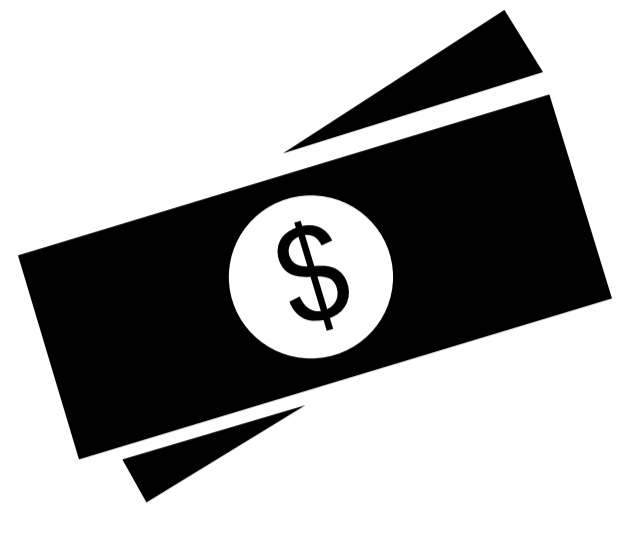




Travel to Virginia

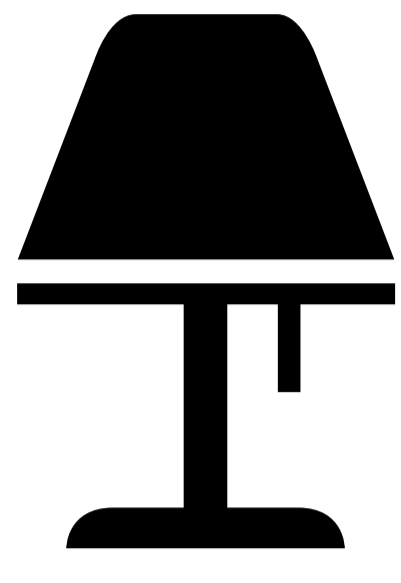


Average travel party spending:



\$559

per trip



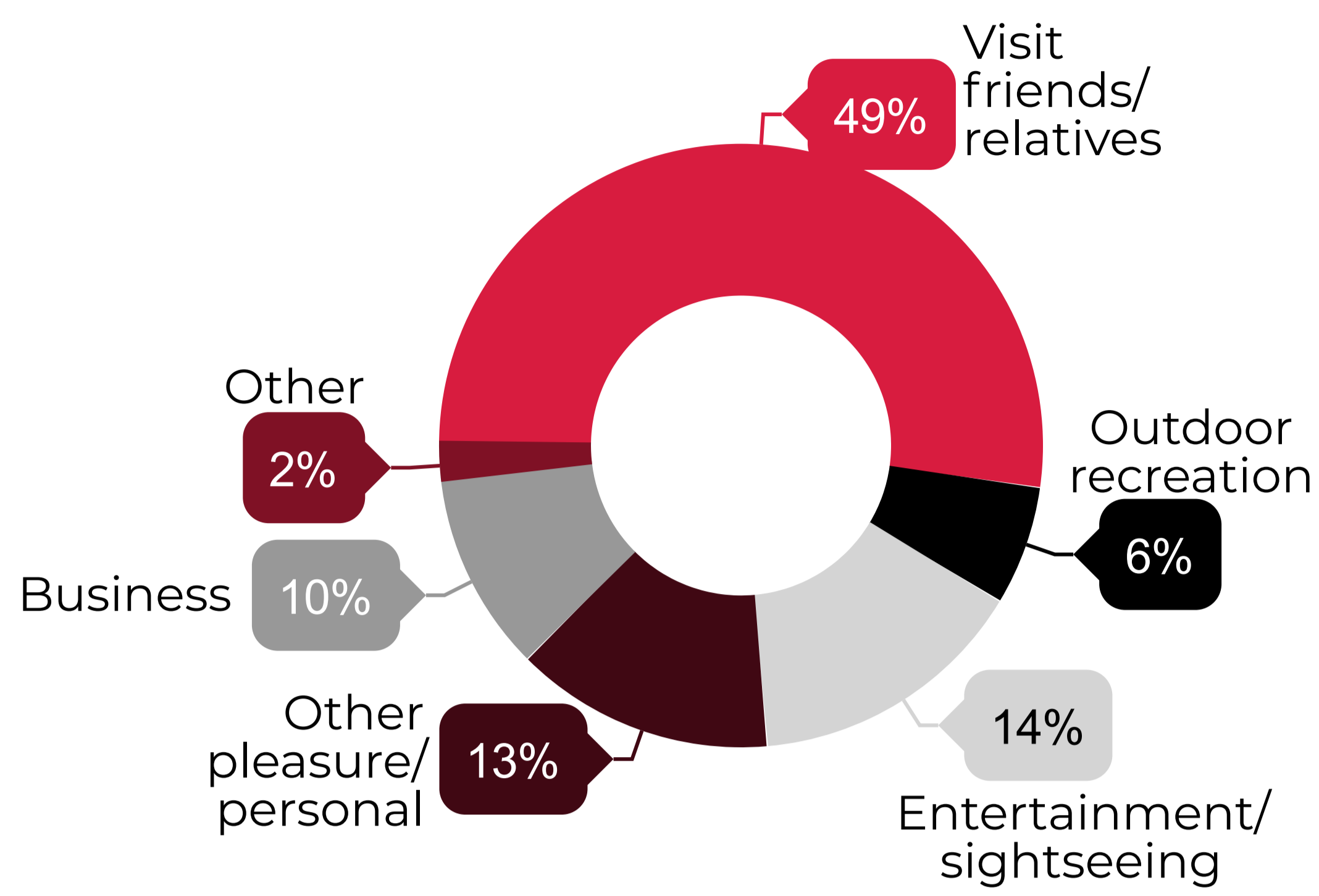
2.3
