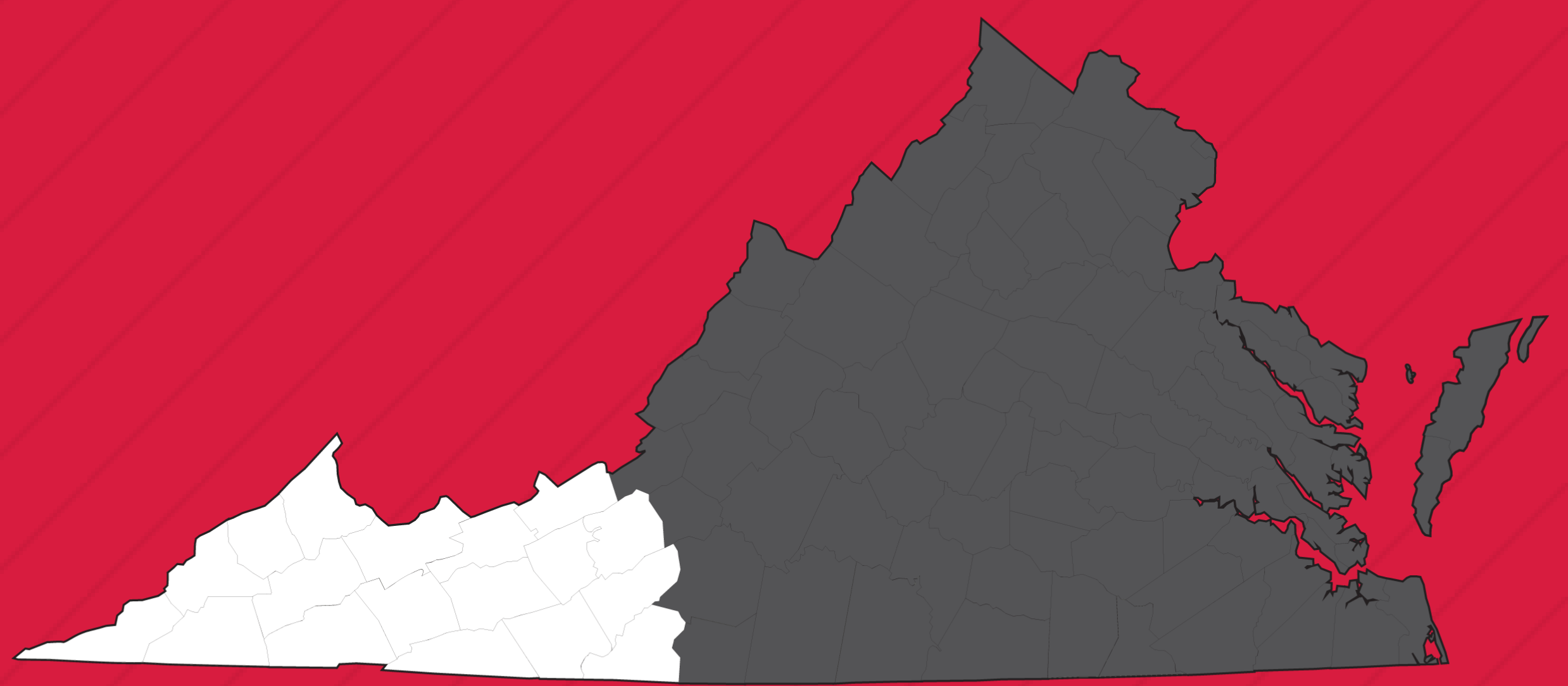
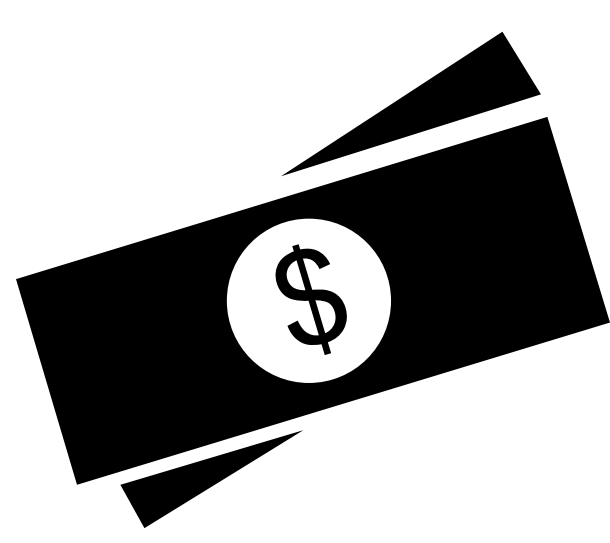


