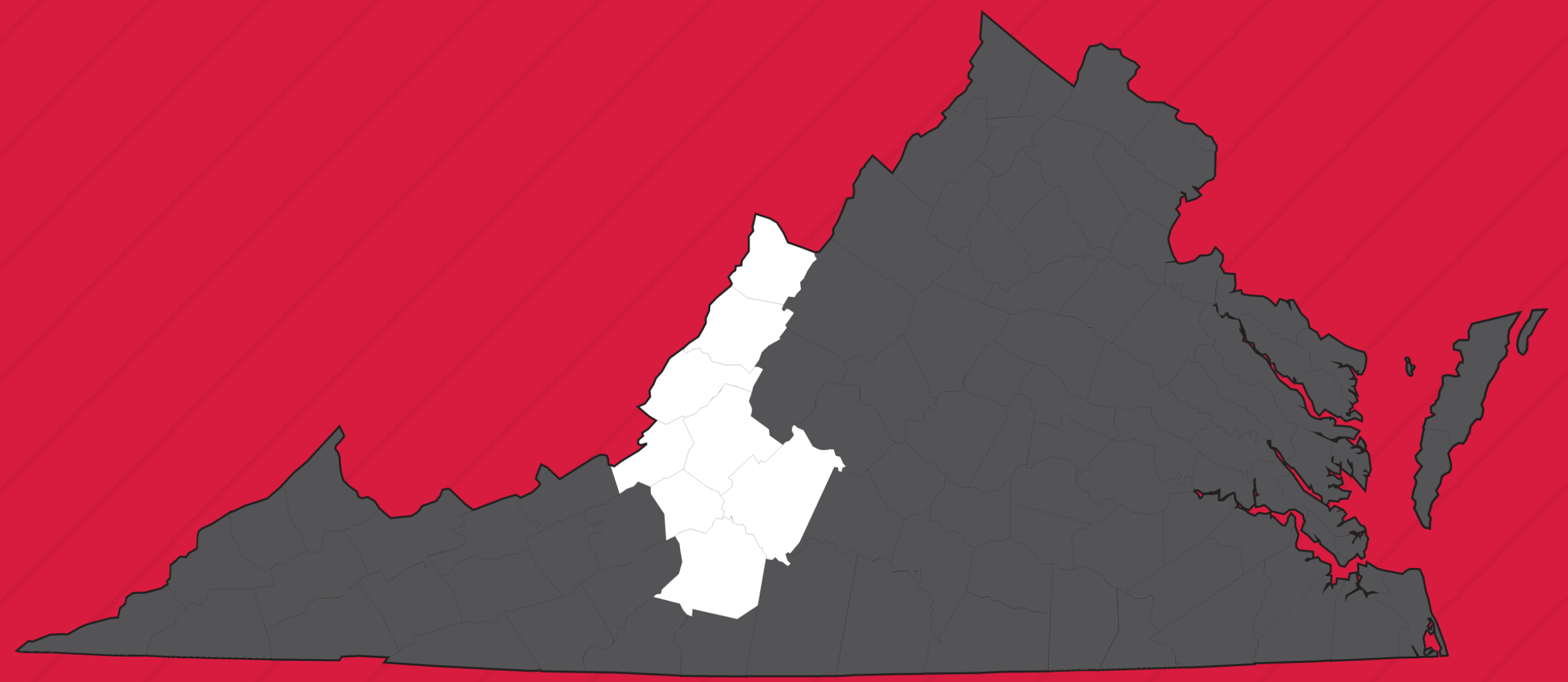
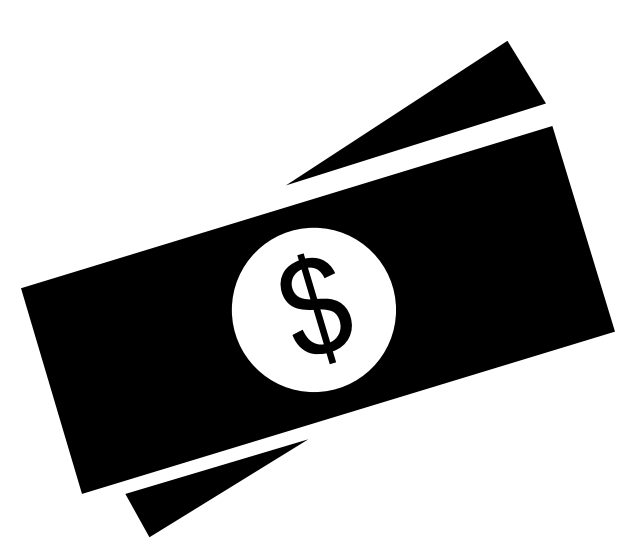


