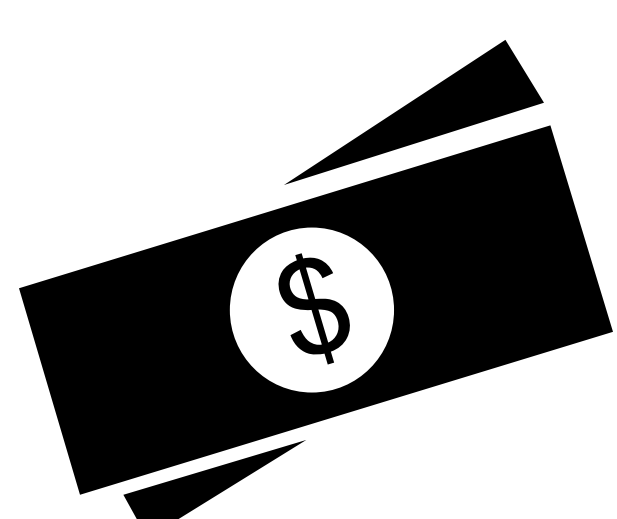




# Sports, Recreation & Outdoors

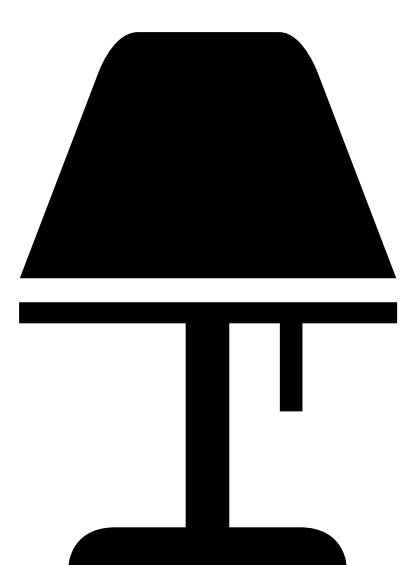


Average travel party spending:



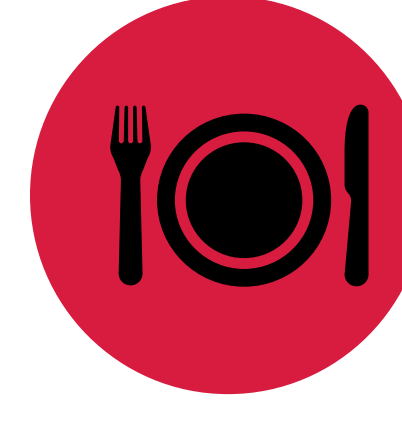
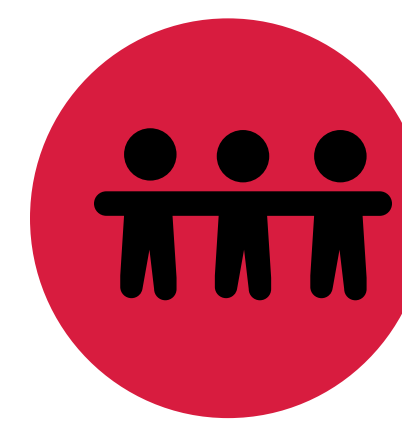
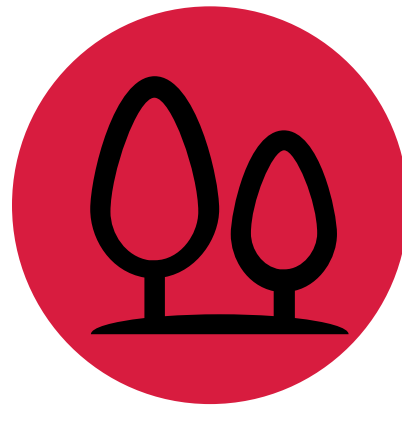
**\$891**