Nights



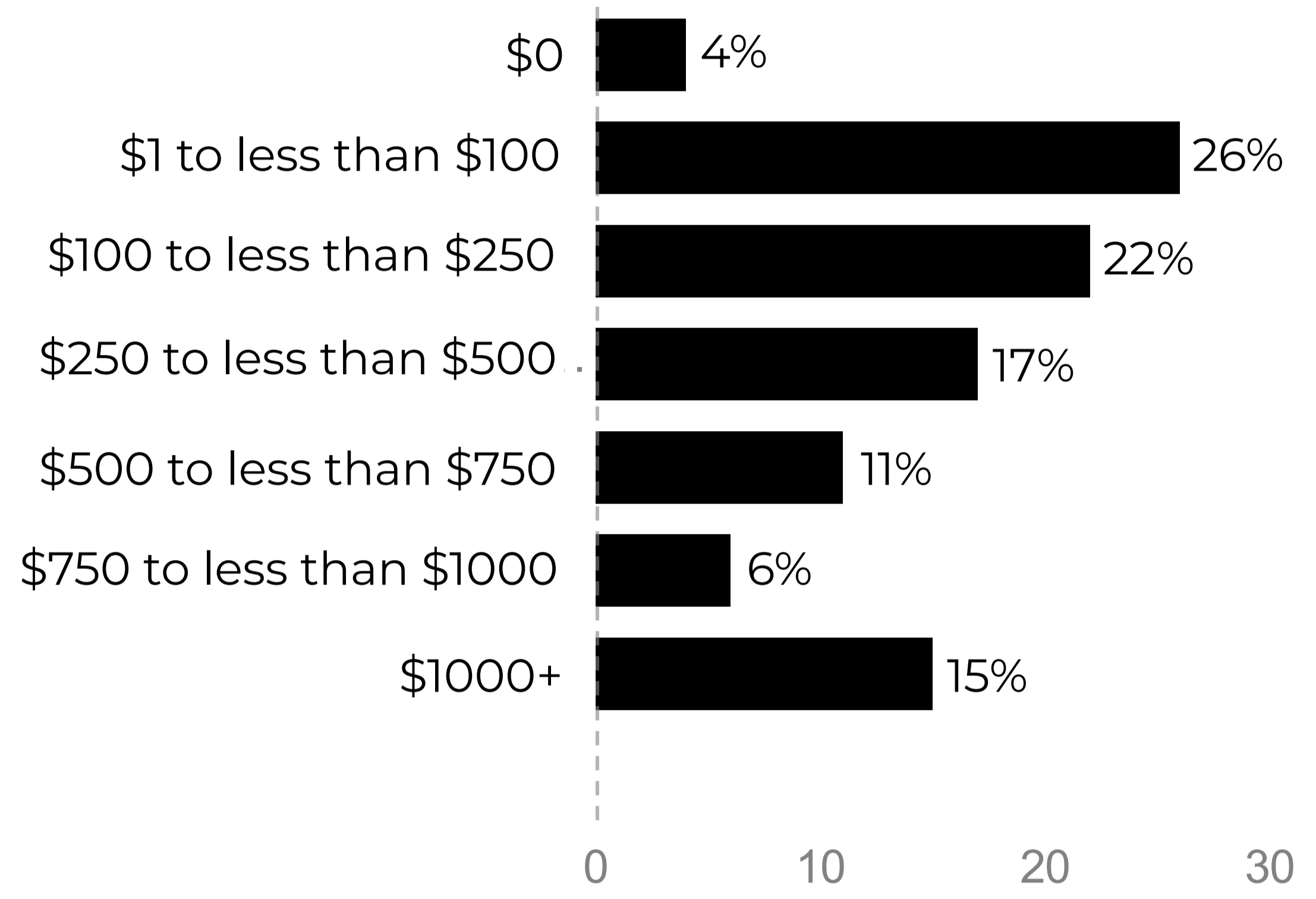
Top Activities:

- Visiting relatives 26%
- Shopping 22%
- Visiting friends 14%
- Rural sightseeing 13%
- Fine dining 12%
- Historic Sites/Churches 12%
- Museums 11%
- Beach 9%
- Urban sightseeing 8%
- State park/Monuments 8%

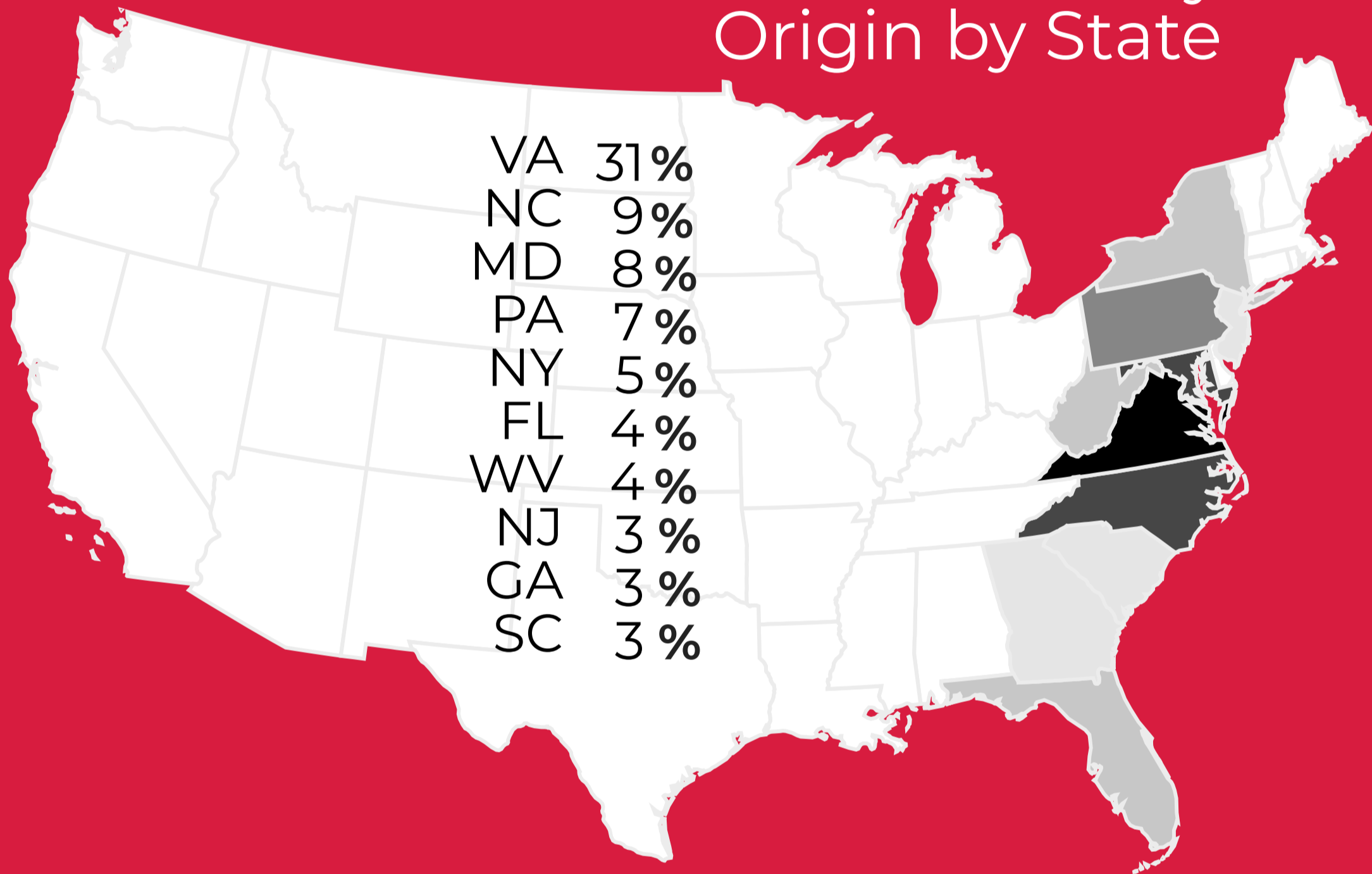
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