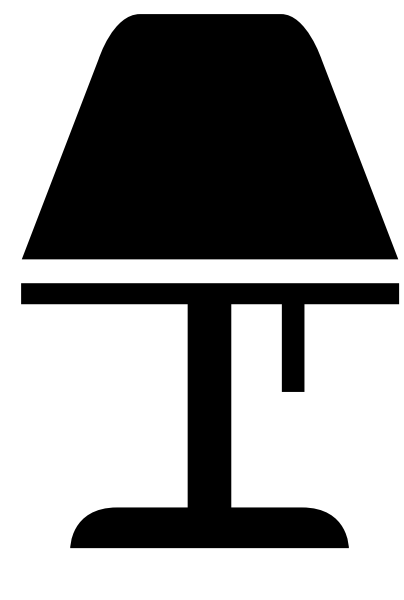
Virginia Mountains Region



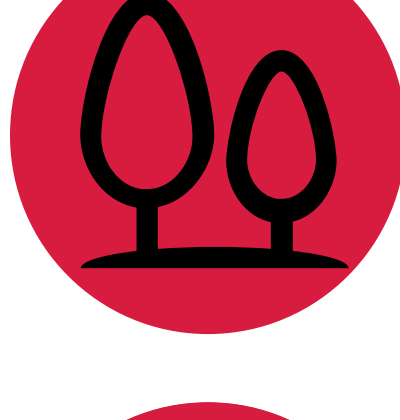
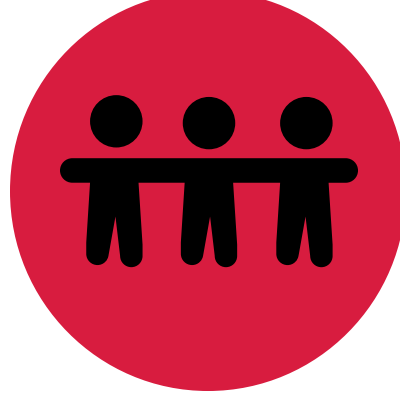
Average travel party spending:



\$475
per trip in Virginia



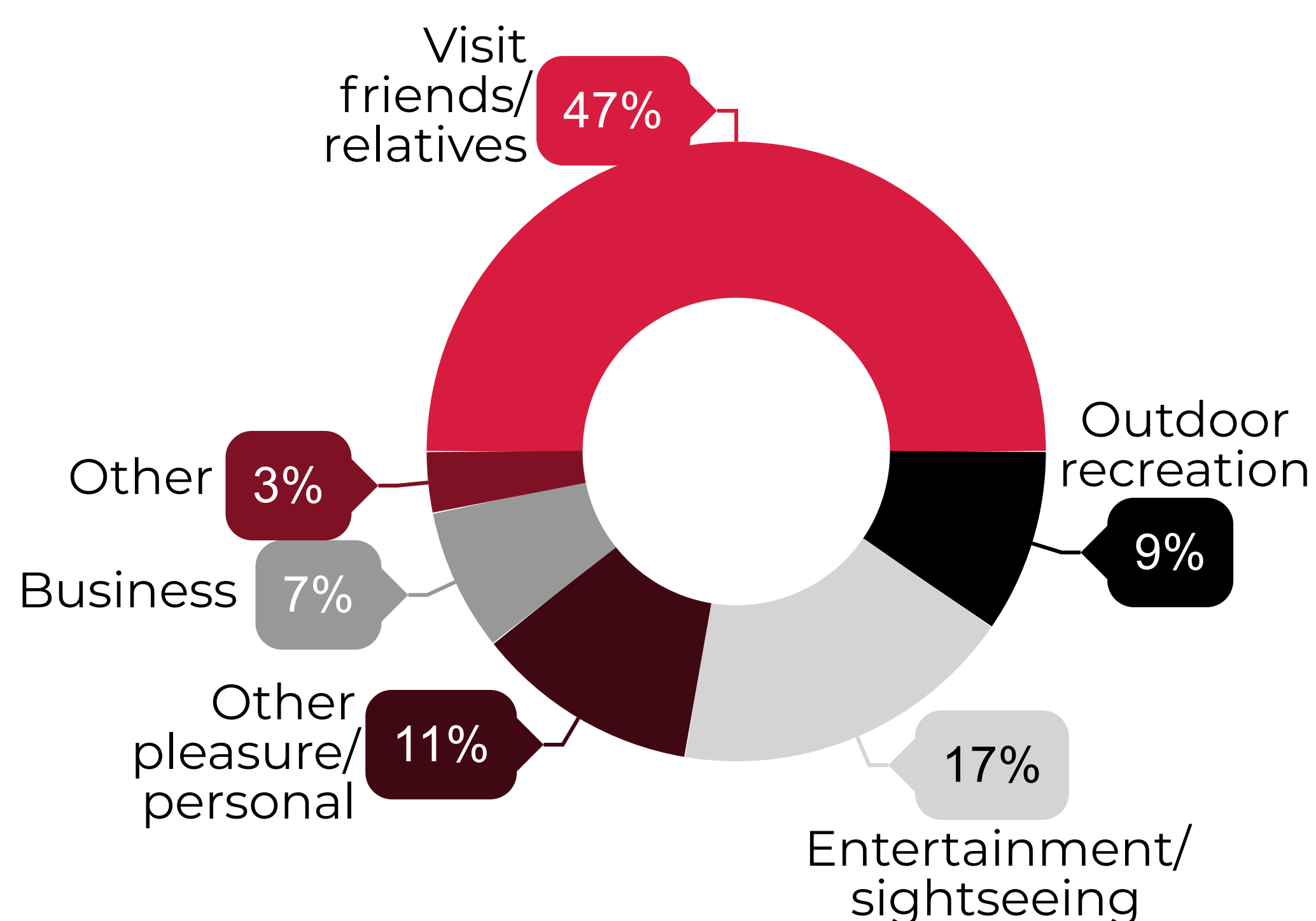
3.6
