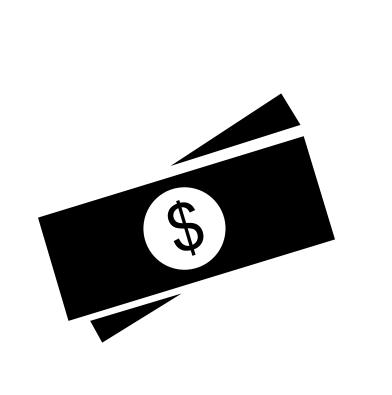


# Sports, Recreation & Outdoors



#### Average travel party spending:



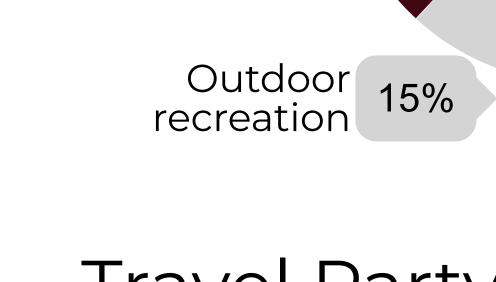
3.5

Nights

per trip







### Other Pleasure/ personal 16% Visit friends/ relatives Other 40% Entertainment /sightseeing 19% Business

Primary Purpose of Trip

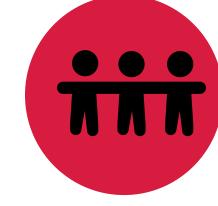
# Top Activities:

Beach 33% Shopping 31% Historic sites/churches 25%

Rural sightseeing 23% State parks/monuments 22% Visiting relatives 22%

National parks/monuments 22 % Museums 21%

Visiting friends Fine dining 18%





# Travel Party Spending

\$0 1%

\$1 to less than \$100 1%

\$100 to less than \$250

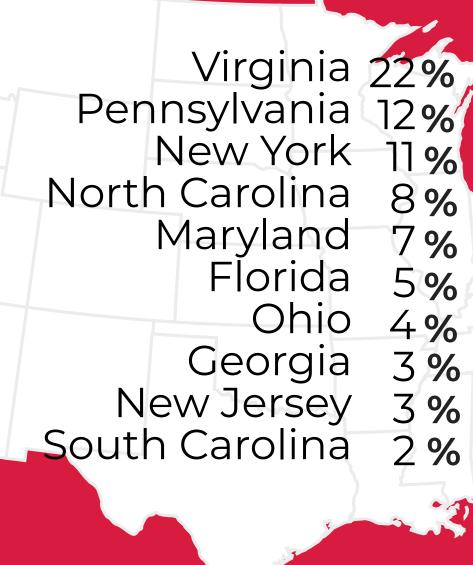
\$250 to less than \$500. 2%

\$500 to less than \$750 26% \$750 to less than \$1000 13%

\$1000+

54% 20 30 40 50 60

# Travel Party Origin by State



12% 8% 7% 5% 4% 3% 3% 2 %

## Travel Party Origin by DMA

Washington, DC (Hagerstown) Philadelphia

7 % 7 % New York

15 %

5 % Baltimore

Norfolk-Portsmouth-Newport News 4 % Richmond-Petersburg

4 %

3 % Charlotte 3 %

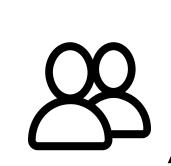
Roanoke-Lynchburg Greensboro-High Point-Winston Salem

2 % 2 % Pittsburgh



Married

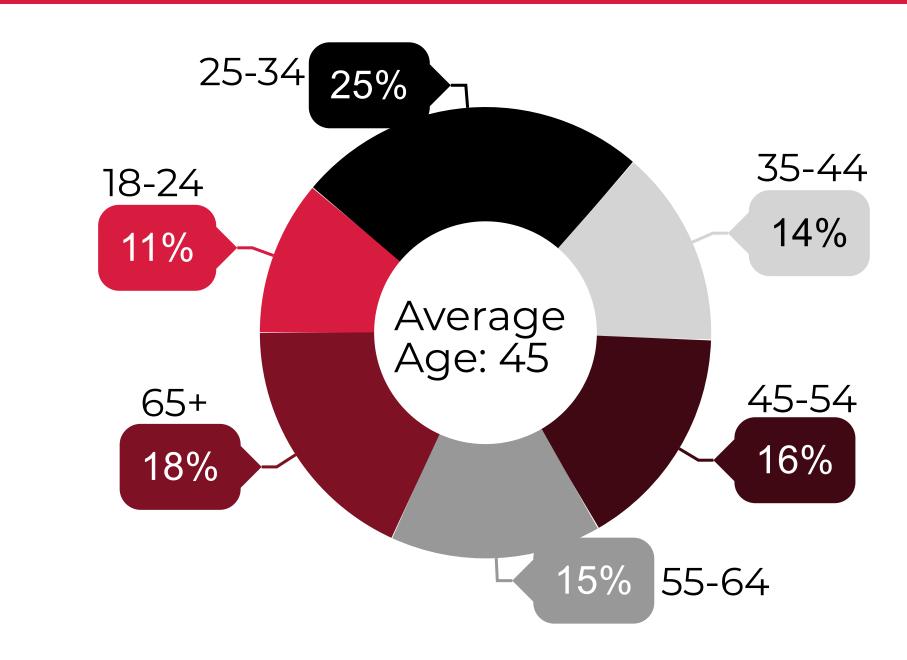
with Children



Average travel party size



40% Annual household income of 100K or more



# Planning Sources



Use information from friends and relatives.



engine



21%

Destination

website



travel website



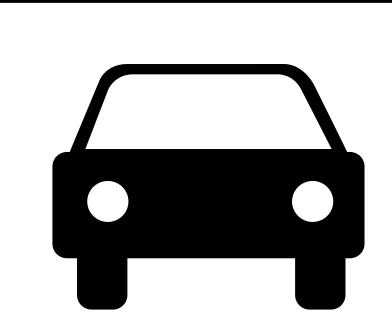
## Planning Time



31% consider visiting Virginia less than a month before their visit

43% decide visiting Virginia less

than a month before their visit



81%

Travel by owned auto or rental cars



10% Travel by plane

SPORTS, RECREATION & OUTDOORS TRAVEL TO VIRGINIA

Source: TNS TravelsAmerica, FY2017 (N=731)

Includes activities of biking, fishing, golf, horseback riding, hunting, major sports event, motorboat/jet ski, sailing, snowmobiling, snow sports other than skiing or snowmobiling, tennis, college sporting events, beach, bird watching, camping, caverns, gardens, nature travel/ecotouring, state/national park, wildlife viewing.

