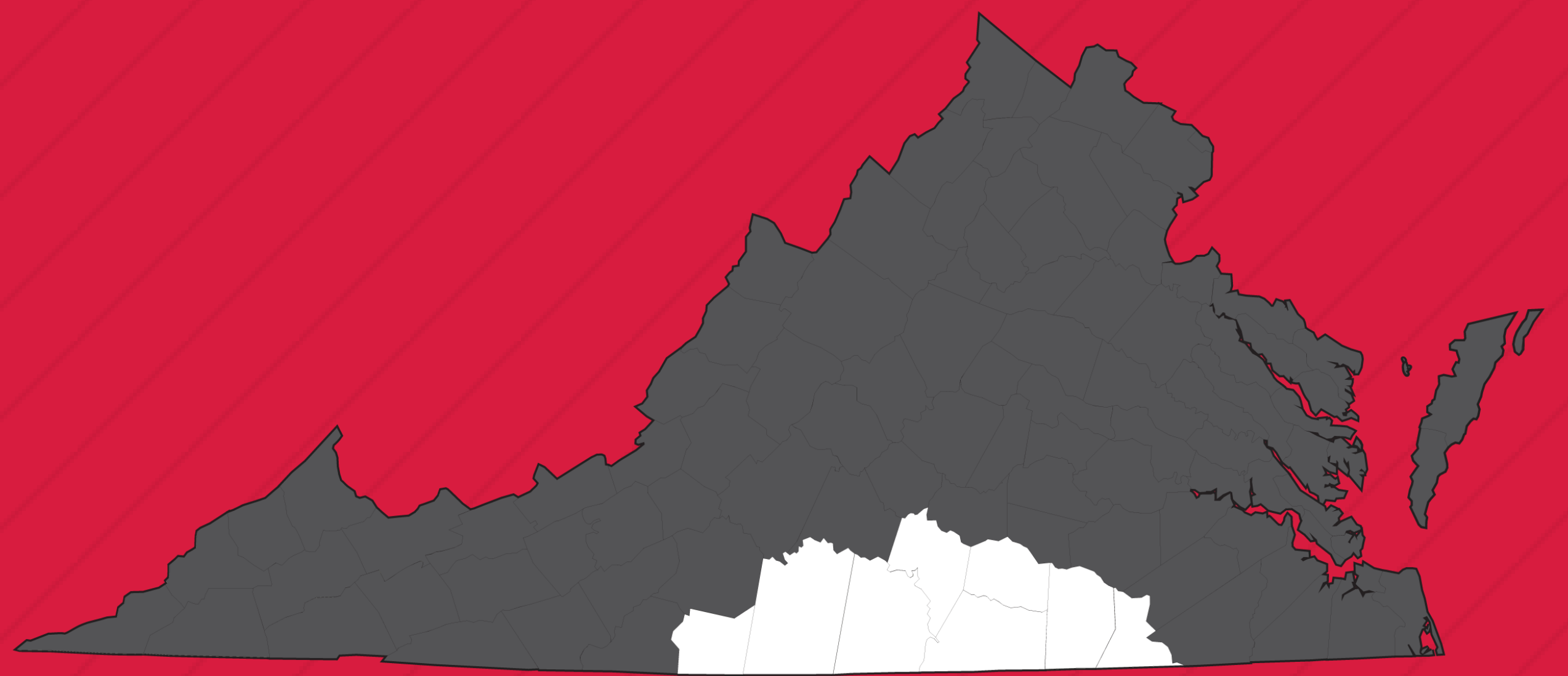
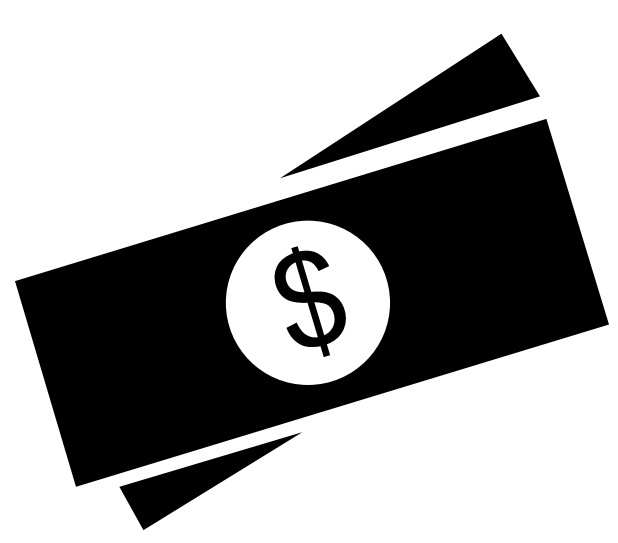