Nights
per trip



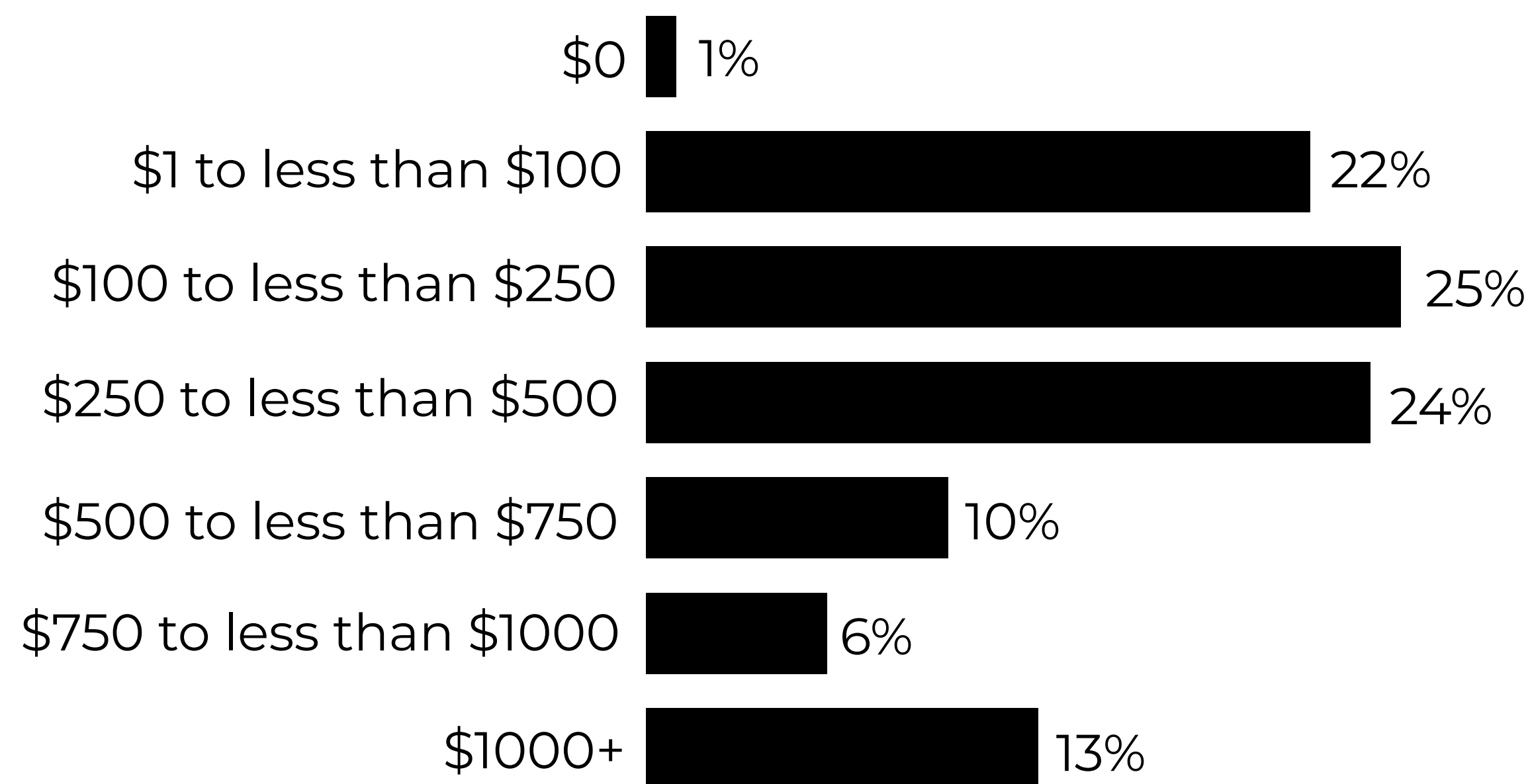
Top Activities:

Shopping	23%
Historic sites/Churches	22%
Visiting relatives	22%
Rural sightseeing	19%
Museums	18%
State park/Monuments	13%
Visiting friends	13%
National park/Monuments	13%
Art galleries	12%
Fine dining	11%

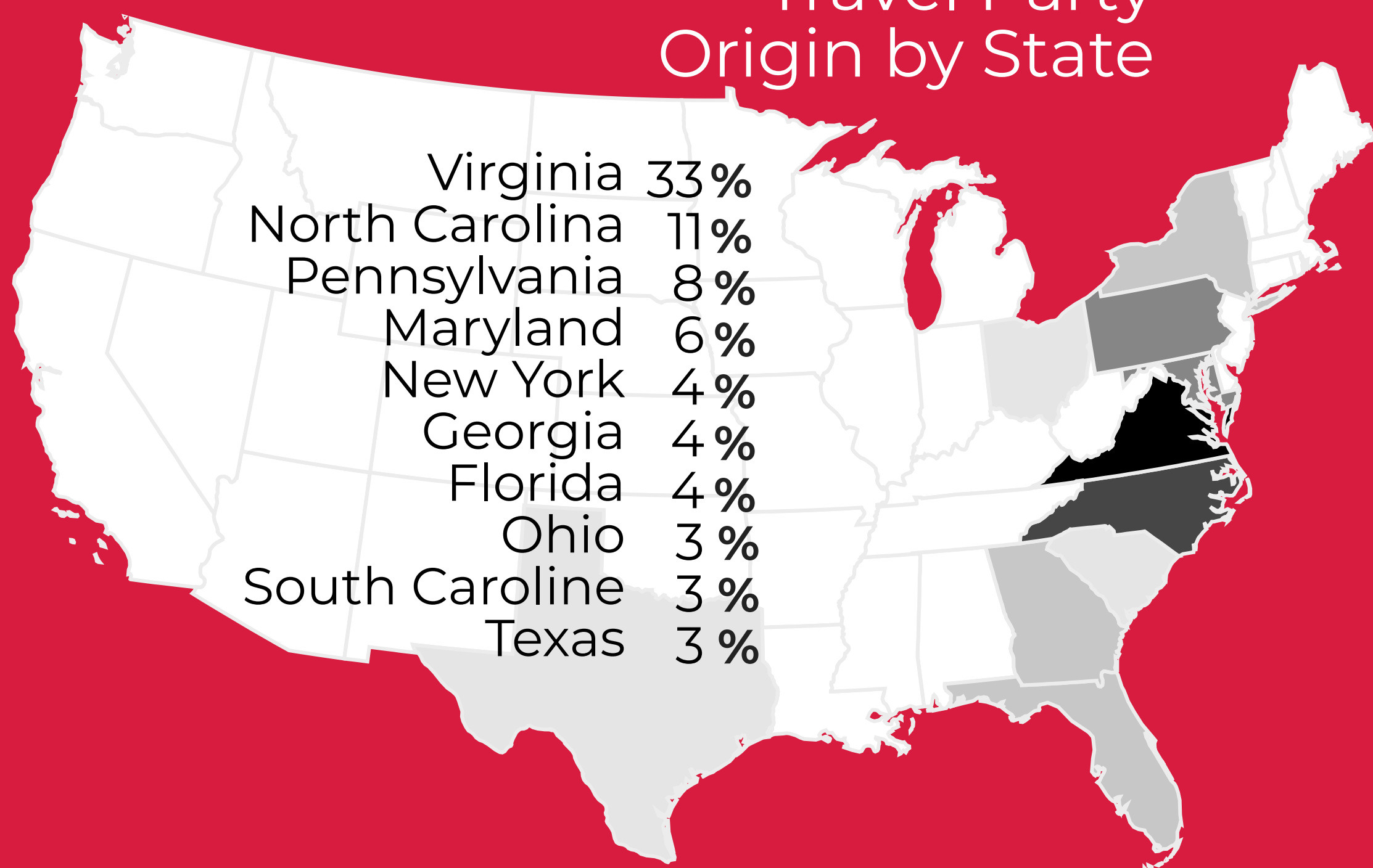
Primary Purpose of Trip



Travel Party Spending

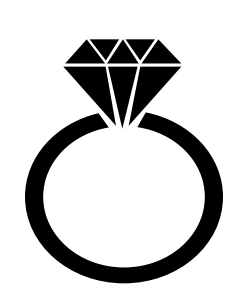


Travel Party Origin by State

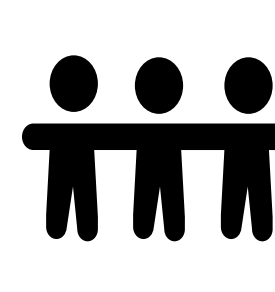


Travel Party Origin by DMA

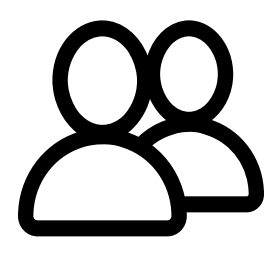
Washington, DC (Hagerstown)	13 %
Richmond-Petersburg	6 %
Roanoke-Lynchburg	6 %
New York	5 %
Norfolk-Portsmouth-Newport News	5 %
Charlotte	5 %
Greensboro-High Pont-Winston Salem	4 %
Baltimore	4 %
Tri-Cities, TN-VA	4 %
Atlanta	3 %



