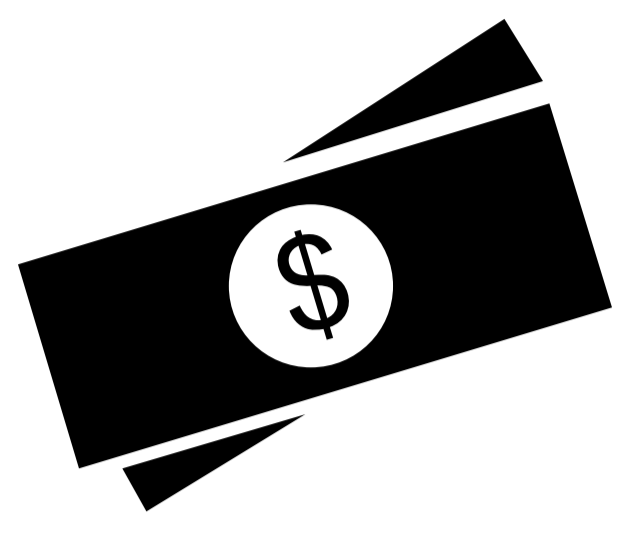




Arts & Culture

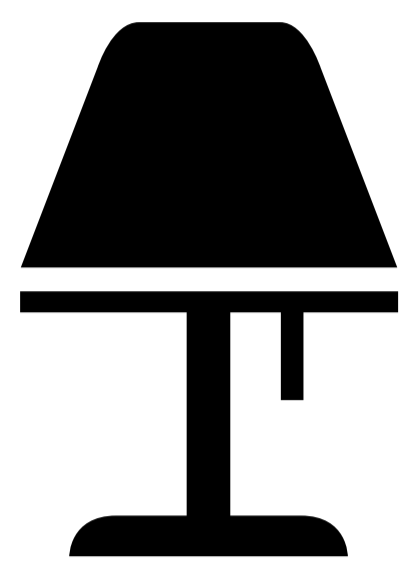


Average travel party spending:



\$943

per trip



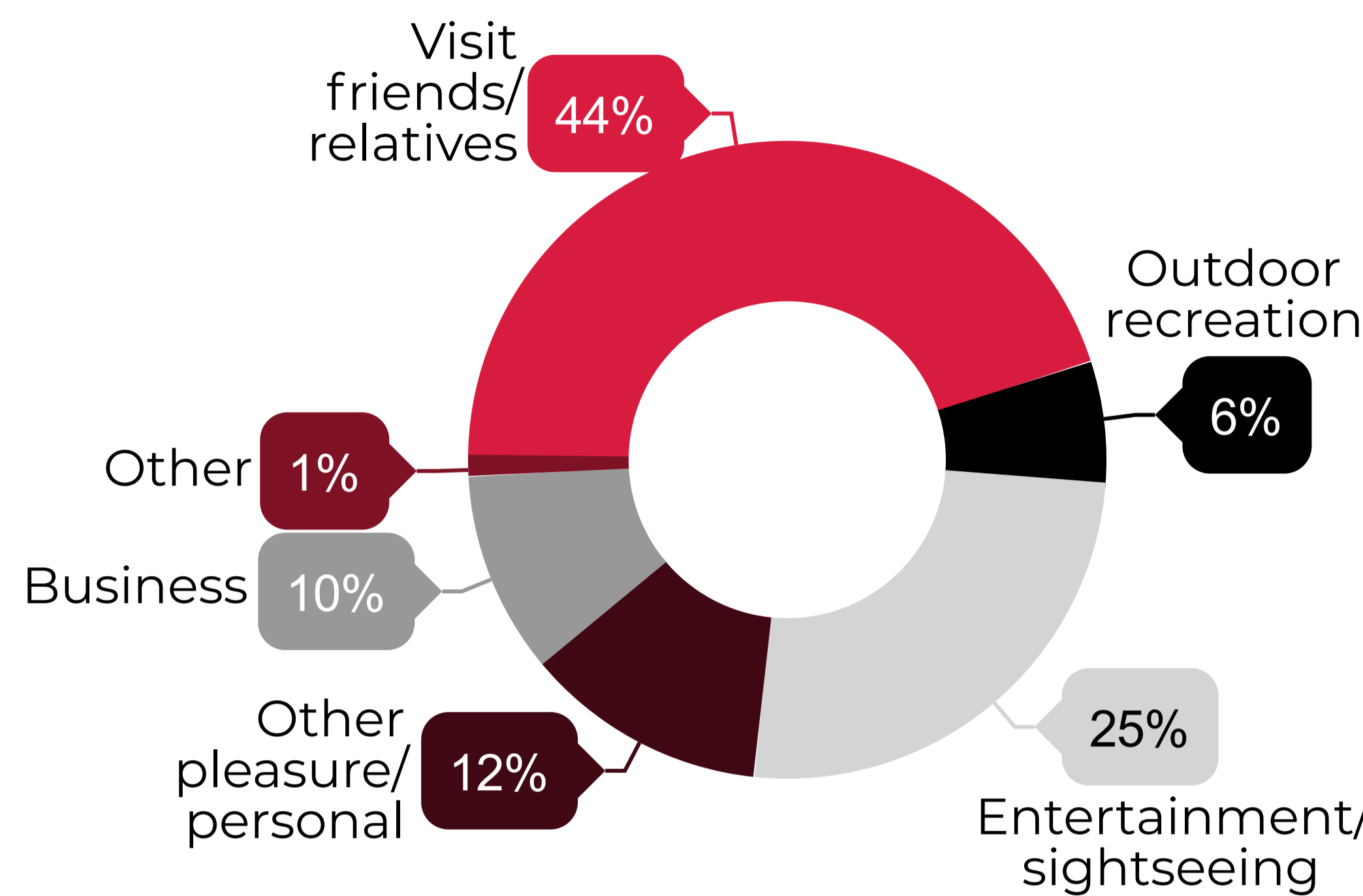
3.3
Nights



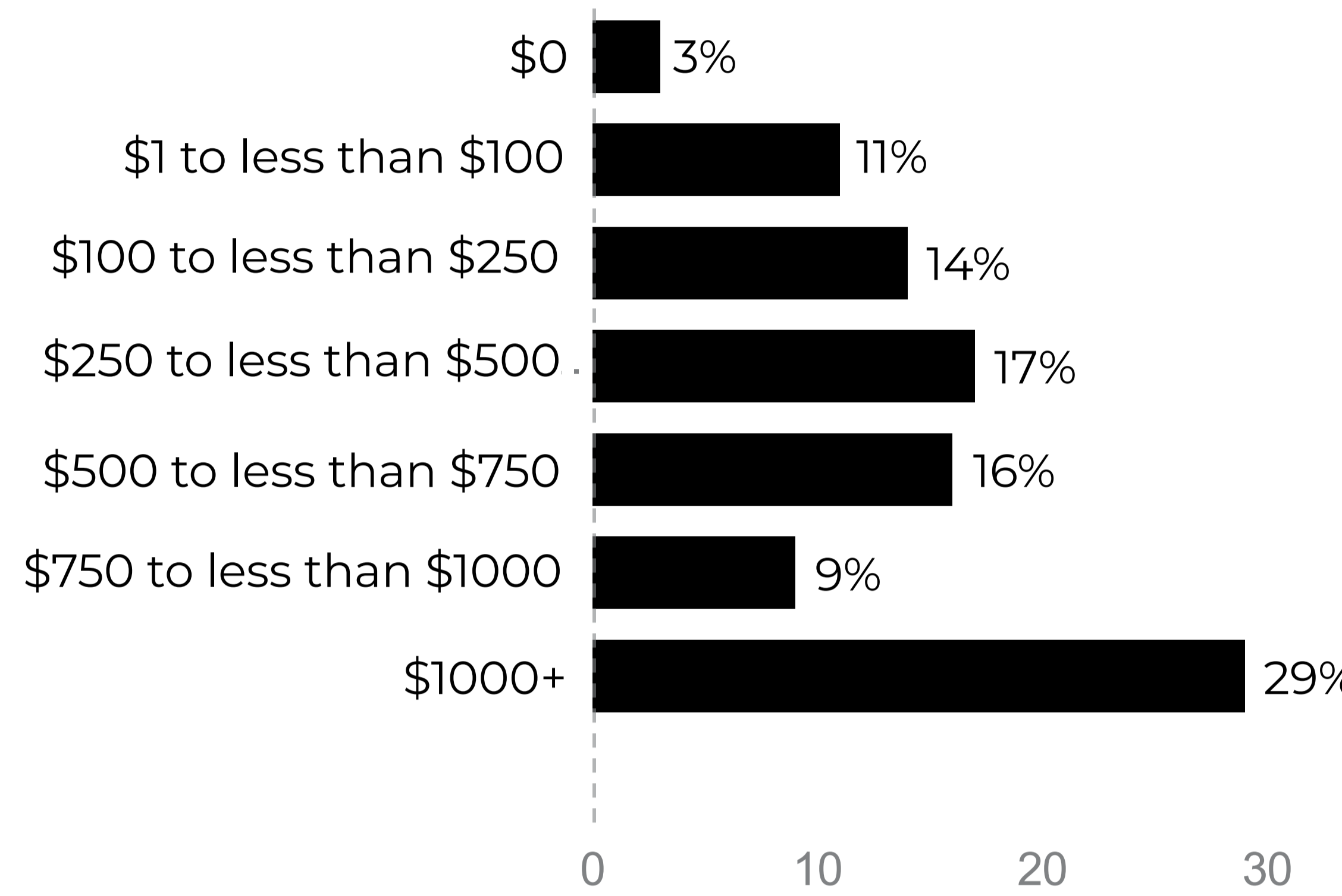
Top Activities:

- Historic Sites/churches 48 %
- Museums 44 %
- Shopping 33 %
- Visiting relatives 25 %
- Fine dining 23 %
- Rural sightseeing 23 %
- Old homes/mansions 23 %
- State Parks/monuments 19 %
- Urban sightseeing 19 %
- Art galleries 19 %