per trip



**3.5**

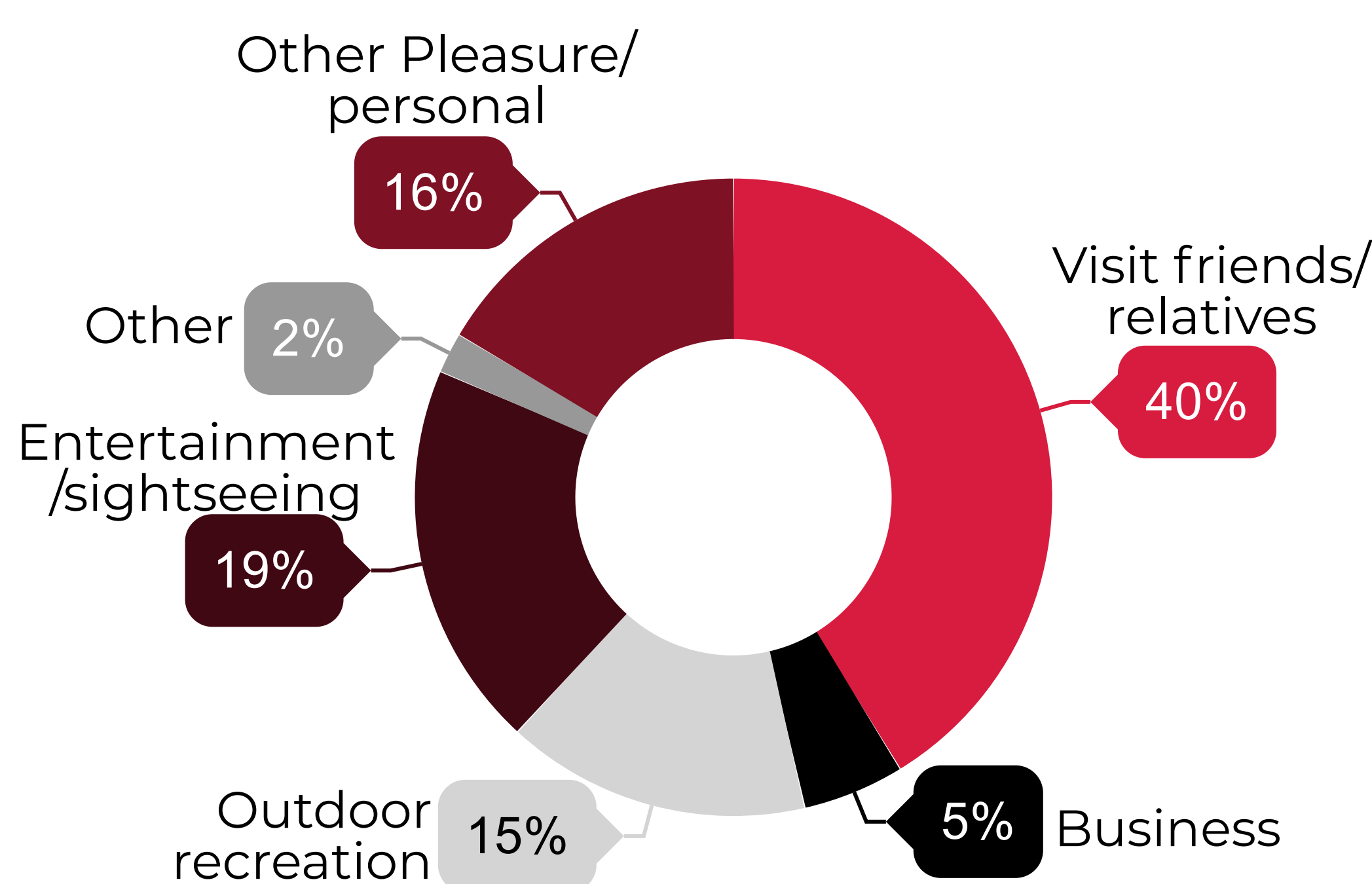
**Nights**



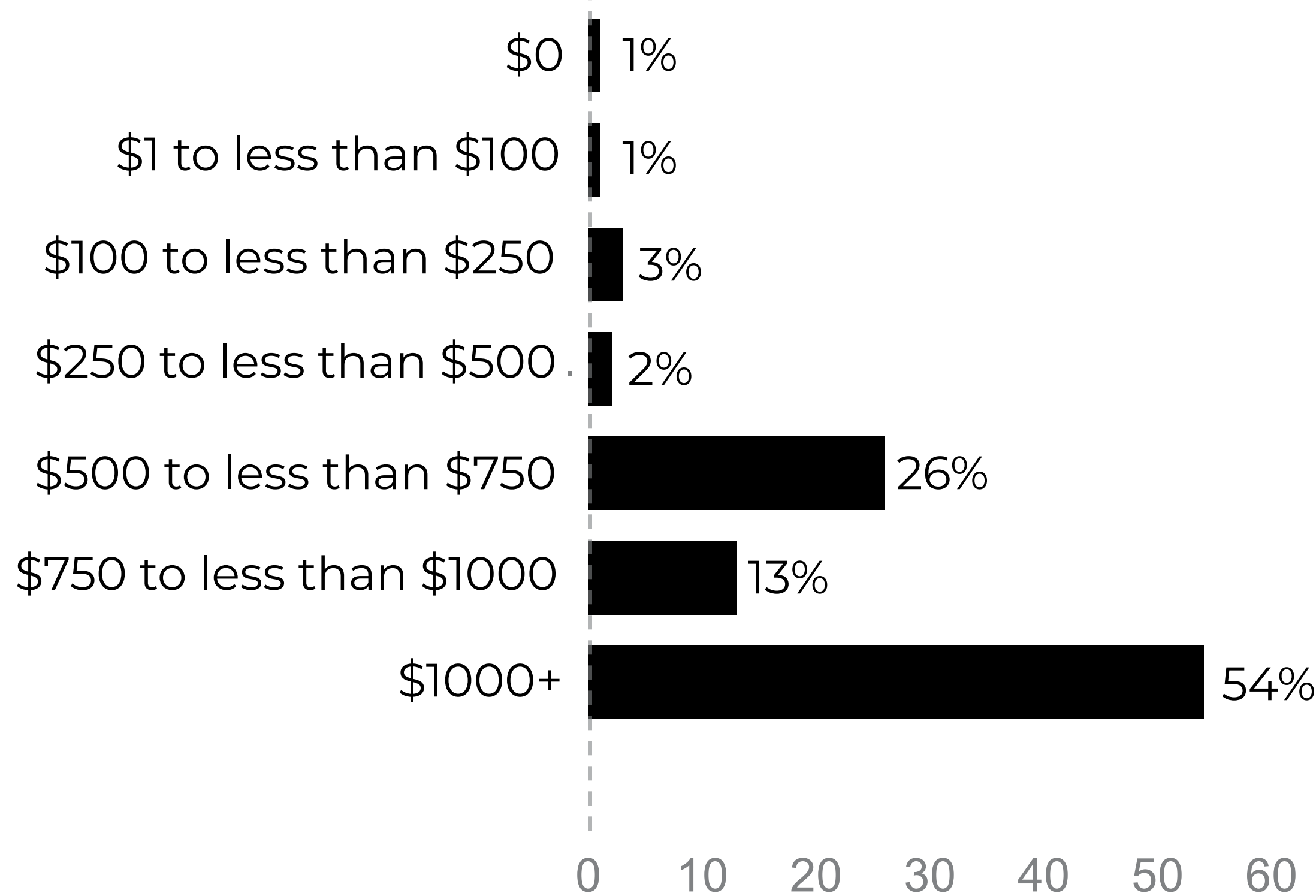
Top Activities:

|                          |     |
|--------------------------|-----|
| 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         | 18% |
| Fine dining              | 18% |