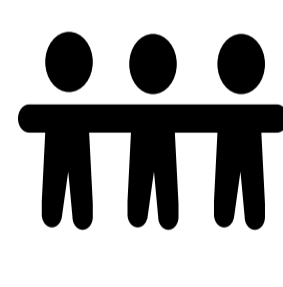


Travel Party Origin by DMA

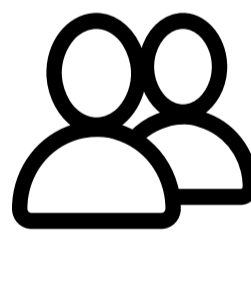
- Washington, DC (Hagerstown) 17%
- Norfolk-Portsmouth-Newport News 7%
- Richmond-Petersburg 7%
- Philadelphia 6%
- New York 5%
- Roanoke-Lynchburg 5%
- Baltimore 4%
- Charlotte 3%
- Raleigh-Durham (Fayetteville) 3%
- Tri-Cities, TN-VA 2%



64%
Married



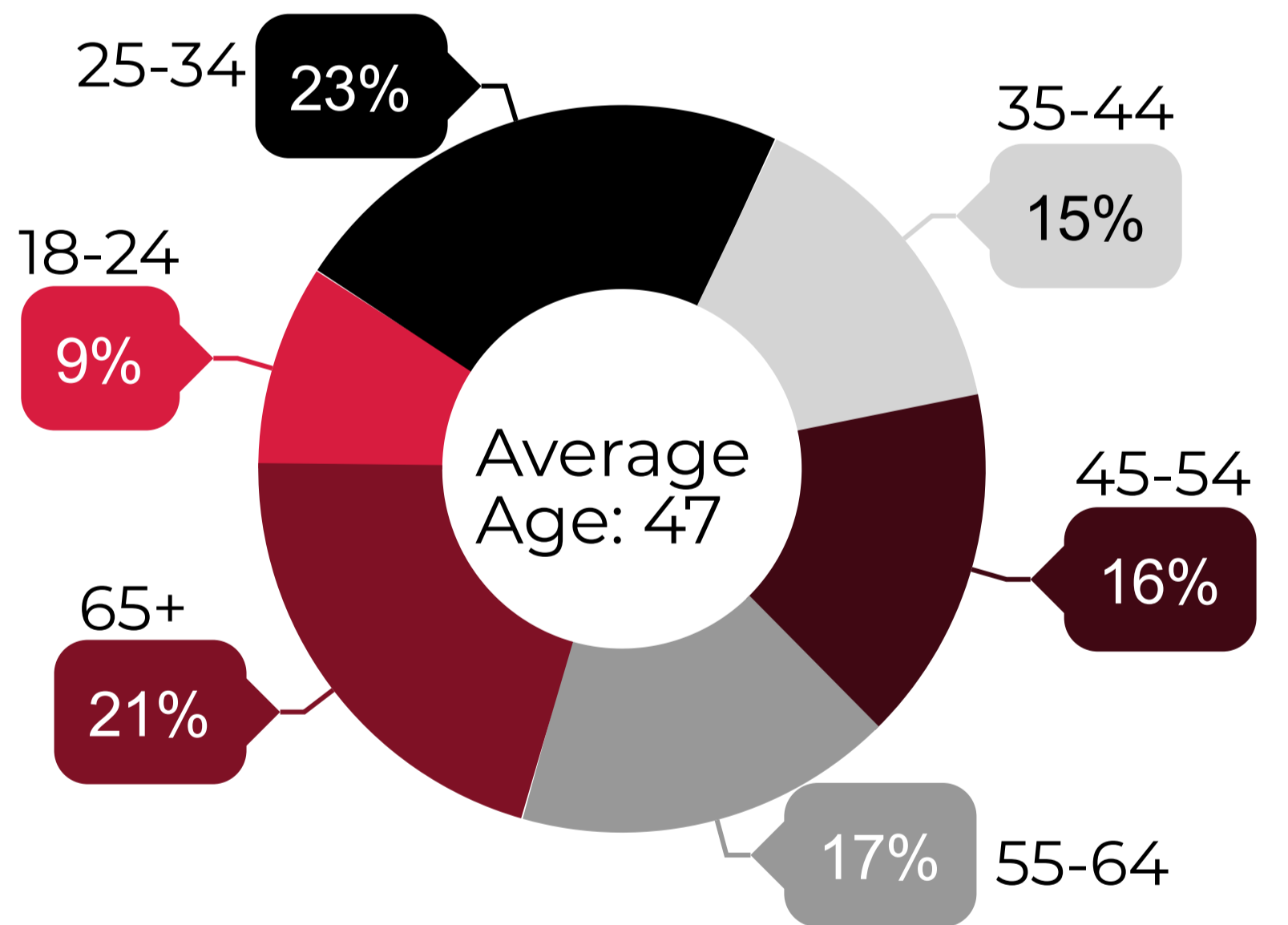
27%
Traveling with Children



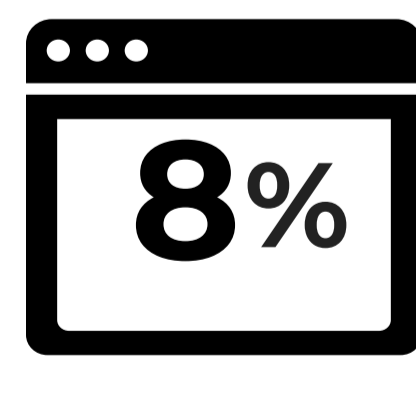
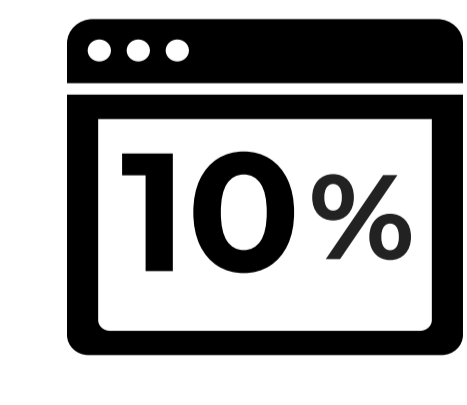
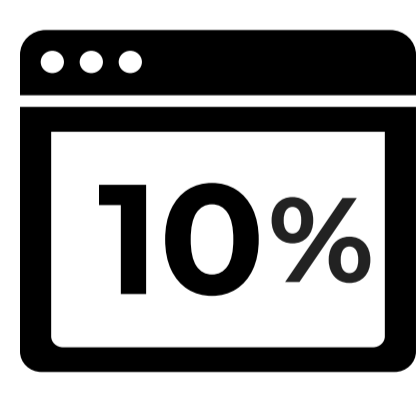
2.6
Average travel party size