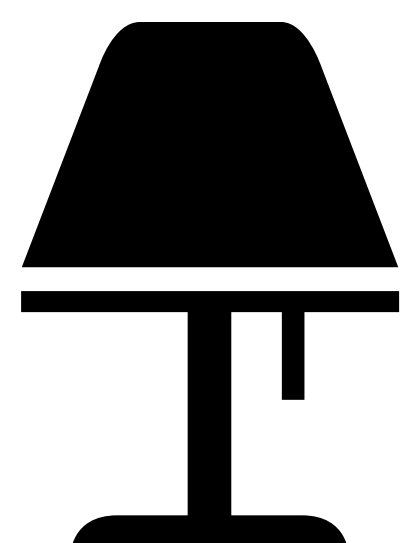
Southern Virginia Region



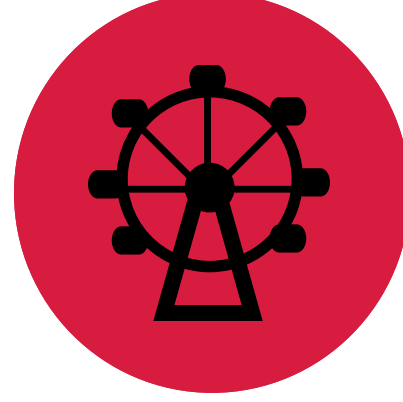
Average travel party spending:



\$552
per trip in Virginia



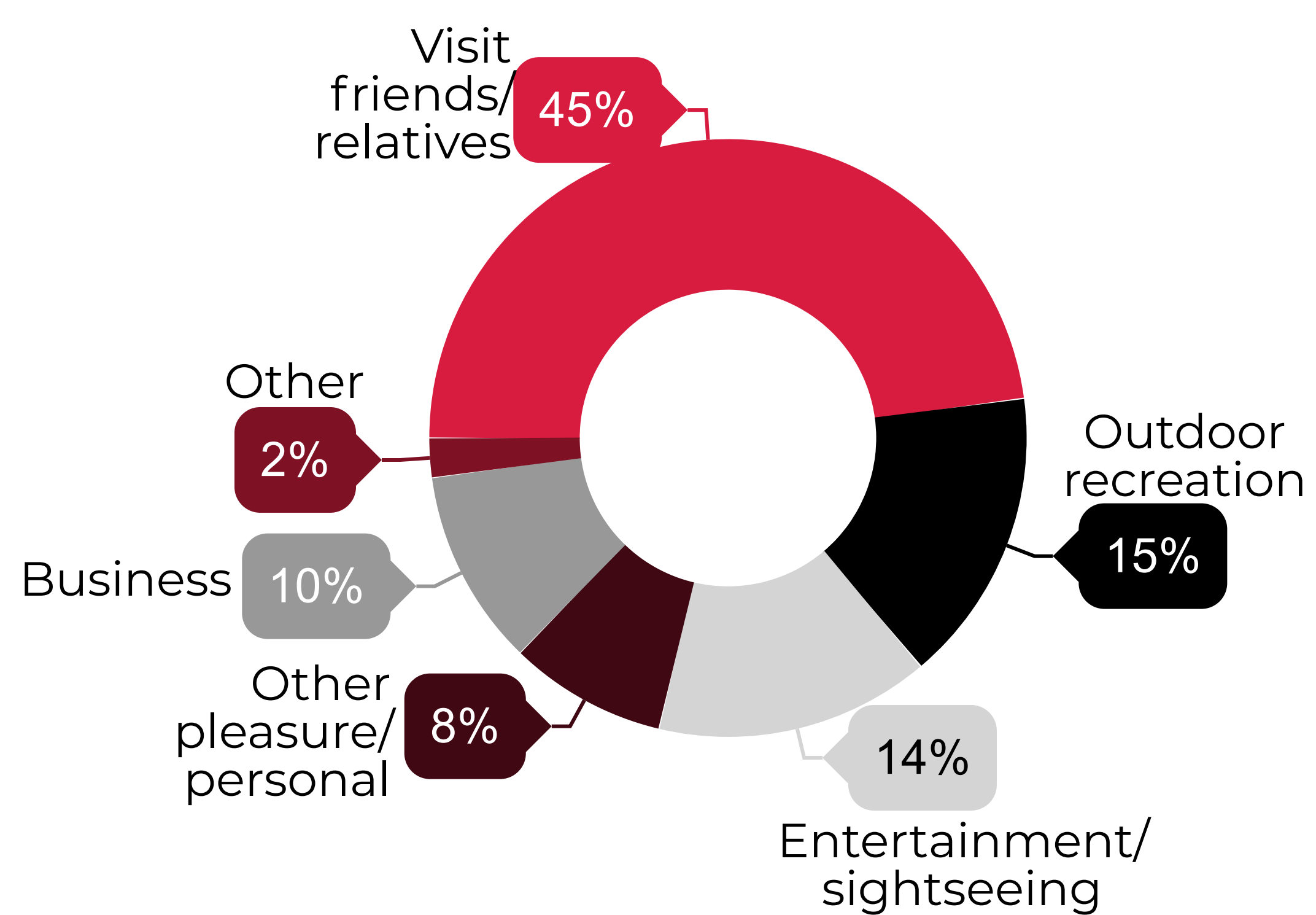
3.5