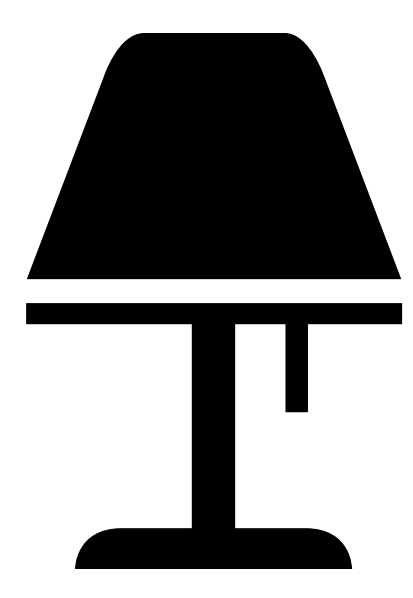
Southwest Virginia Region



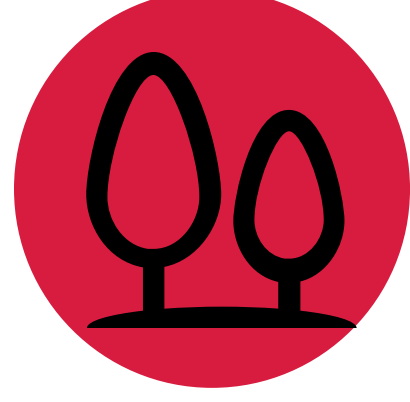
Average travel party spending:



\$387
per trip in Virginia



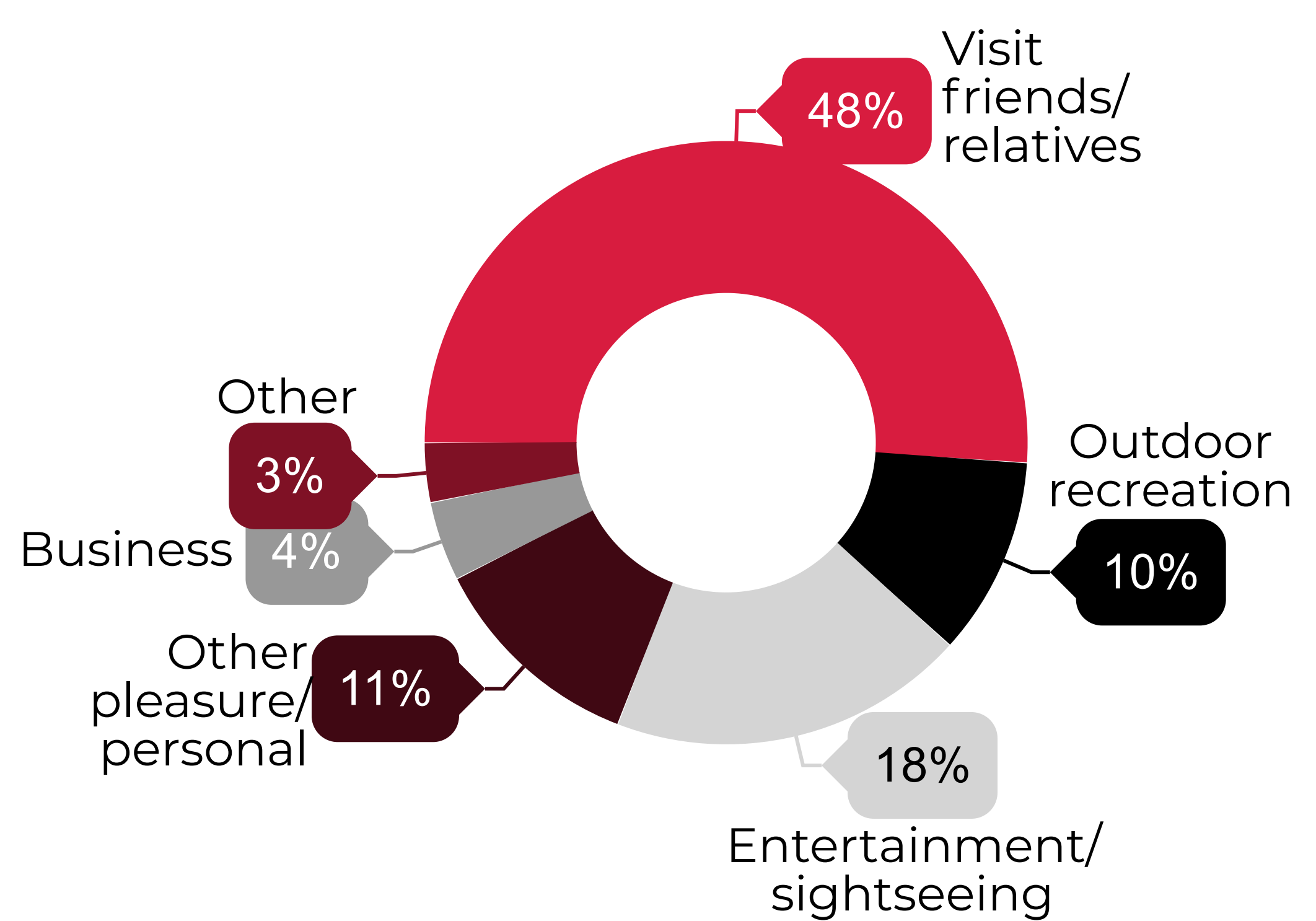
3.3