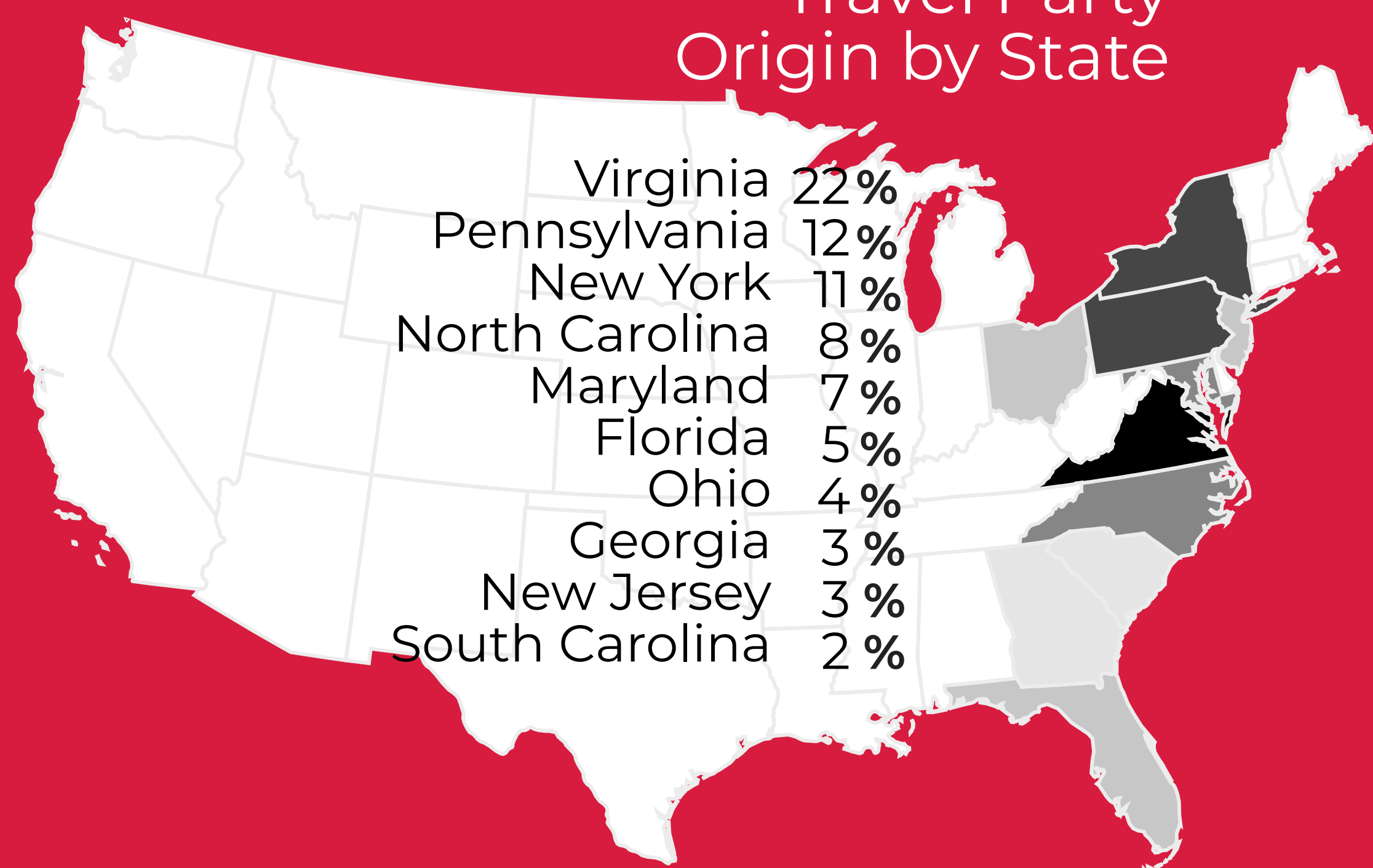
Primary Purpose of Trip



Travel Party Spending

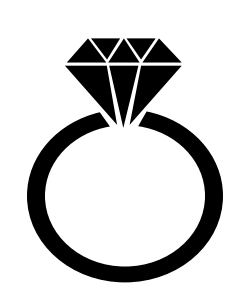


Travel Party Origin by State

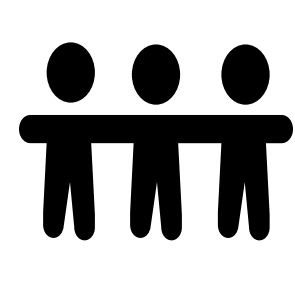


Travel Party Origin by DMA

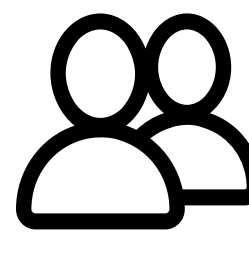
|                                     |     |
|-------------------------------------|-----|
| Washington, DC (Hagerstown)         | 15% |
| Philadelphia                        | 7%  |
| New York                            | 7%  |
| Baltimore                           | 5%  |
| Norfolk-Portsmouth-Newport News     | 4%  |
| Richmond-Petersburg                 | 4%  |
| Charlotte                           | 3%  |
| Roanoke-Lynchburg                   | 3%  |
| Greensboro-High Point-Winston Salem | 2%  |
| Pittsburgh                          | 2%  |