Nights
per trip



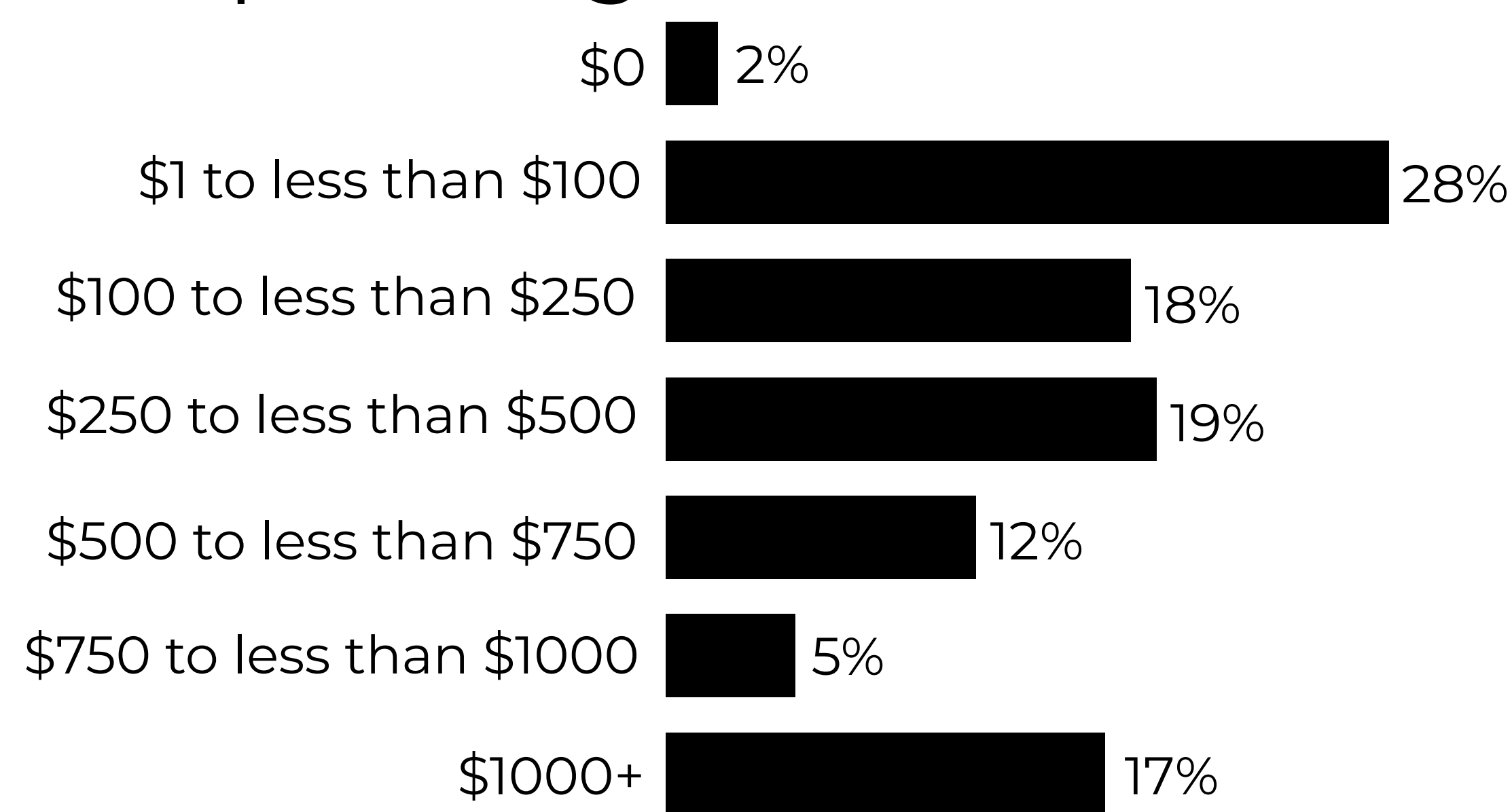
Top Activities:

Shopping	24%
Visiting relatives	21%
Art galleries	16%
Visiting Friends	16%
Museums	16%
Rural sightseeing	13%
Beach	13%
Historic sites/Churches	12%
Fine dining	11%
Theme/Amusement park	10%

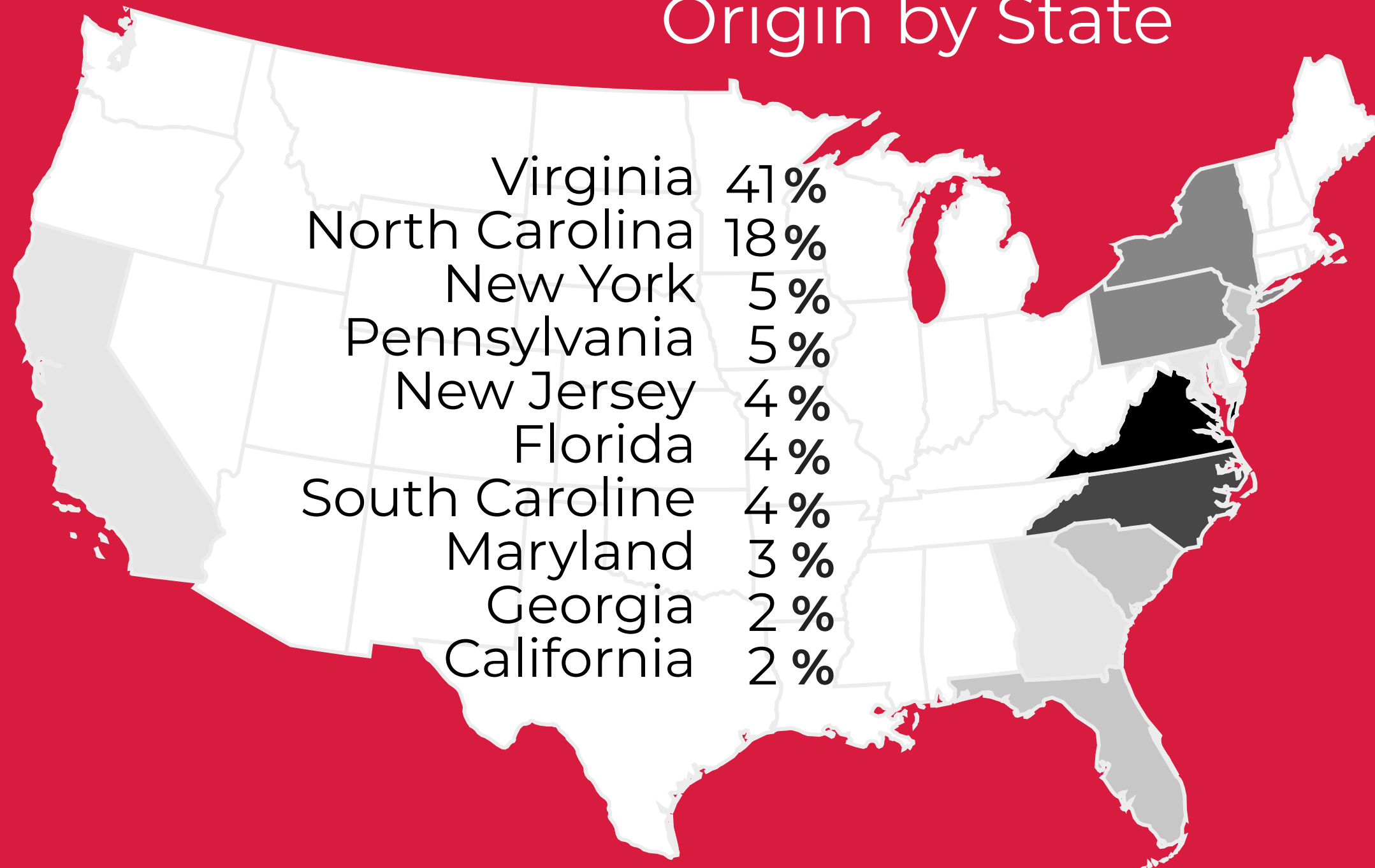
Primary Purpose of Trip



Travel Party Spending

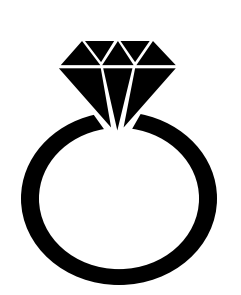


Travel Party Origin by State

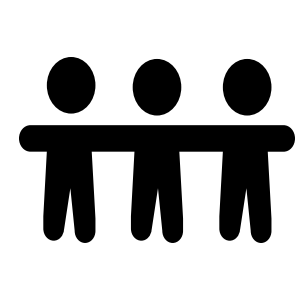


Travel Party Origin by DMA

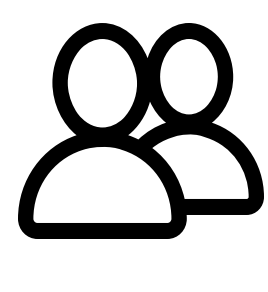
Washington, DC (Hagerstown)	13 %
Raleigh-Durham (Fayetteville)	9 %
Norfolk-Portsmouth-Newport News	8 %
New York	8 %
Roanoke-Lynchburg	8 %
Greensboro-High Pont-Winston Salem	8 %
Richmond-Petersburg	6 %
Charlotte	5 %
Philadelphia	2 %
Elmira (Corning)	2 %