Nights
per trip



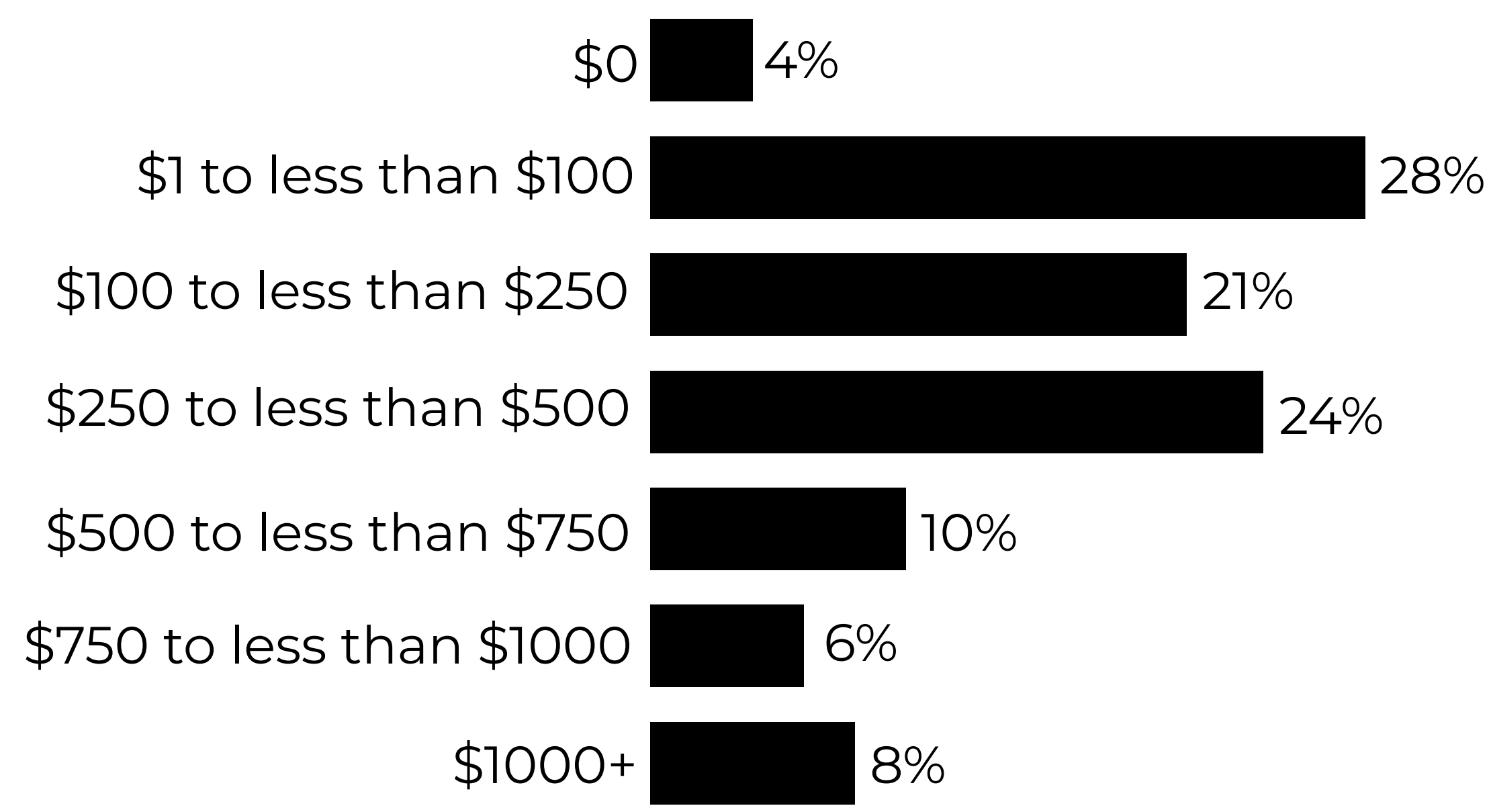
Top Activities:

Visiting relatives	21%
Shopping	19%
Rural sightseeing	16%
Visiting friends	16%
Historic sites/Churches	15%
Museums	11%
Art galleries	11%
National/State parks	11%
Hiking/Backpacking	9%
Beach	8%

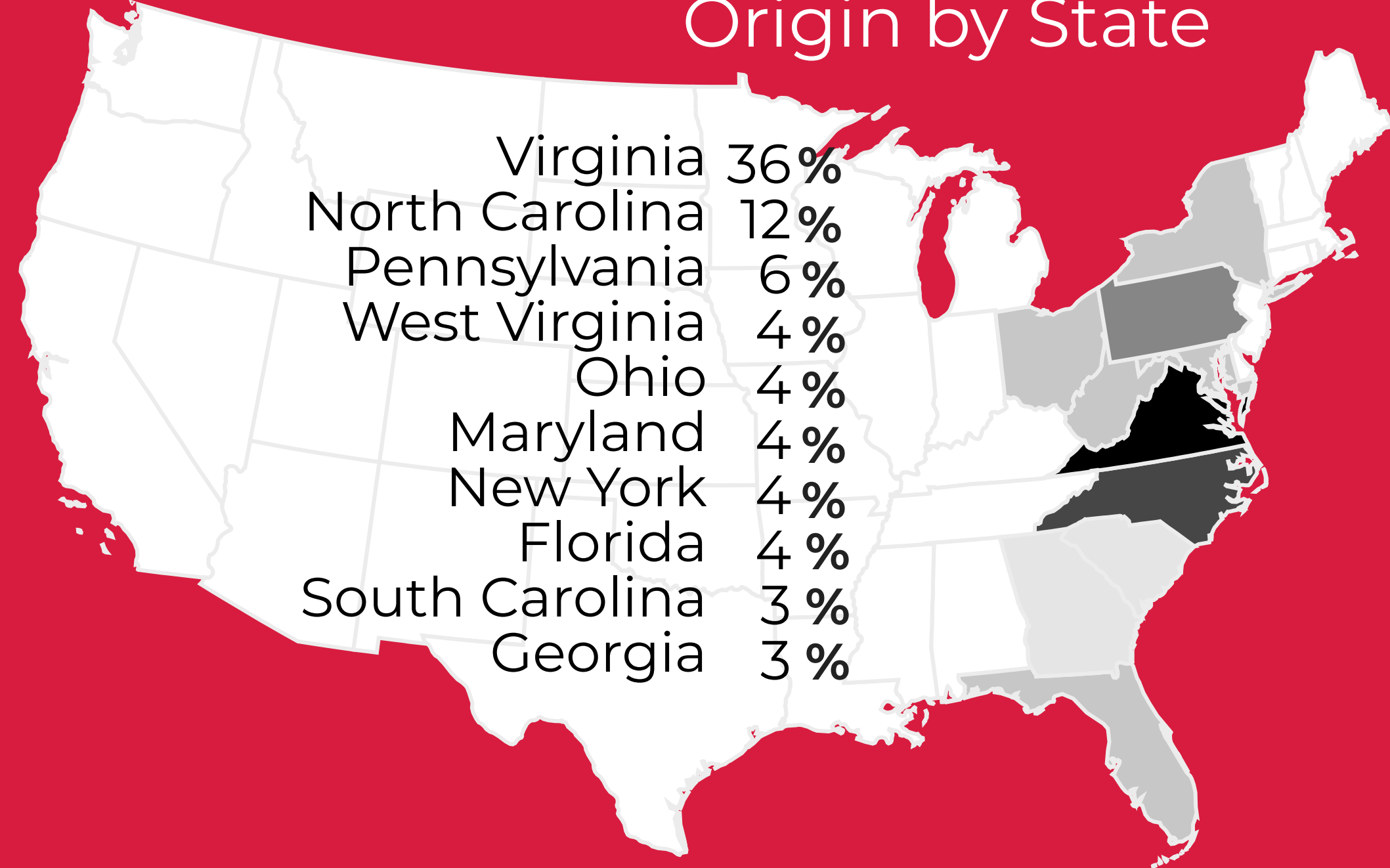
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

