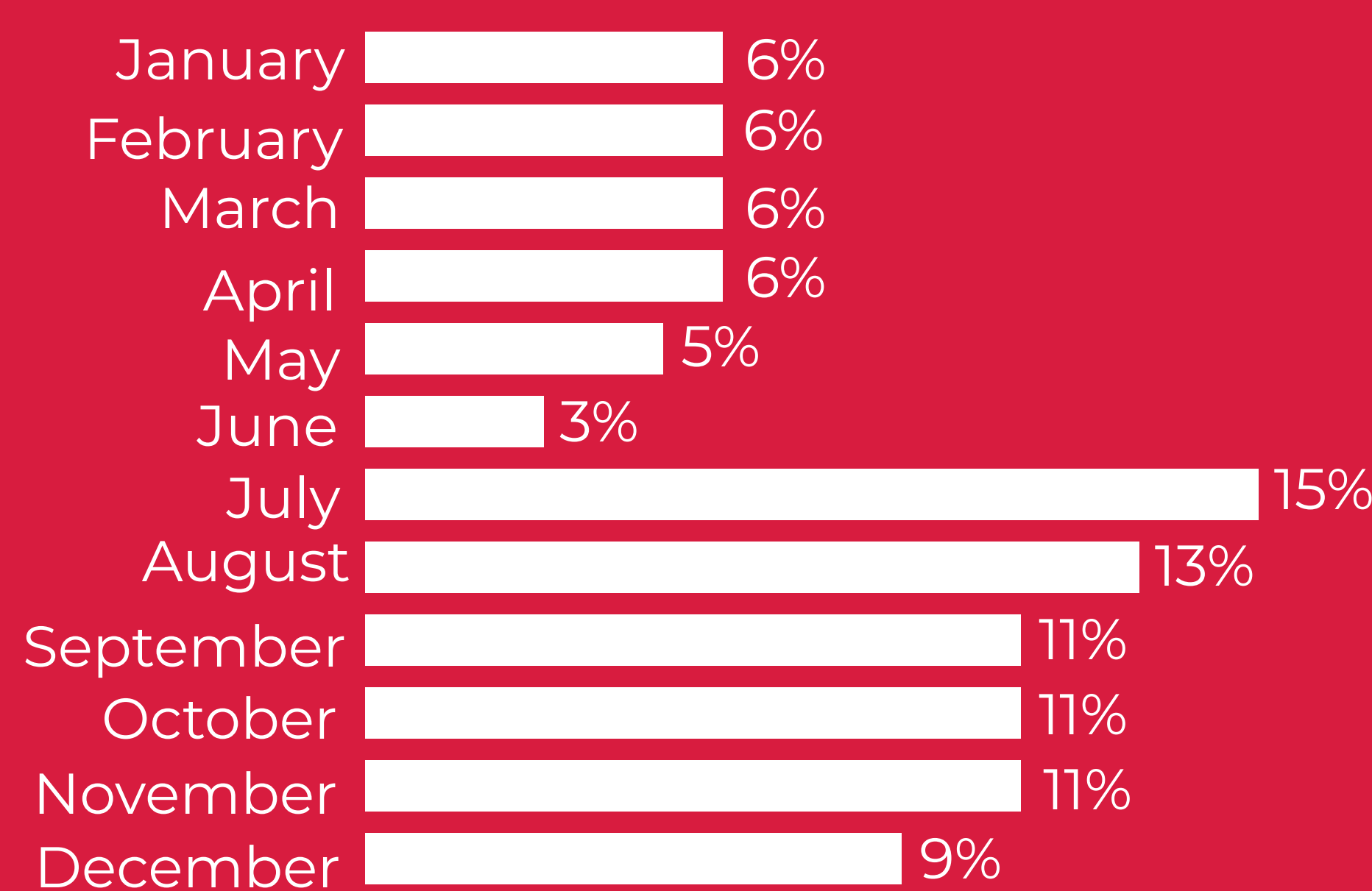


Planning Sources

35%
Use information from friends and relatives.



