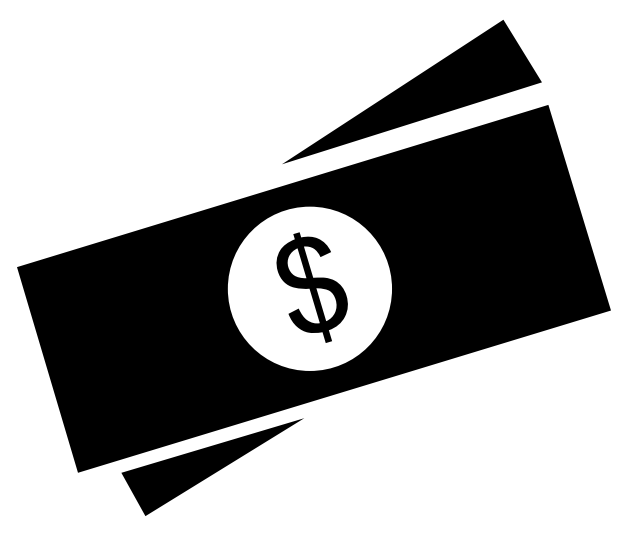




Wine

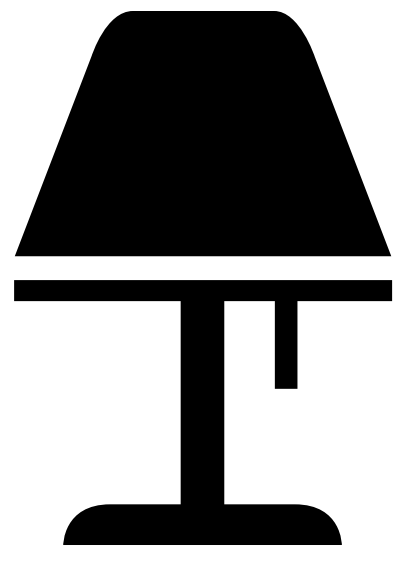


Average travel party spending:



\$806

per trip



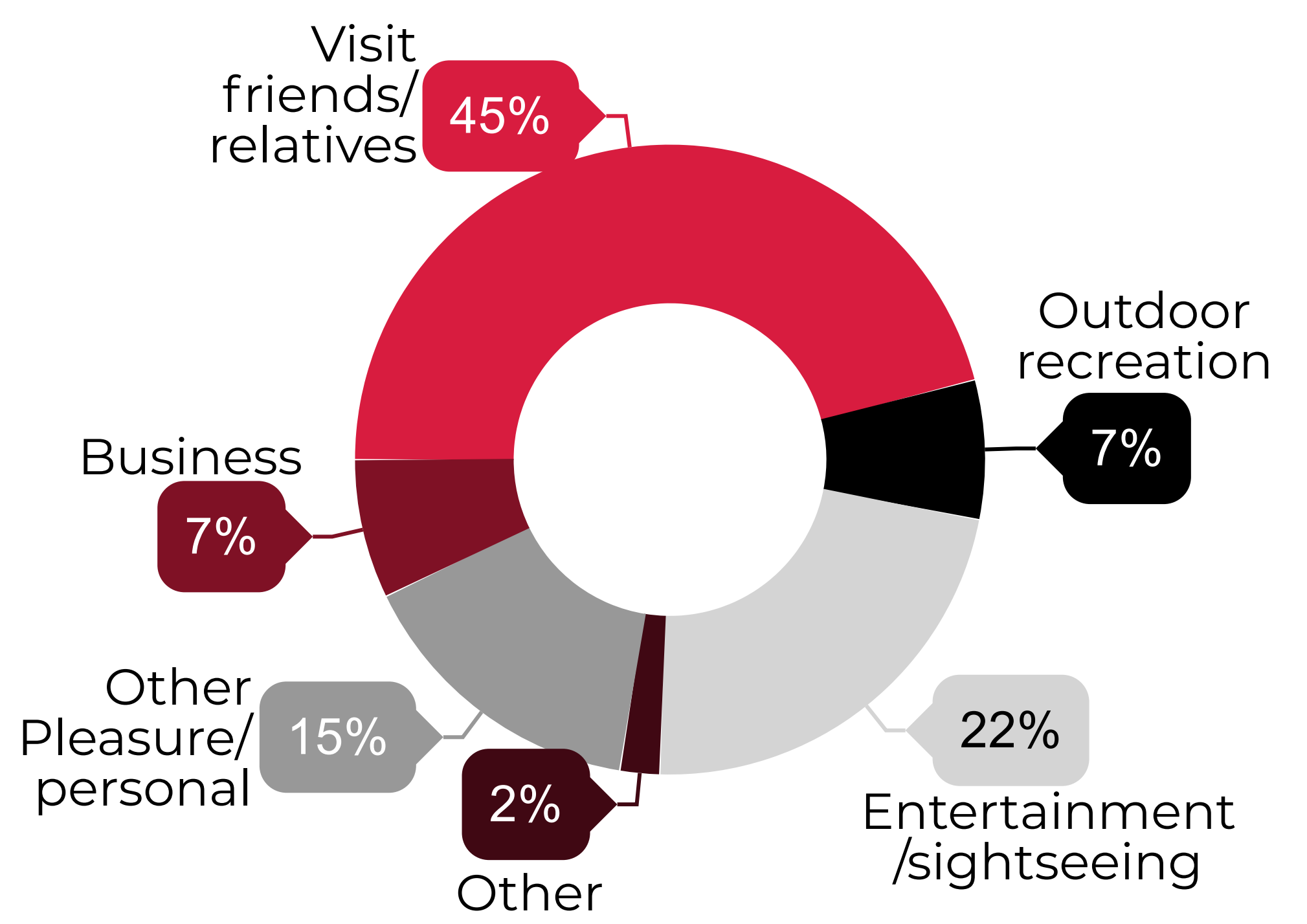
4.2

Nights

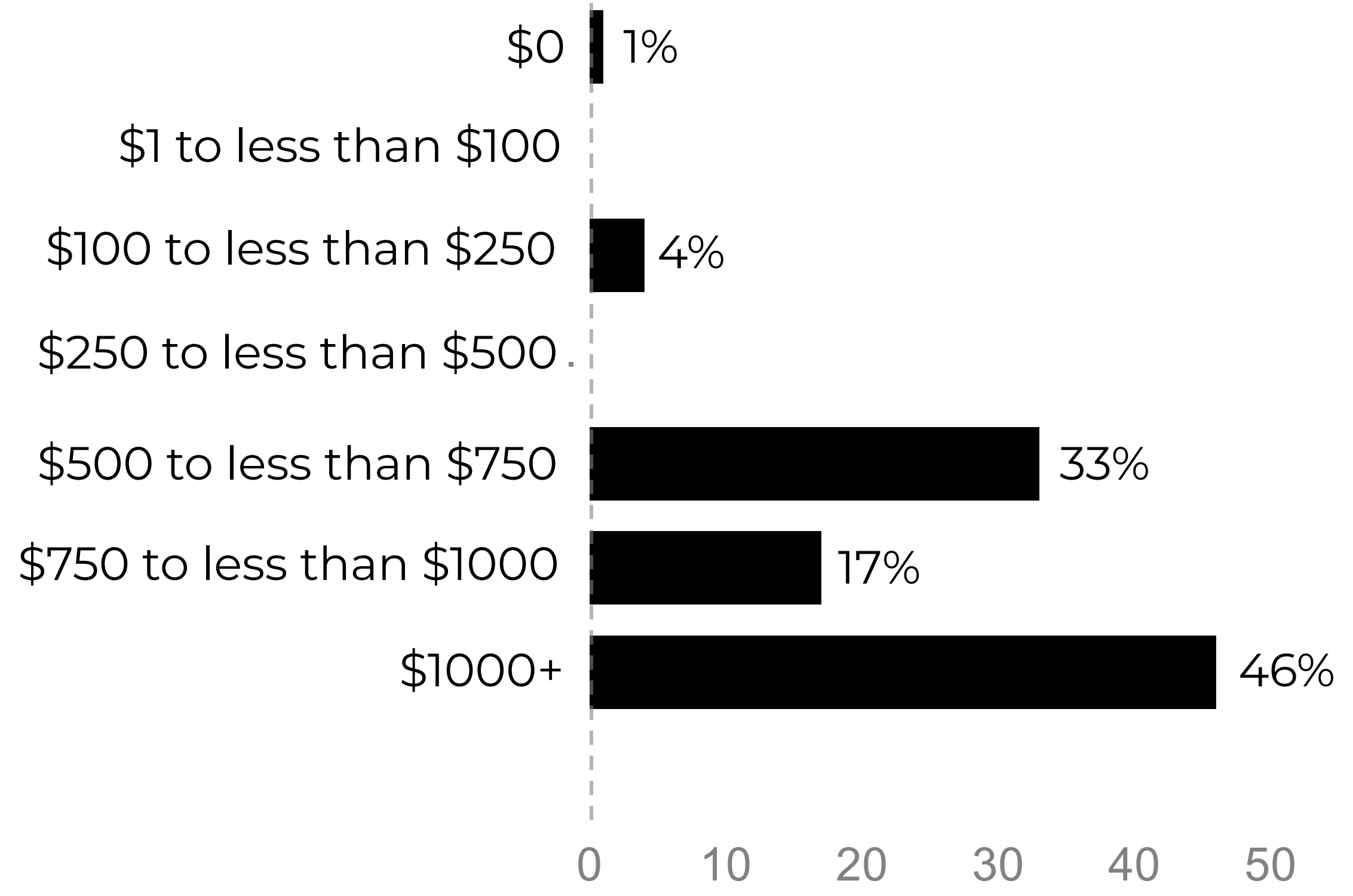
Top Activities:

Wine tasting/winery tour	100%
Shopping	38%
Historic sites/churches	33%
Rural sightseeing	28%
Visiting relatives	26%
Fine dining	25%
Museums	24%
Visiting friends	20%
Craft breweries	20%
Old homes/mansions	19%

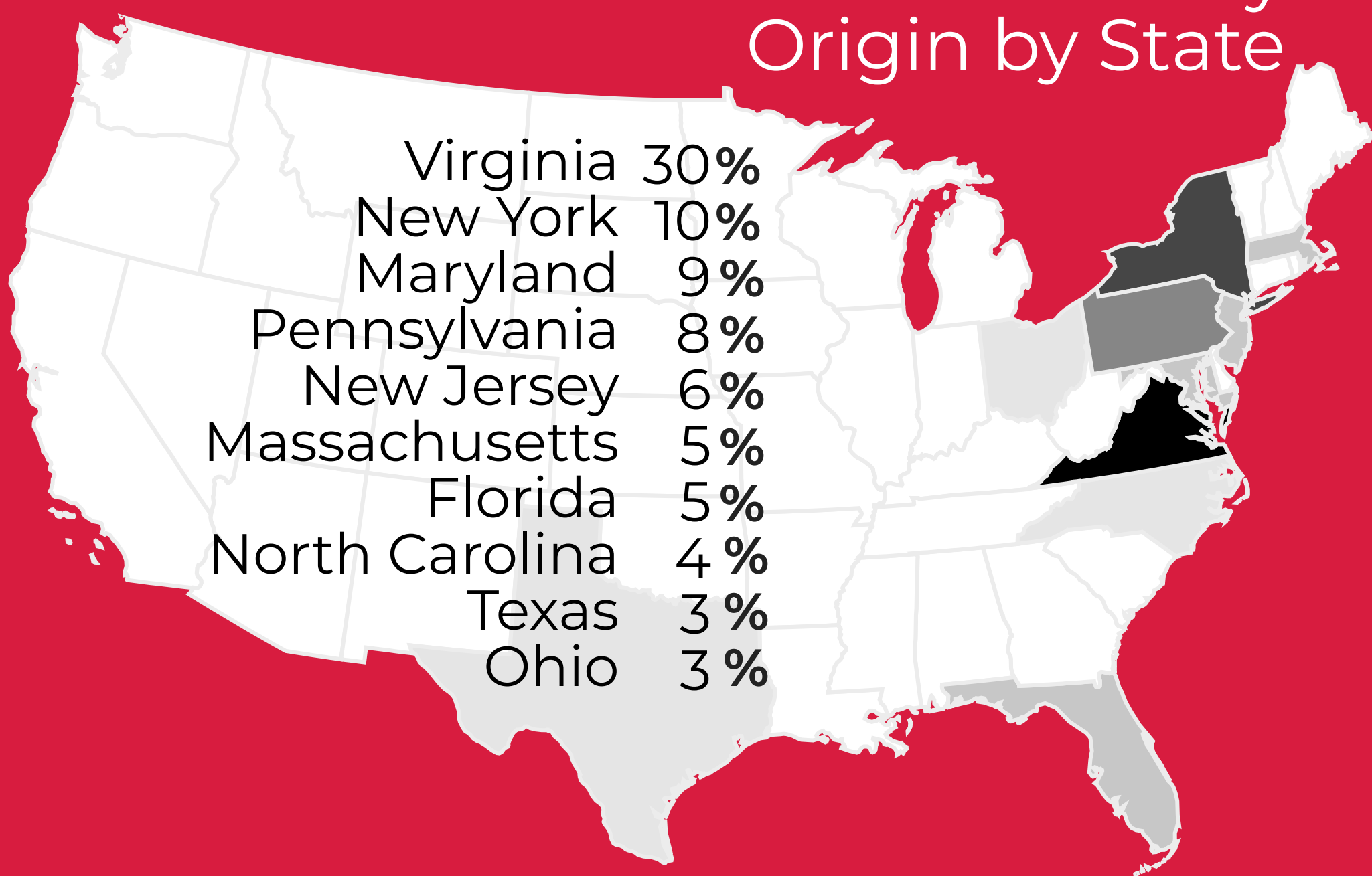
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