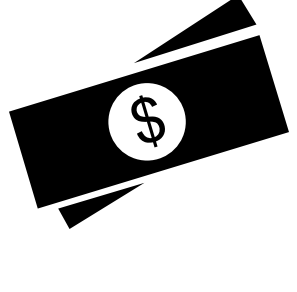
60%
Married



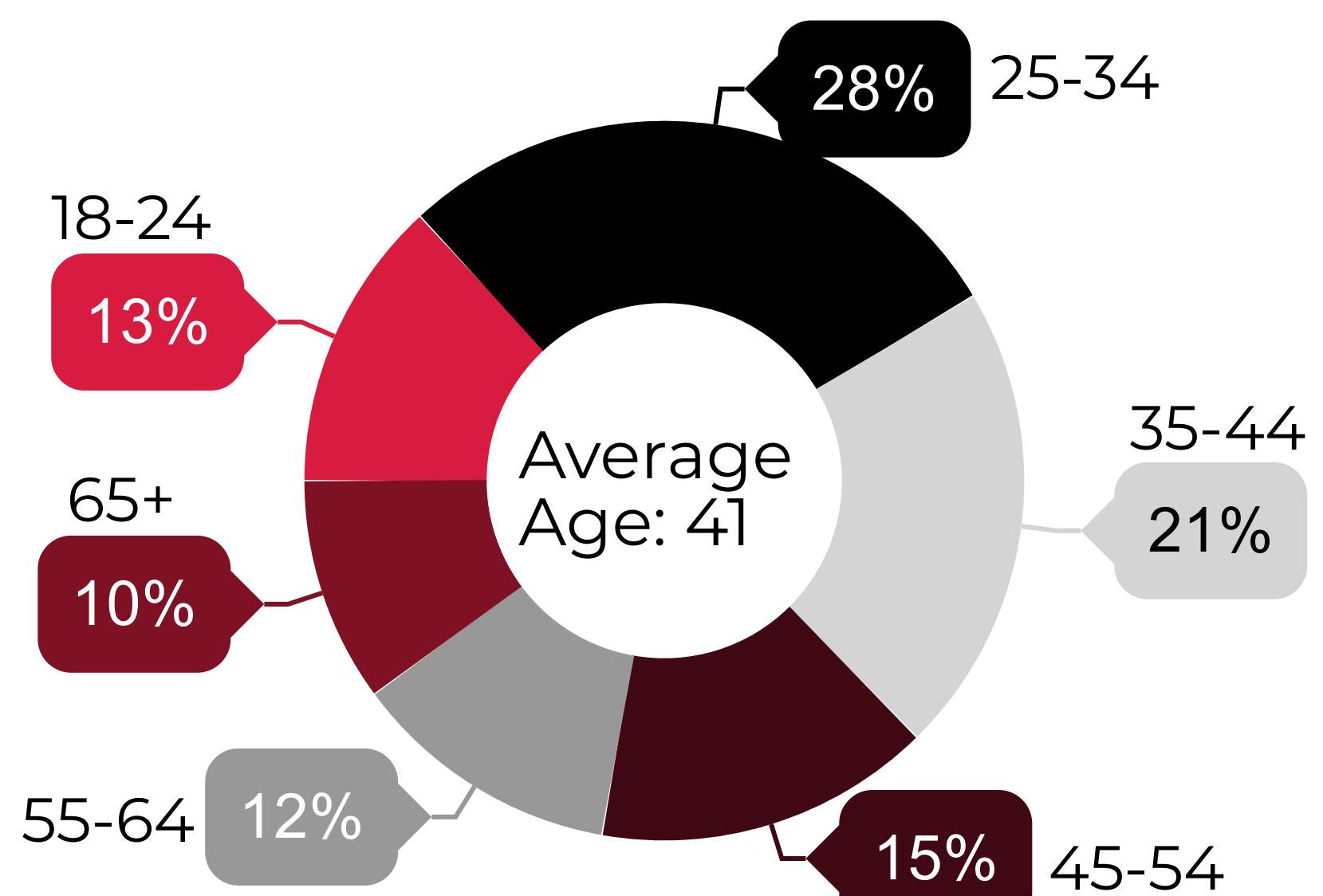
50%
Traveling with Children



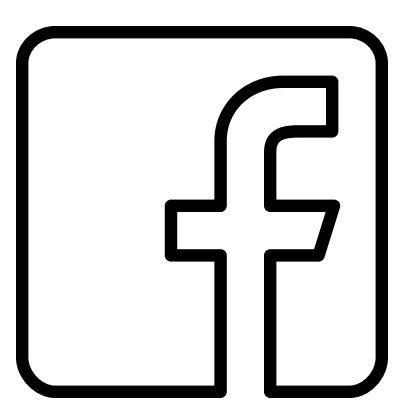
3.1
Average travel party size



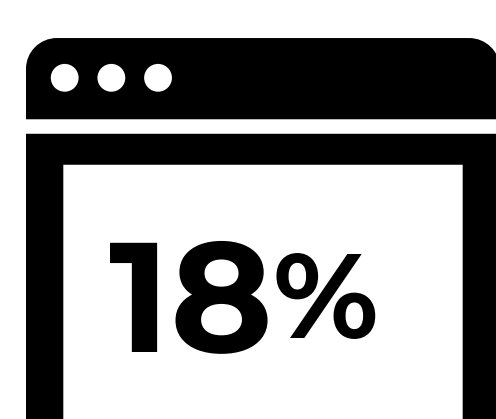
24%
Annual household income of 100K or more



Planning Sources



19%



18%

Destination website

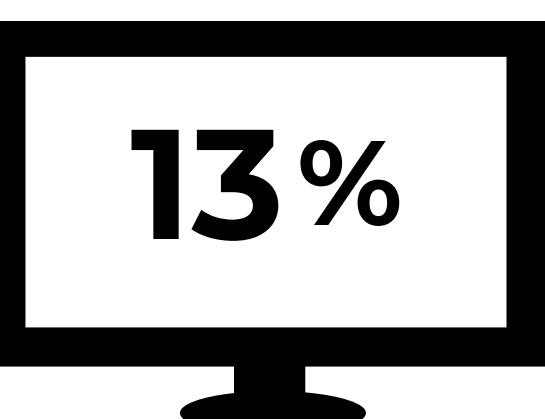
32%

Use information from friends and relatives.