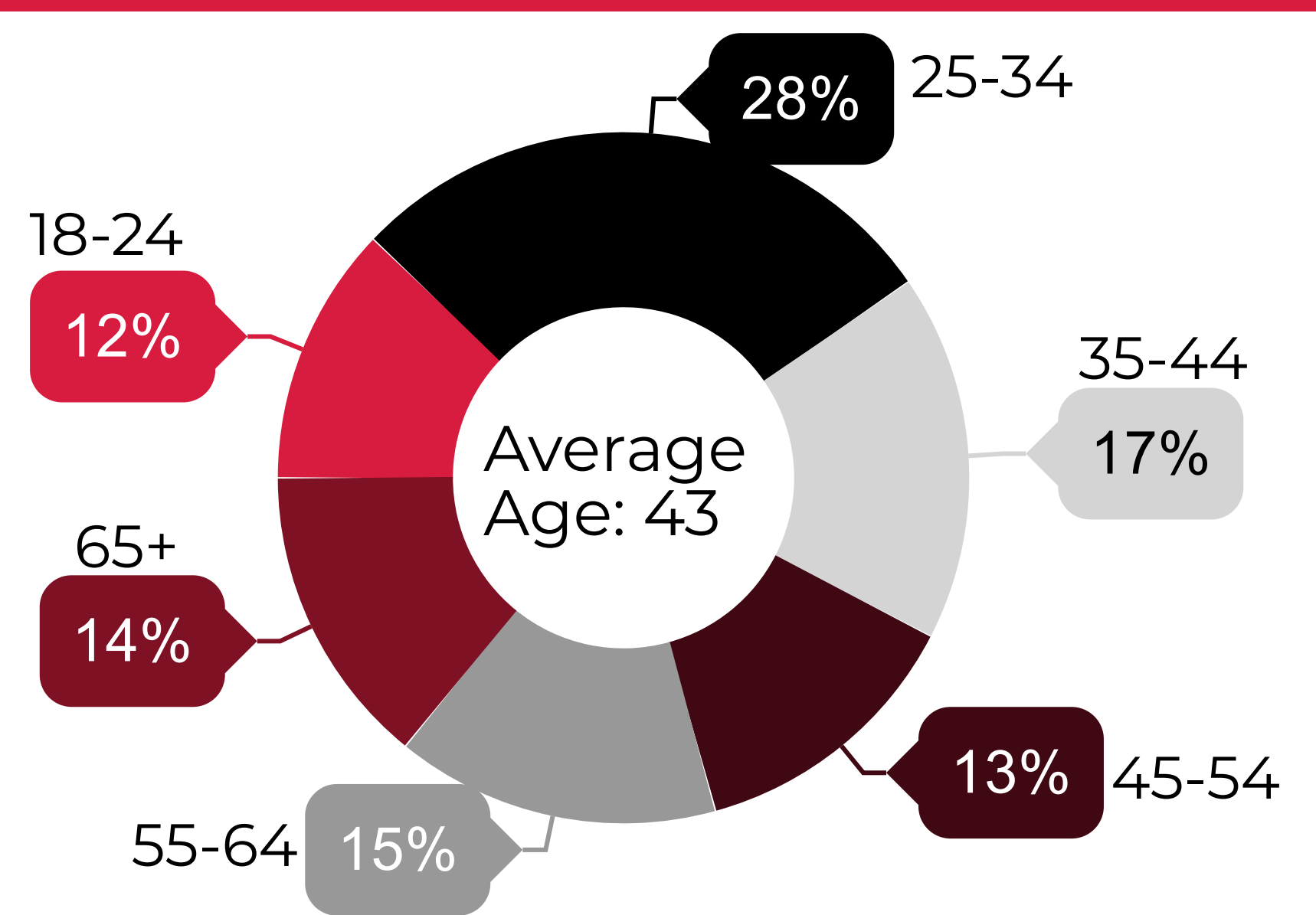
Washington, DC (Hagerstown)	12%
Tri-Cities, TN-VA	7%
Norfolk-Portsmouth-Newport News	6%
Greensboro-High Pont-Winston Salem	6%
Charlotte	6%
Richmond-Petersburg	5%
Roanoke-Lynchburg	5%
Bluefield-Beckley-Oak Hill	5%
New York	4%
Philadelphia	3%

64%
Married

35%
Traveling with Children

2.8
Average travel party size

29%
Annual household income of 100K or more



Planning Sources

32%
Use information from friends and relatives.