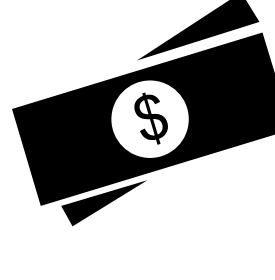
66%
Married



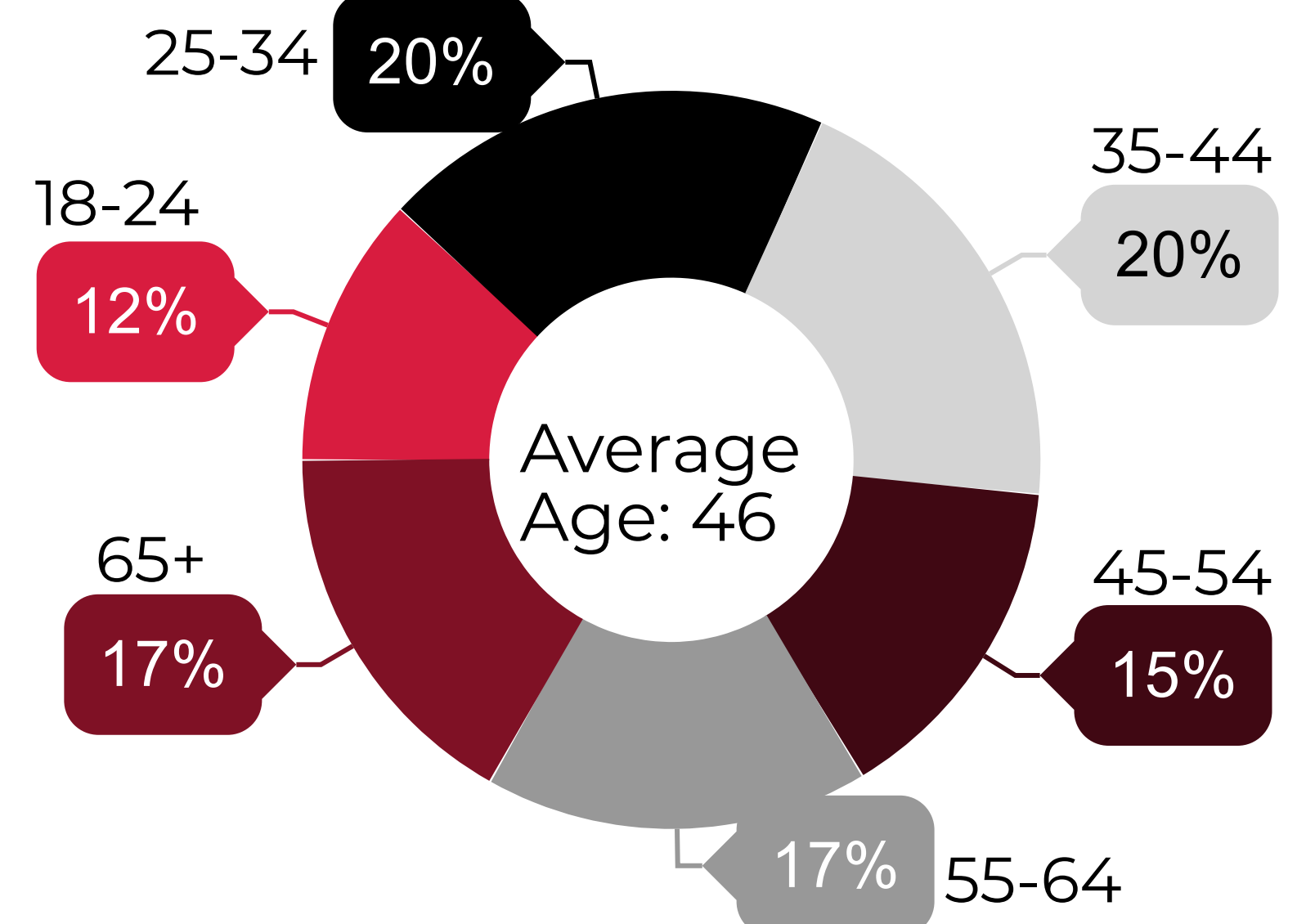
35%
Traveling with Children



2.8
Average travel party size

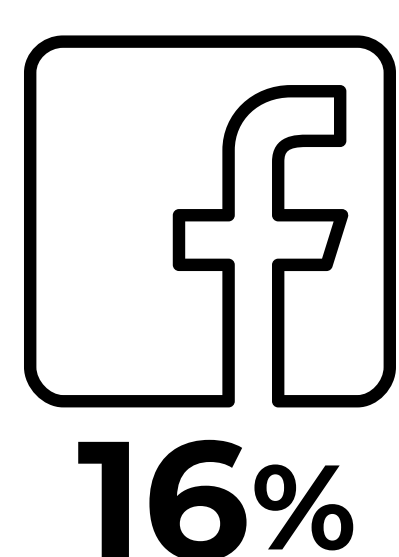
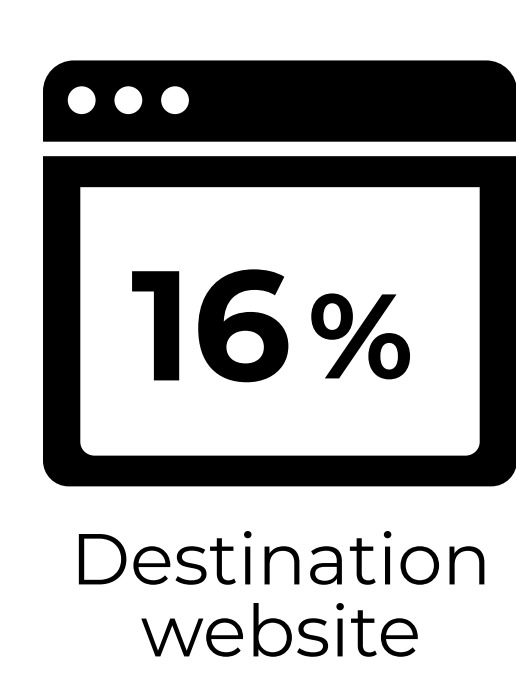
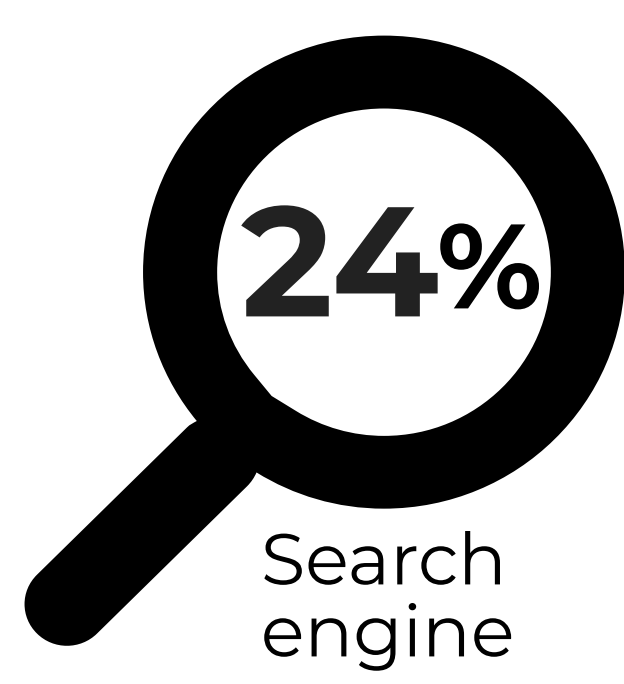