17%

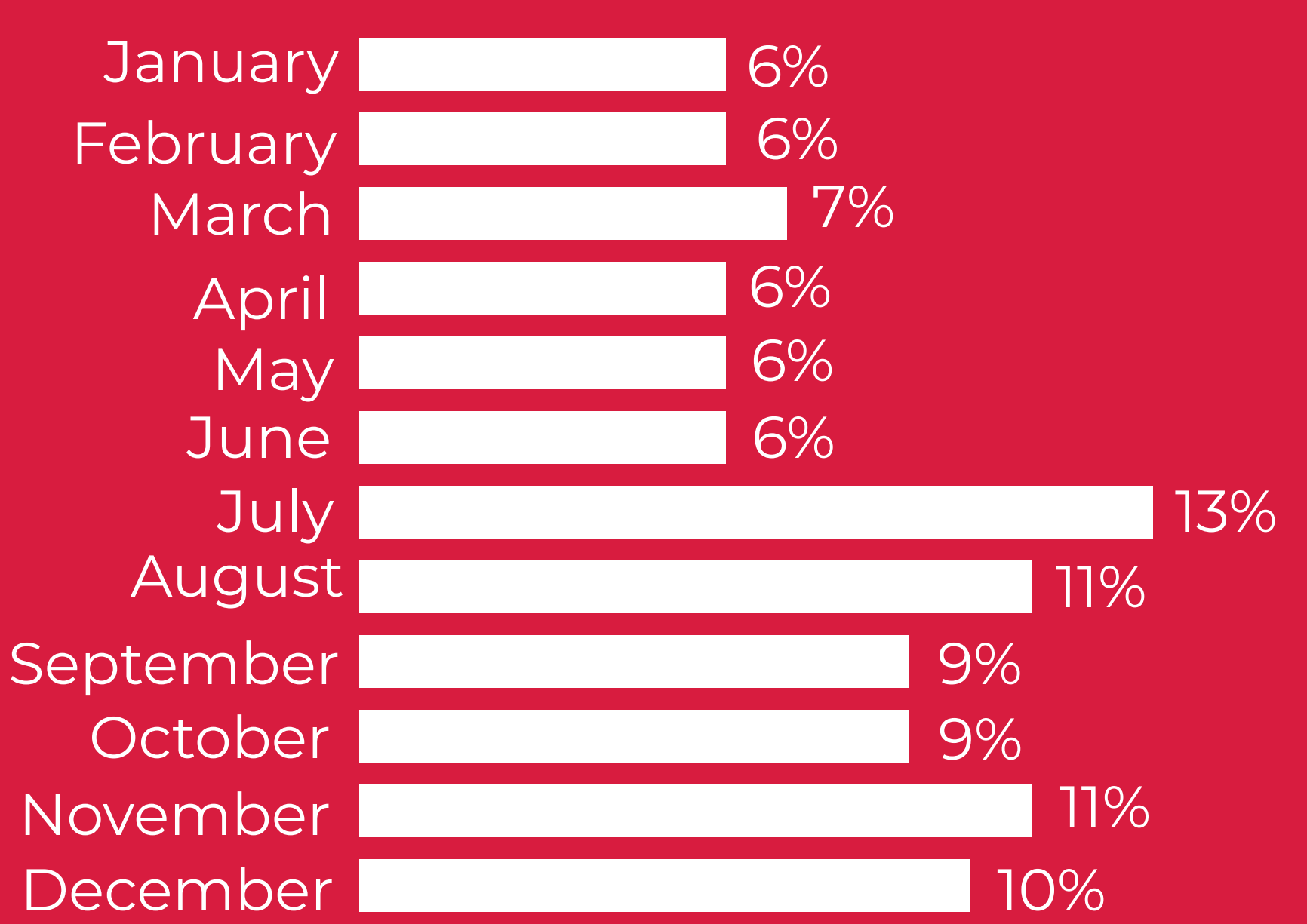
Search engine



13%

TV

Month of Travel

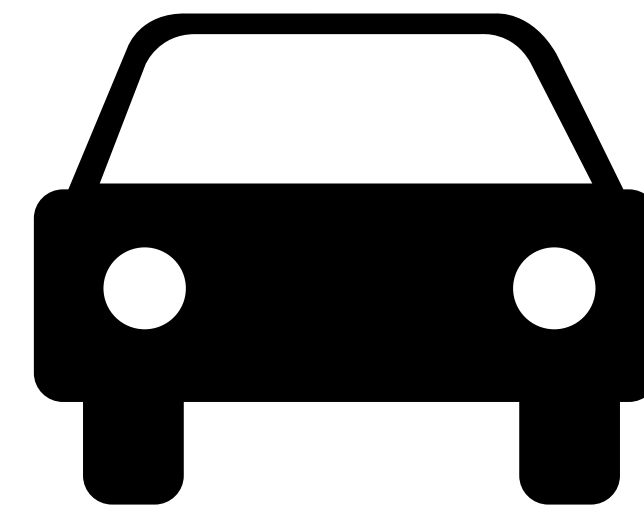


Planning Time



43% consider visiting Virginia less than a month before their visit