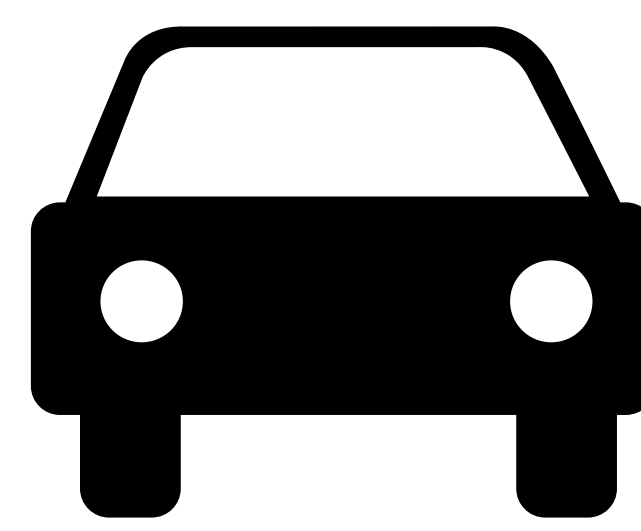
Month of Travel



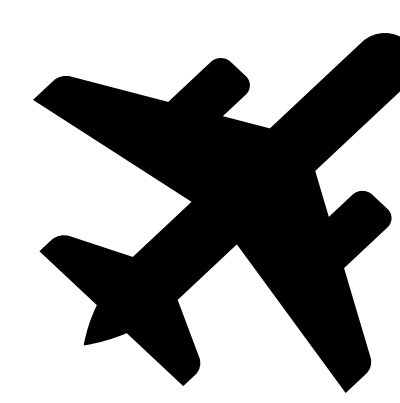
Planning Time



41% consider visiting Virginia less than a month before their visit
55% decide visiting Virginia less than a month before their visit

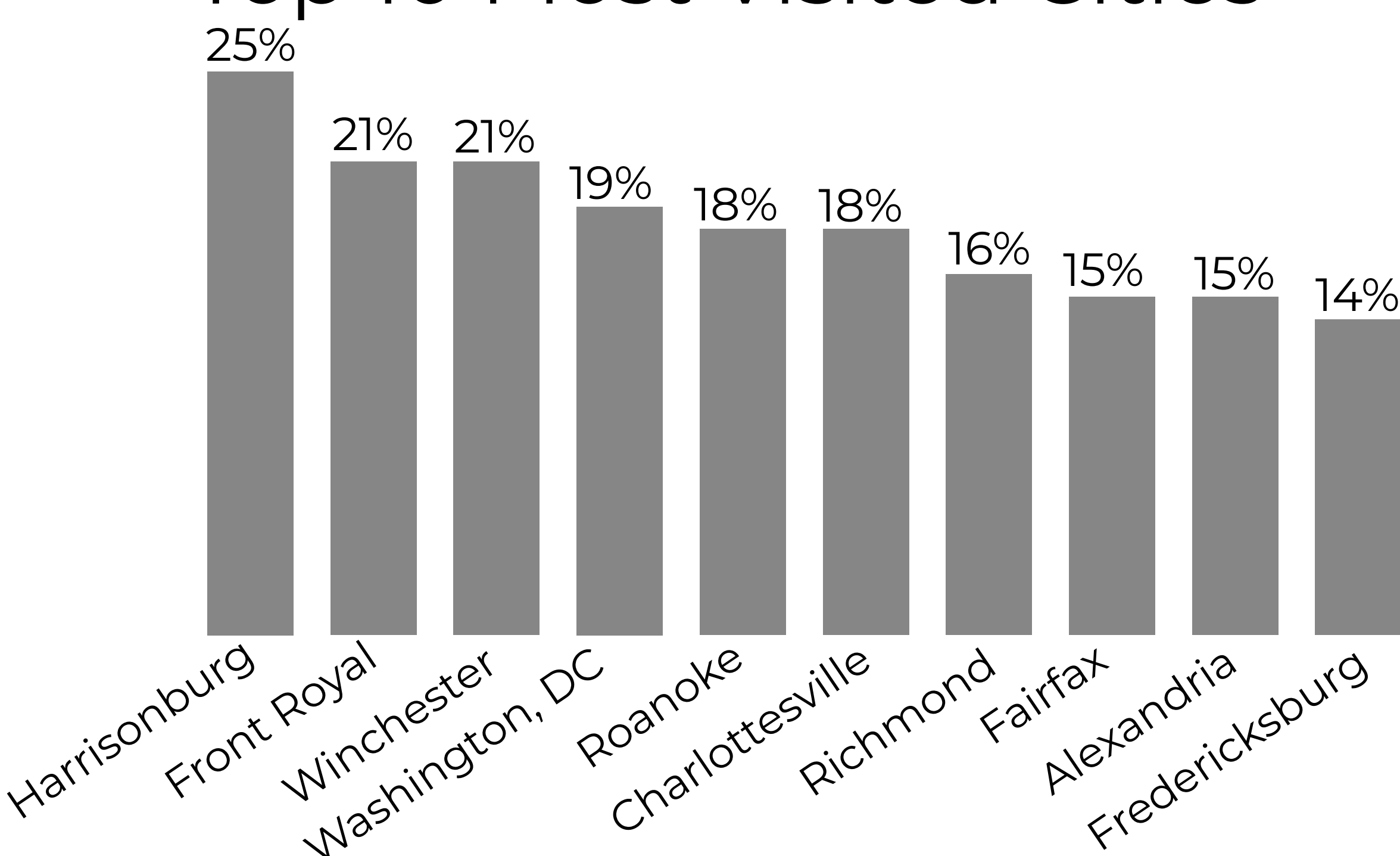


86%
Travel by owned auto or rental cars



9%
Travel by plane

Top 10 Most Visited Cities



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