31%
Annual household income of 100K or more

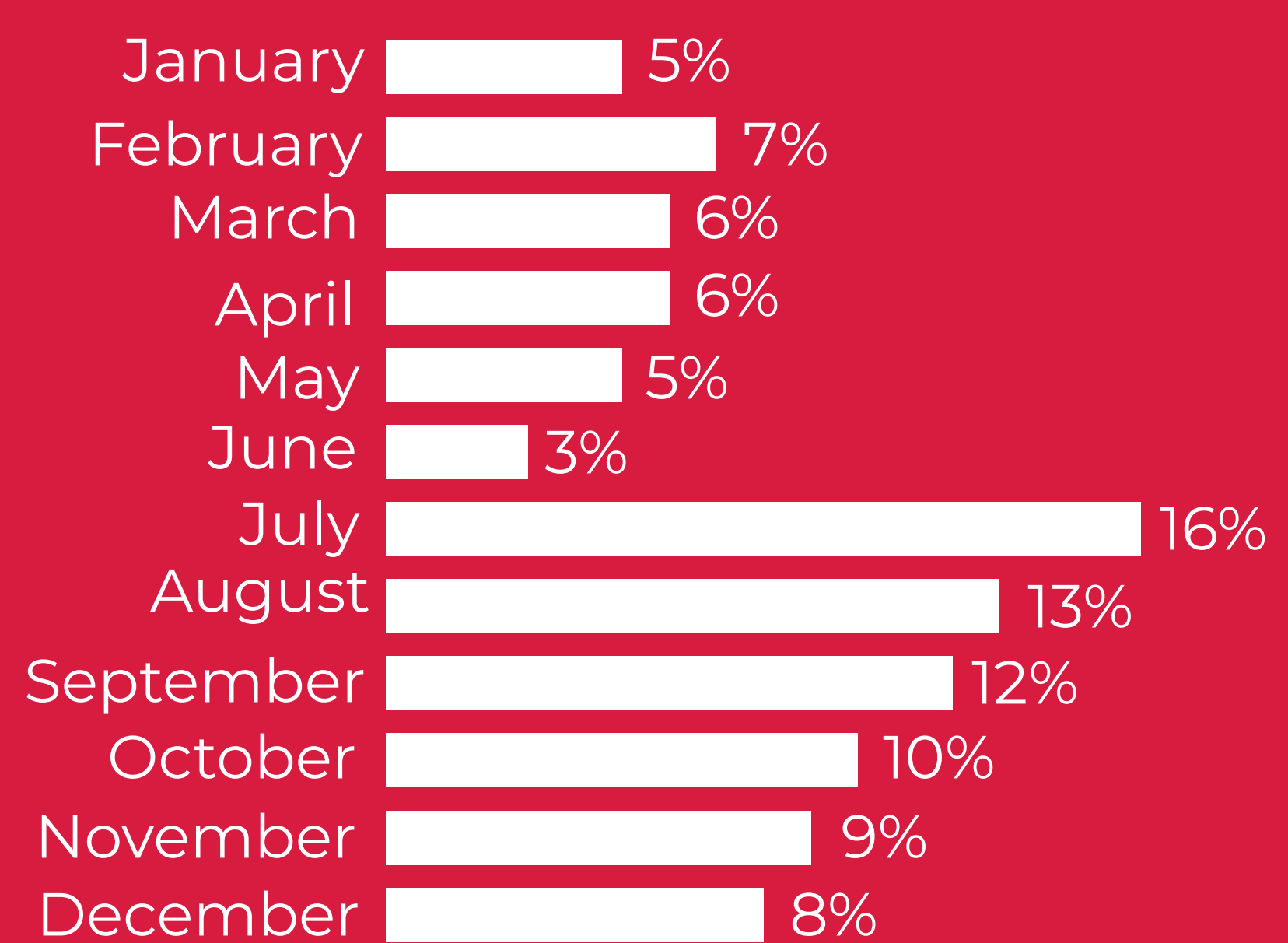


Planning Sources

29%
Use information from friends and relatives.