18%
Search engine

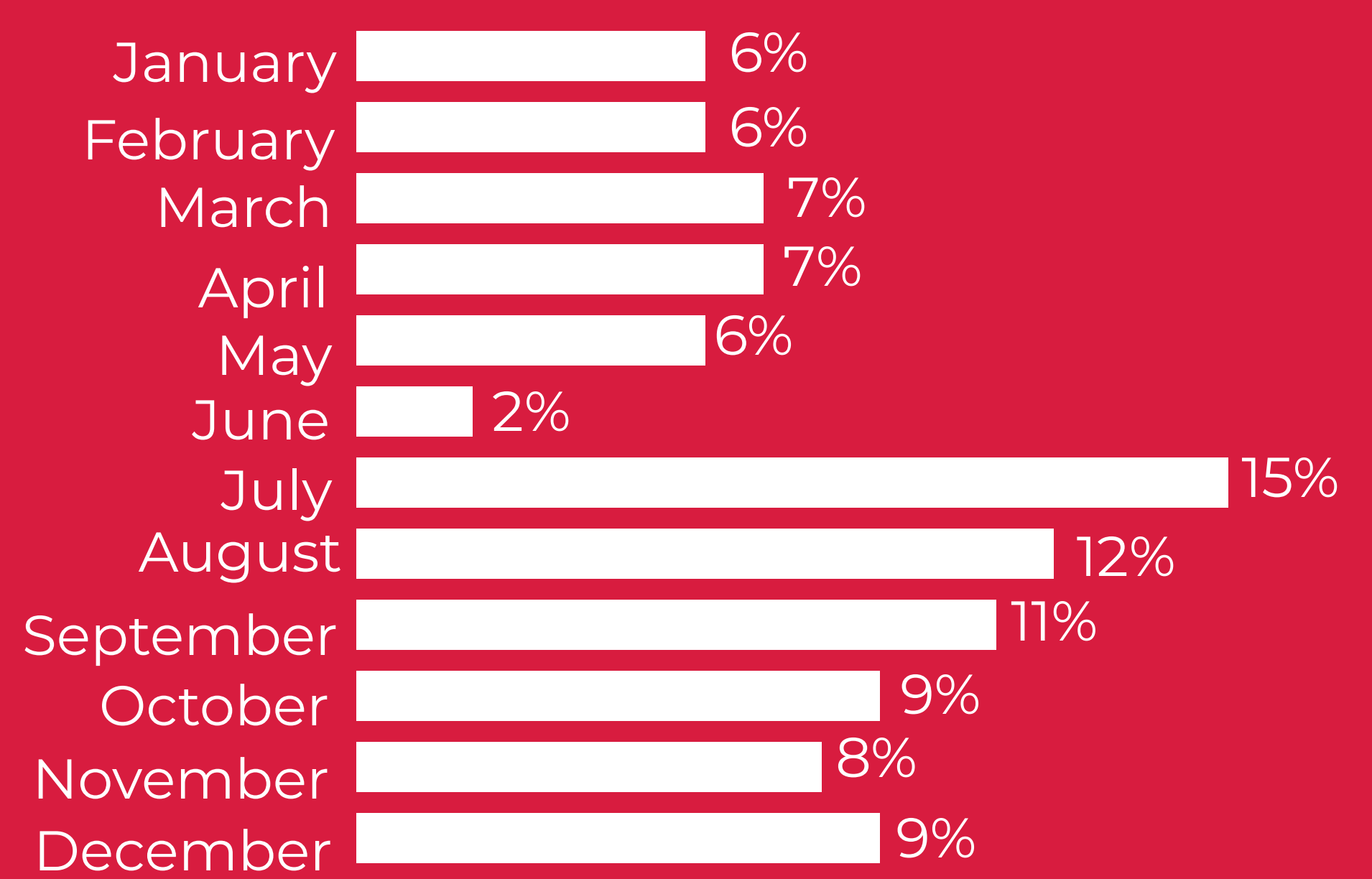
15%
Facebook

11%
Destination website

11%
Travel club (eg. AAA)

11%
Travel club (eg. AAA)

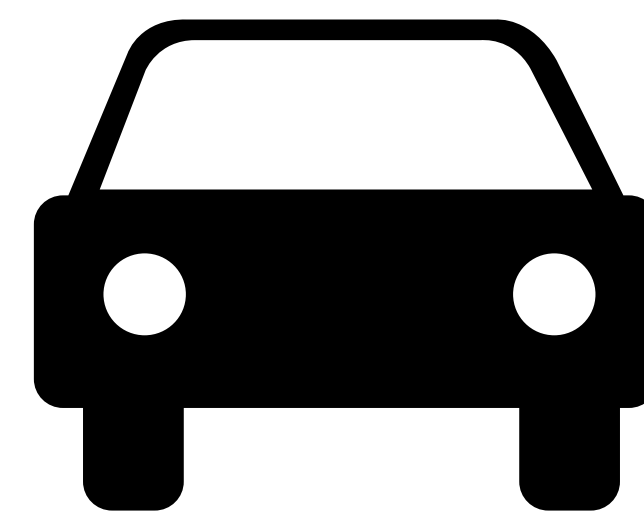
Month of Travel



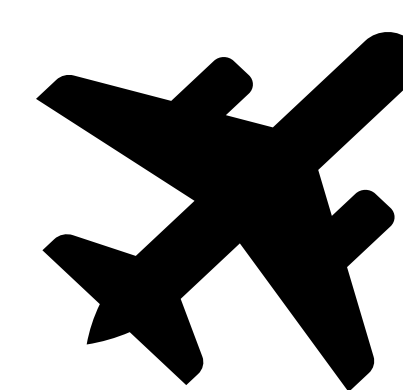
Planning Time



44% consider visiting Virginia less than a month before their visit
56% decide visiting Virginia less than a month before their visit