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

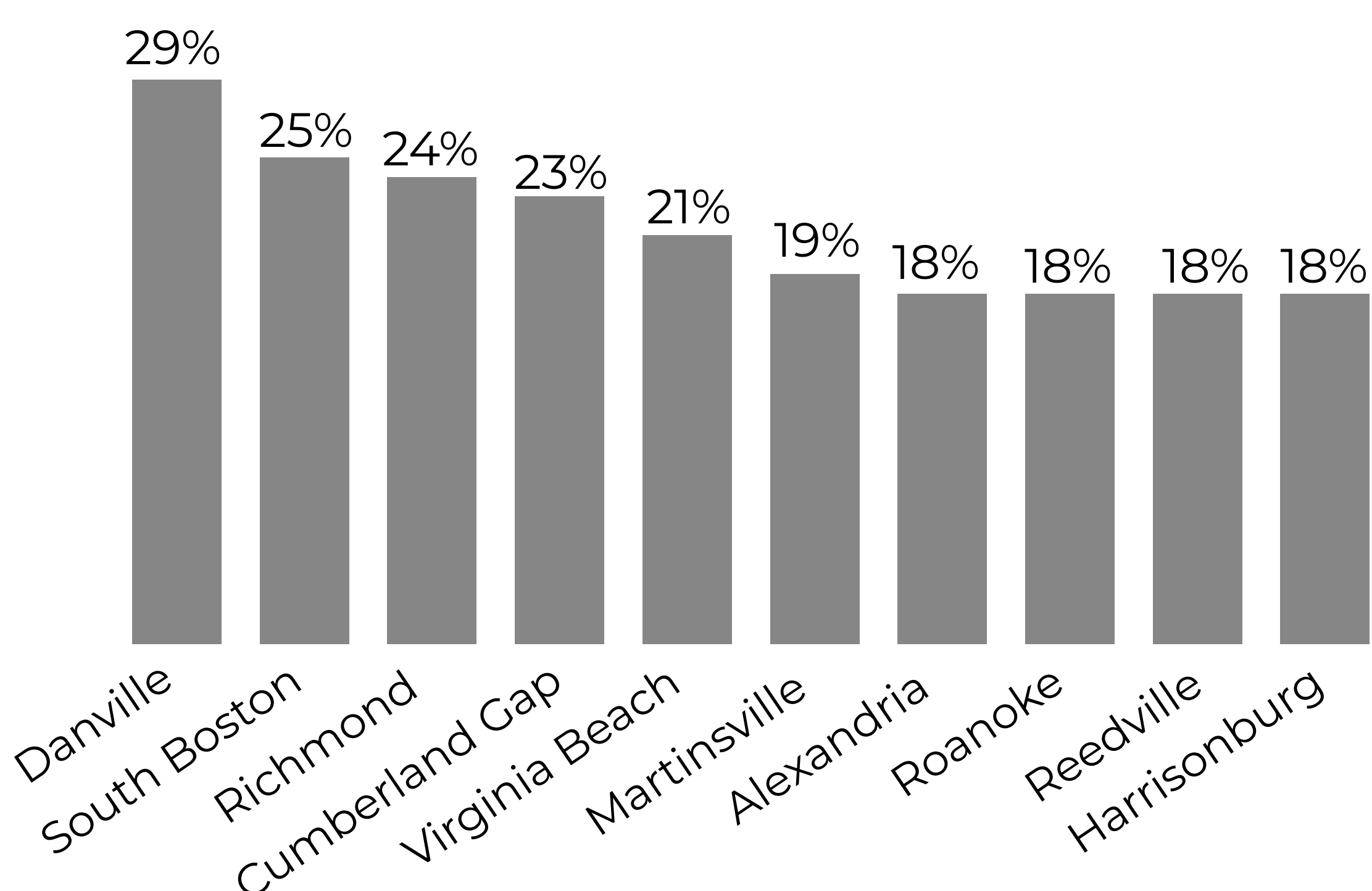


85%
Travel by owned auto or rental cars



7%
Travel by plane

Top 10 Most Visited Cities



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