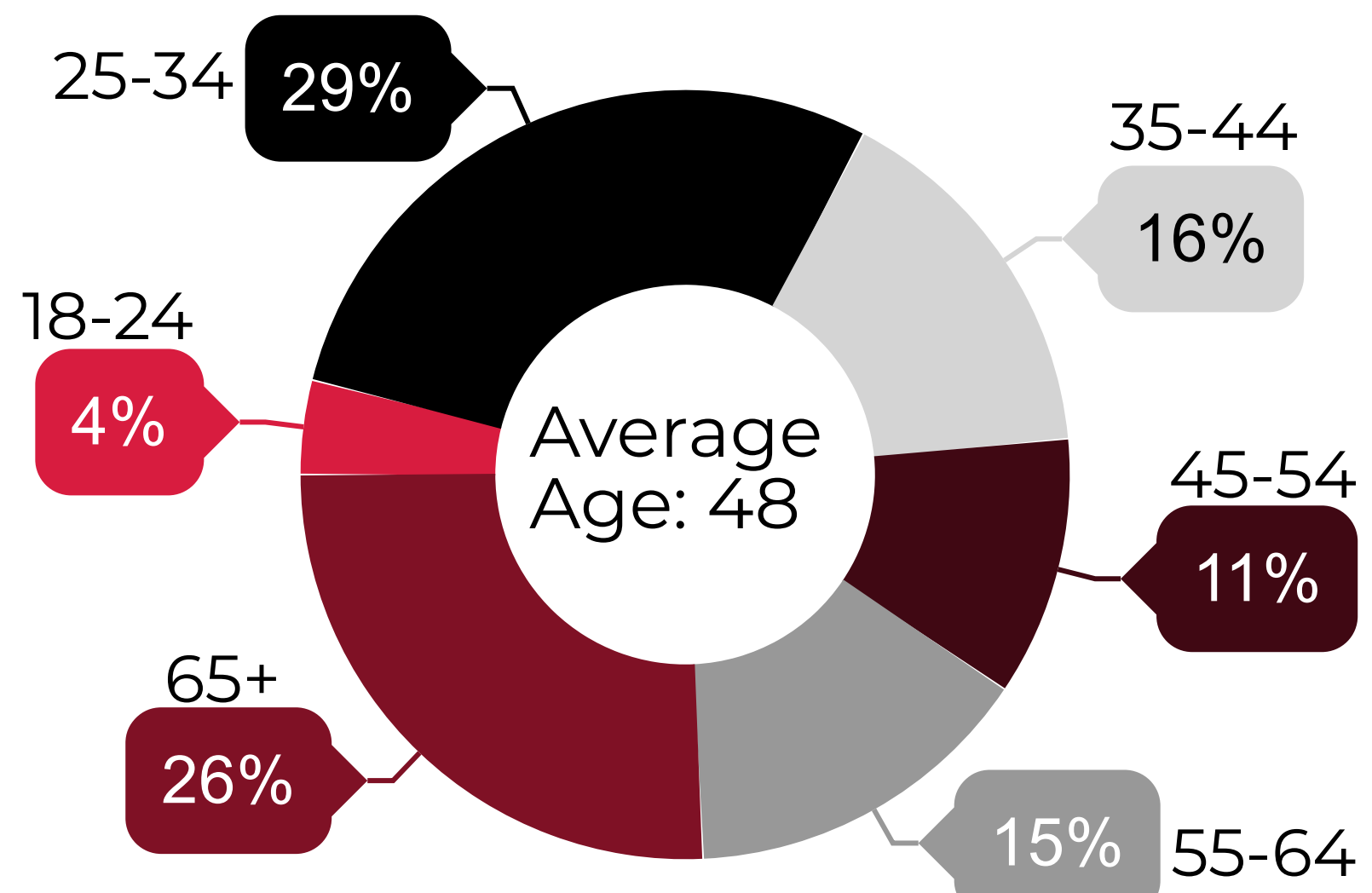
Washington, DC (Hagerstown)	24%
New York	7%
Philadelphia	6%
Baltimore	5%
Norfolk-Portsmouth-Newport News	5%
Richmond-Petersburg	5%
Albany-Schenectady-Troy	4%
Boston (Manchester)	3%
Buffalo	3%
Pittsburgh	2%

65% Married

19% Traveling with children

2.7 Average travel party size

46% Annual household income of 100K or more



Planning Sources

38% Use information from friends and relatives.