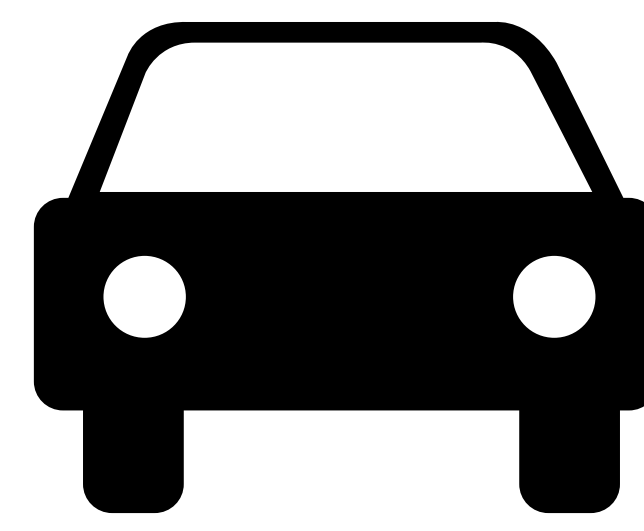
Month of Travel



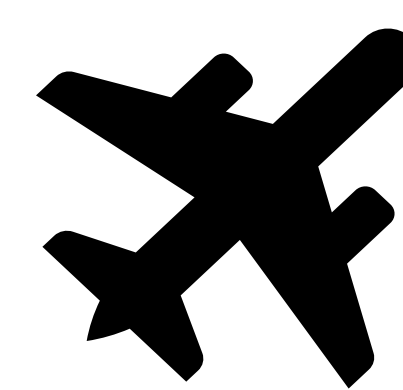
Planning Time



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

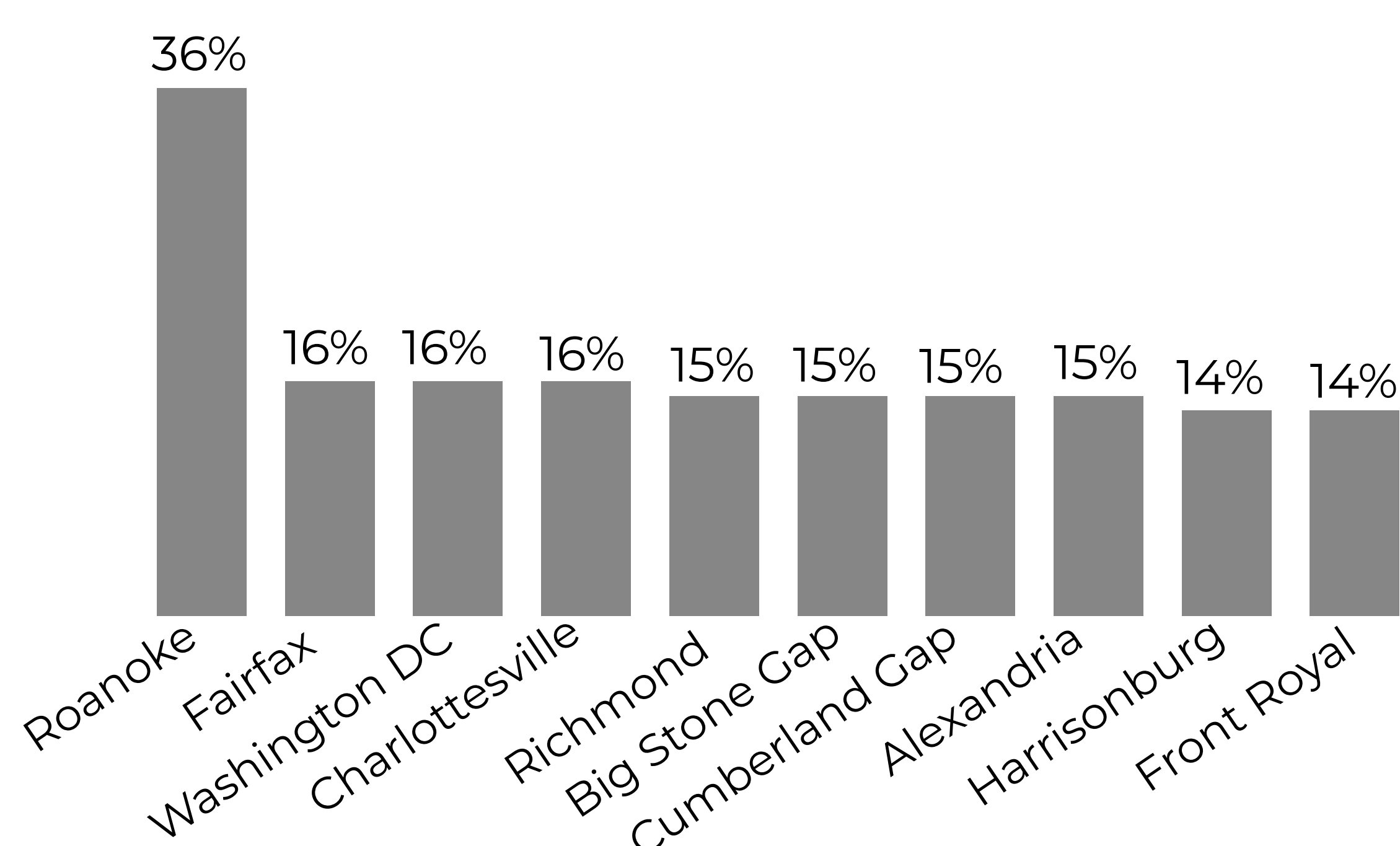


86%
Travel by owned auto or rental cars



8%
Travel by plane

Top 10 Most Visited Cities



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

Virginia	37%	Florida	30%	Maryland	26%
North Carolina	20%	New York	18%	California	18%
Washington D.C.	18%	South Carolina	15%	Tennessee	14%
		Pennsylvania	14%		