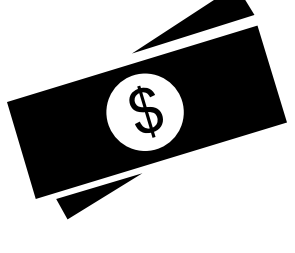
**69%**  
Married



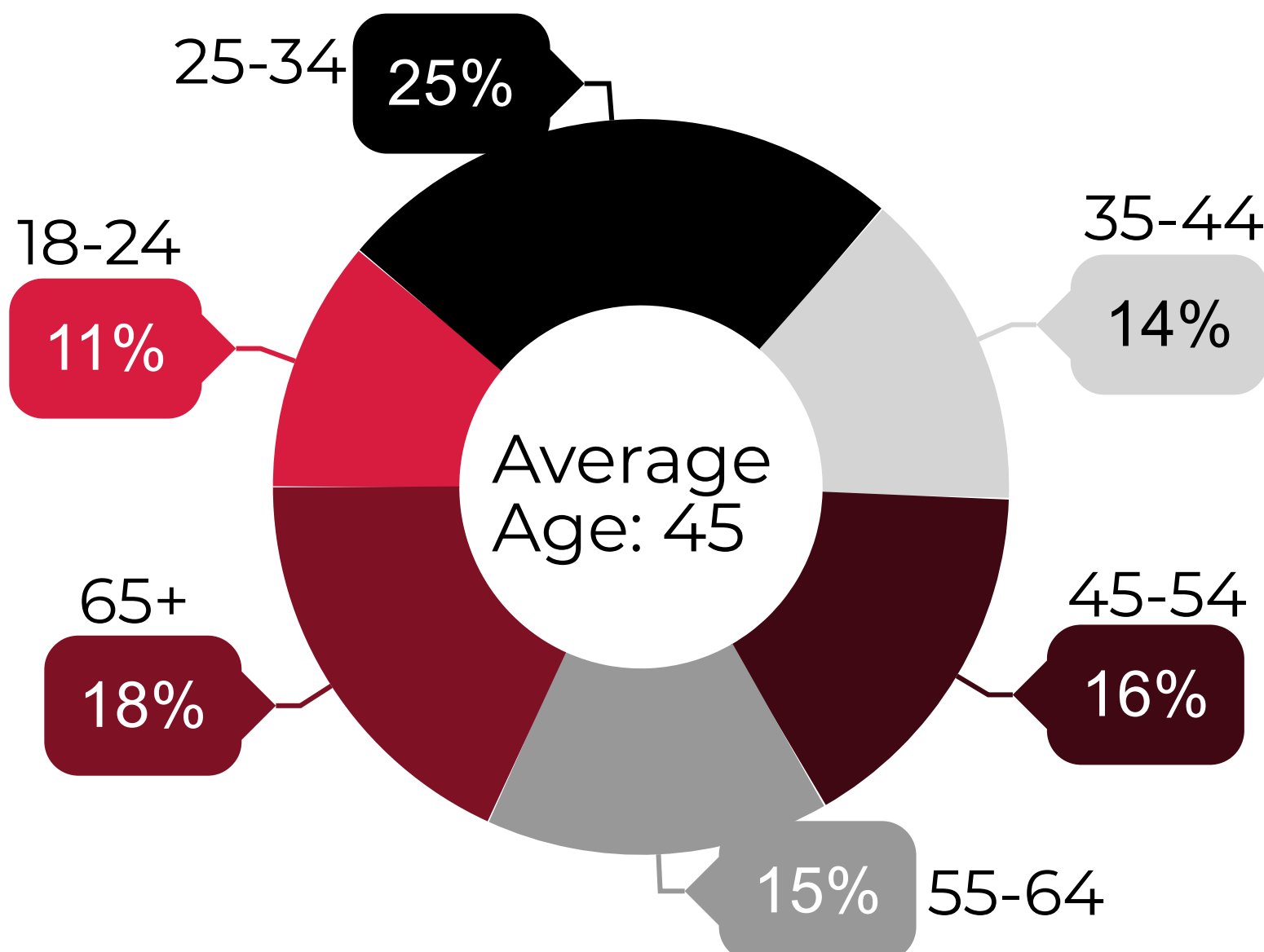
**37%**  
Traveling with Children