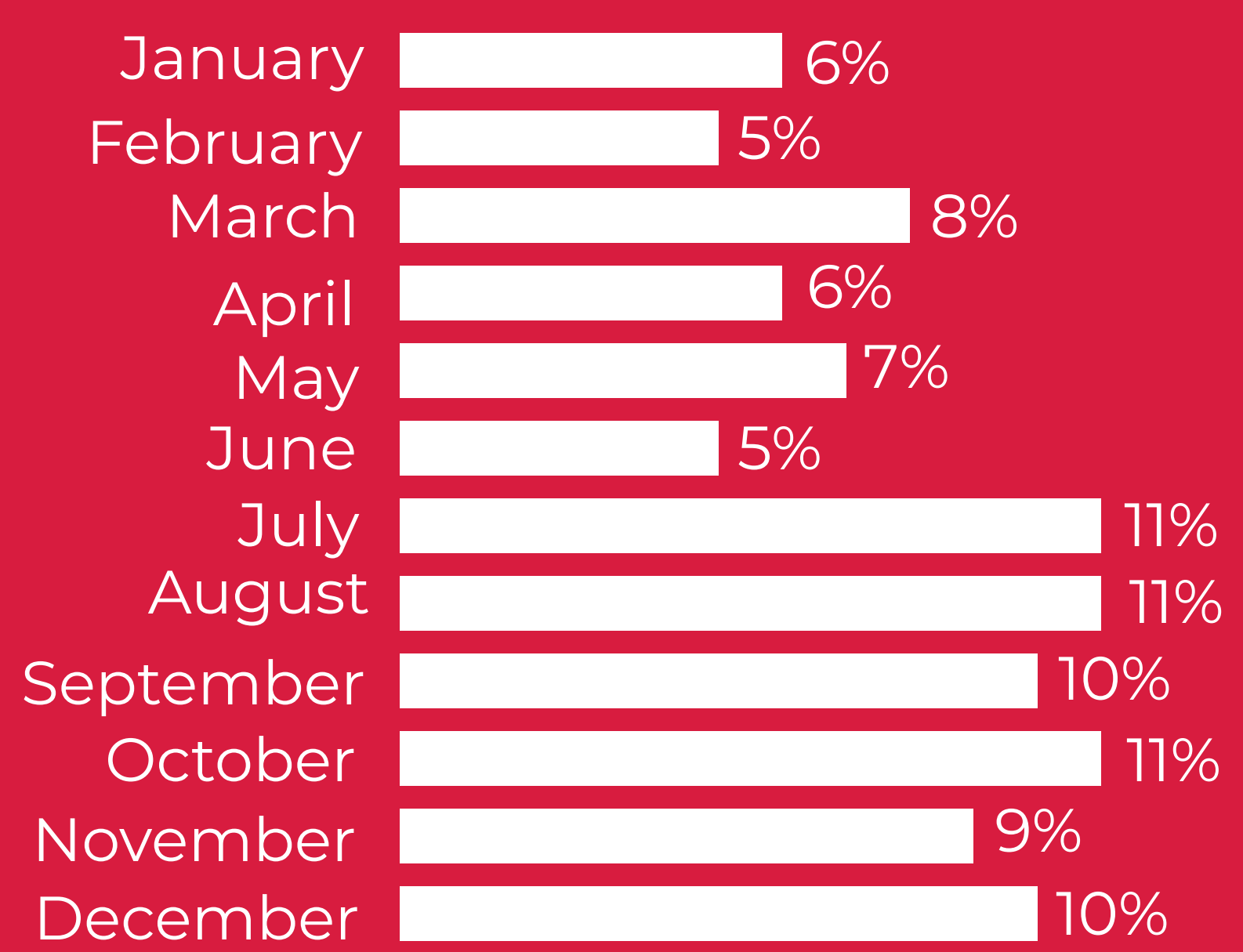
28% Search engine

17%

25% Destination website

16% Travel club (AAA)

Month of Travel



Planning Time



34% consider visiting Virginia less than a month before their visit

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



89% Travel by owned auto or rental cars



9% Travel by plane