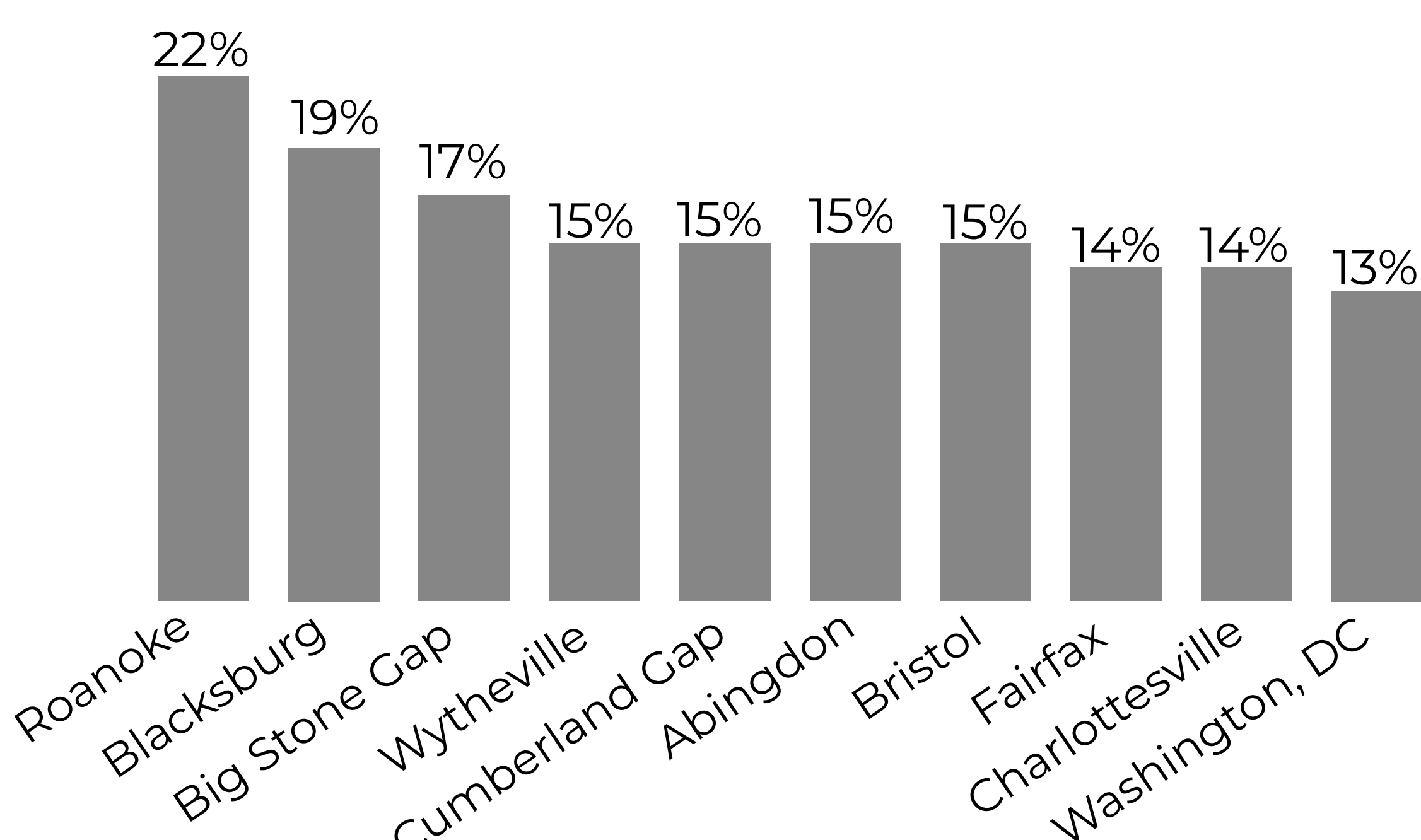


86%
Travel by owned auto or rental cars



7%
Travel by plane

Top 10 Most Visited Cities



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