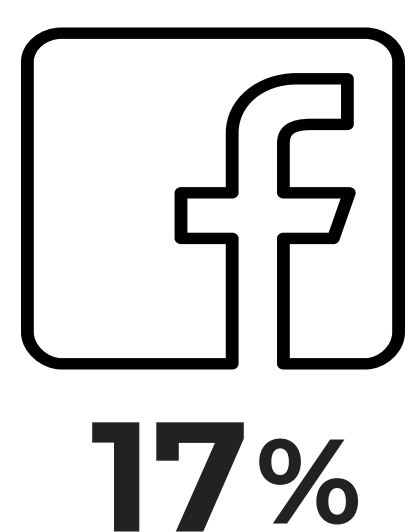
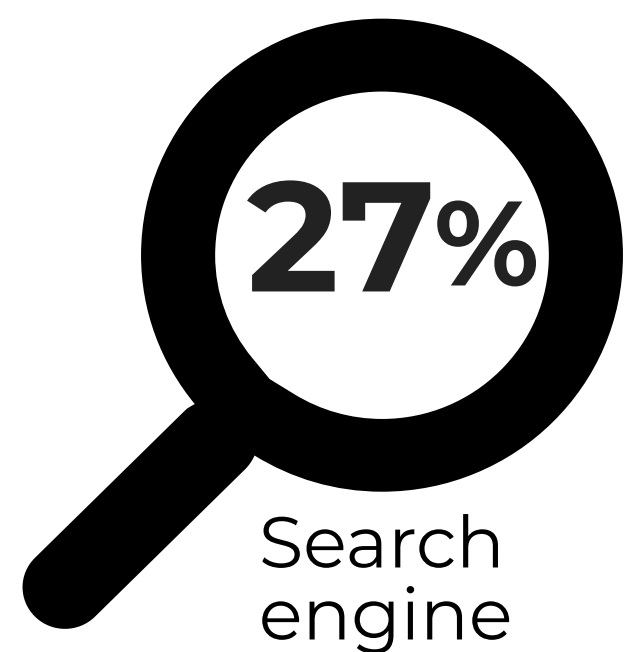
**3.1**  
Average travel party size