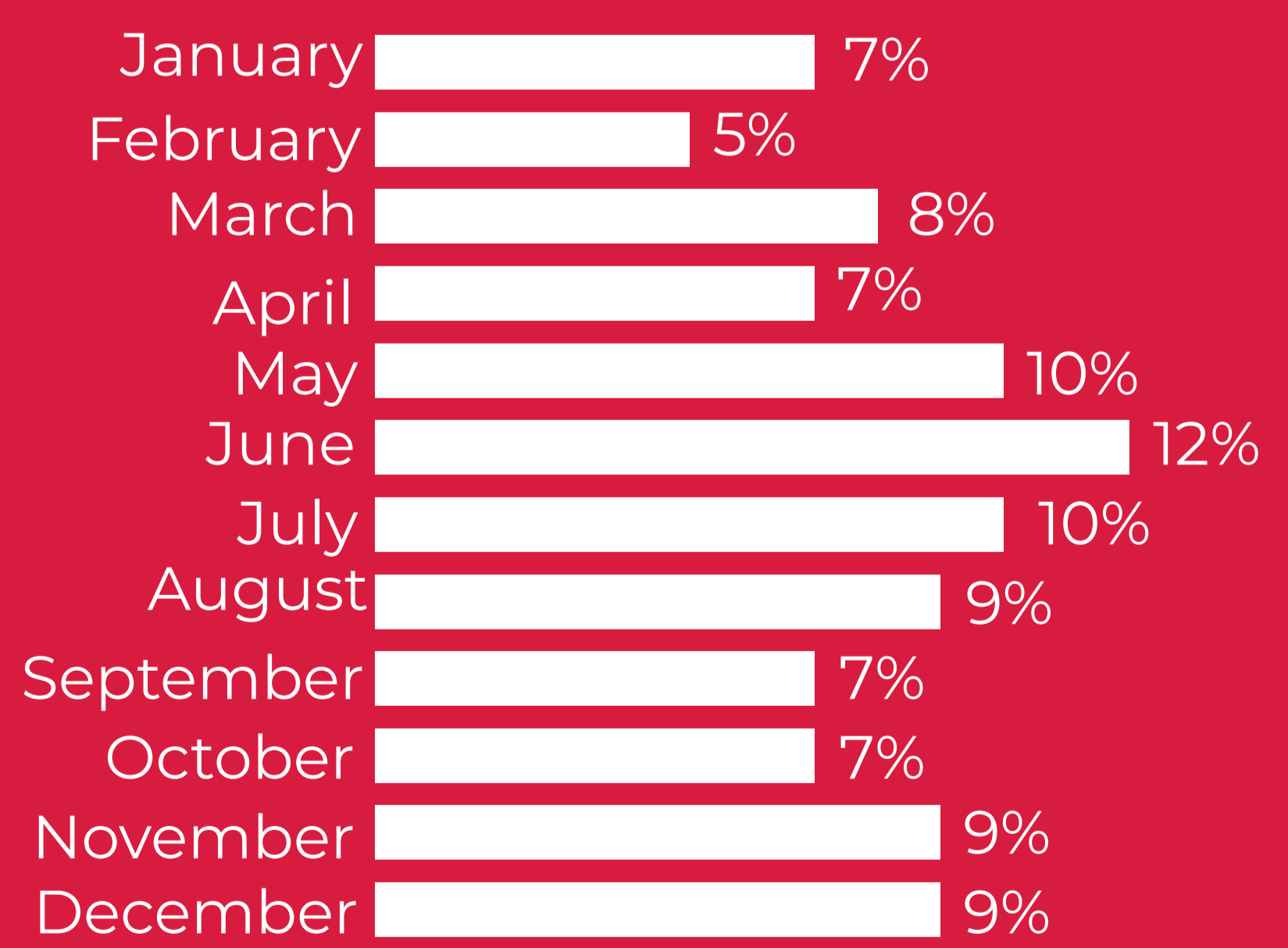
42%
Annual household income of 100K or more



Planning Sources



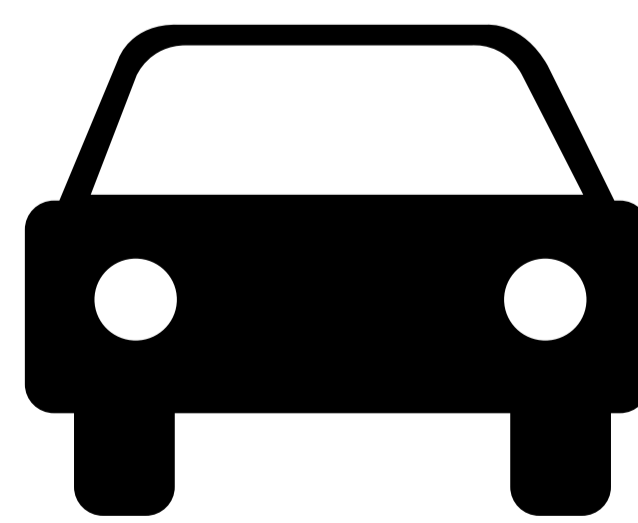
Month of Travel



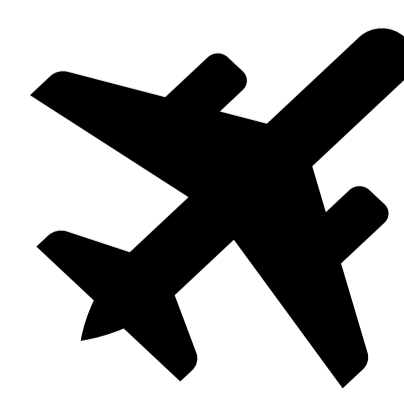
Planning Time



- 41% consider visiting Virginia less than a month before their visit
- 52% decide visiting Virginia less than a month before their visit



86%
Travel by owned auto or rental cars



8%
Travel by plane