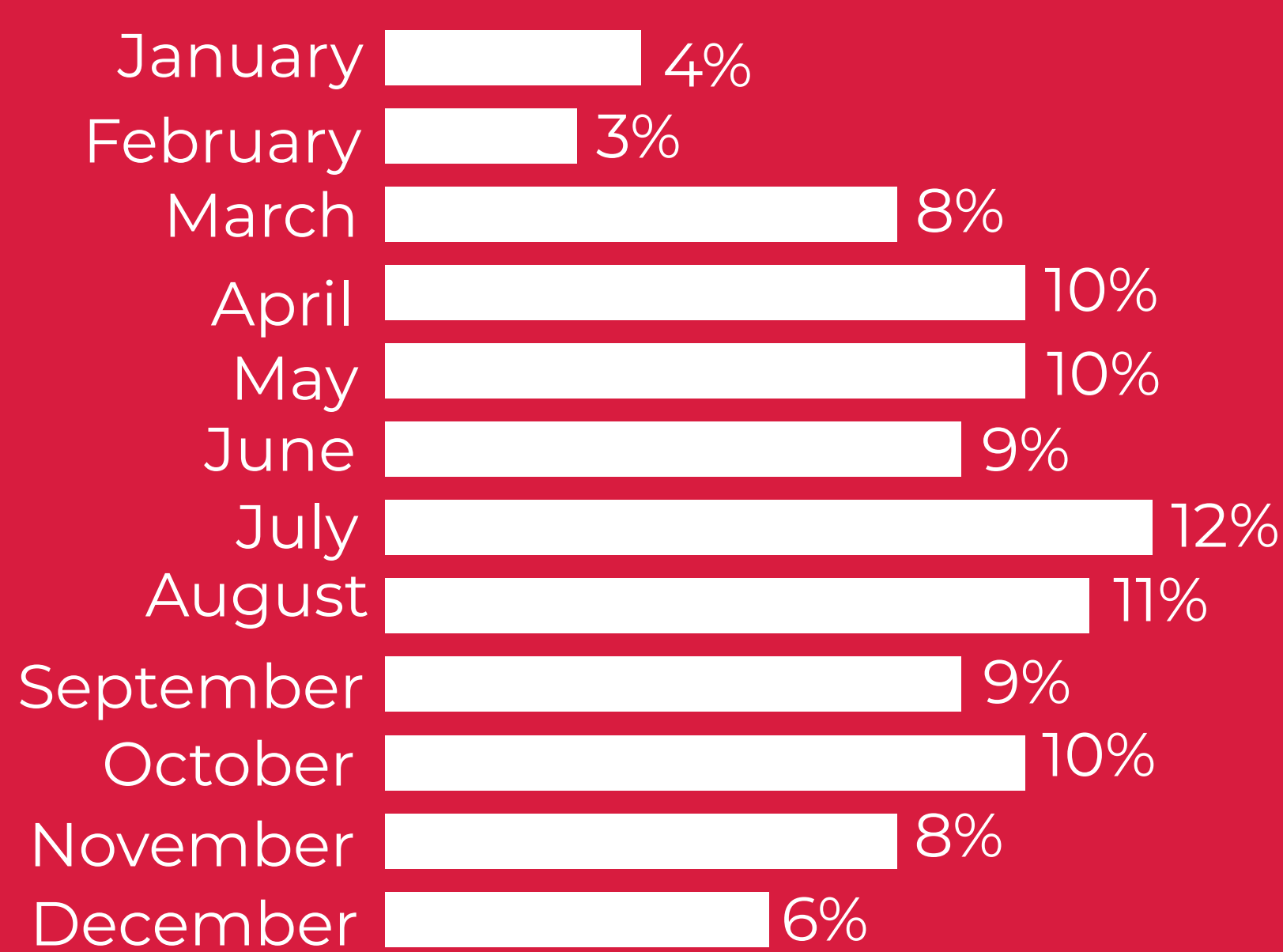
**40%**  
Annual household income of 100K or more



Planning Sources



Month of Travel



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