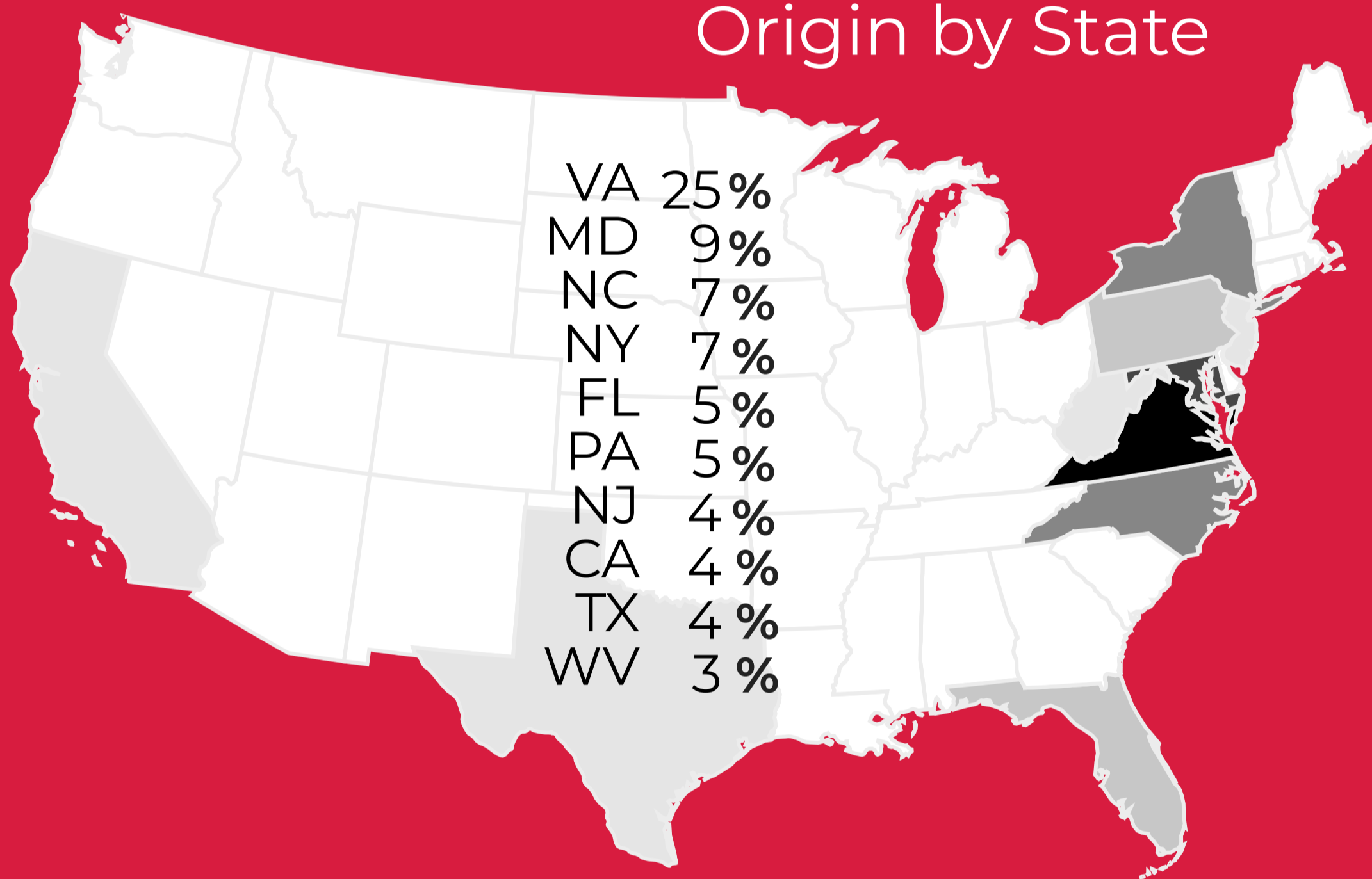
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

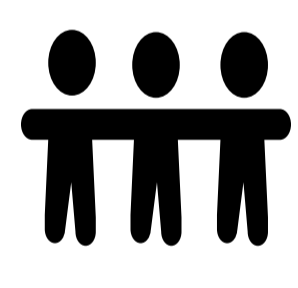


Travel Party Origin by DMA

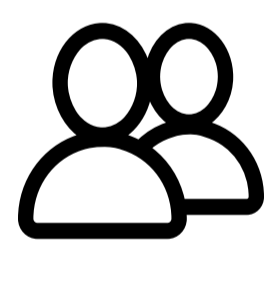
- Washington, DC (Hagerstown) 16 %
- New York 8 %
- Norfolk-Portsmouth-Newport News 6 %
- Baltimore 5 %
- Roanoke-Lynchburg 5 %
- Philadelphia 4 %
- Richmond-Petersburg 4 %
- Charlotte 3 %
- Atlanta 2 %
- Charleston-Huntington 2 %



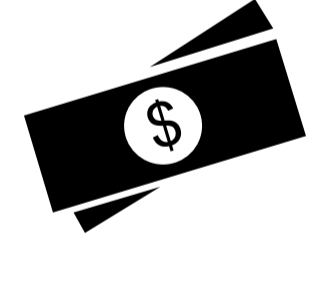
65%
Married



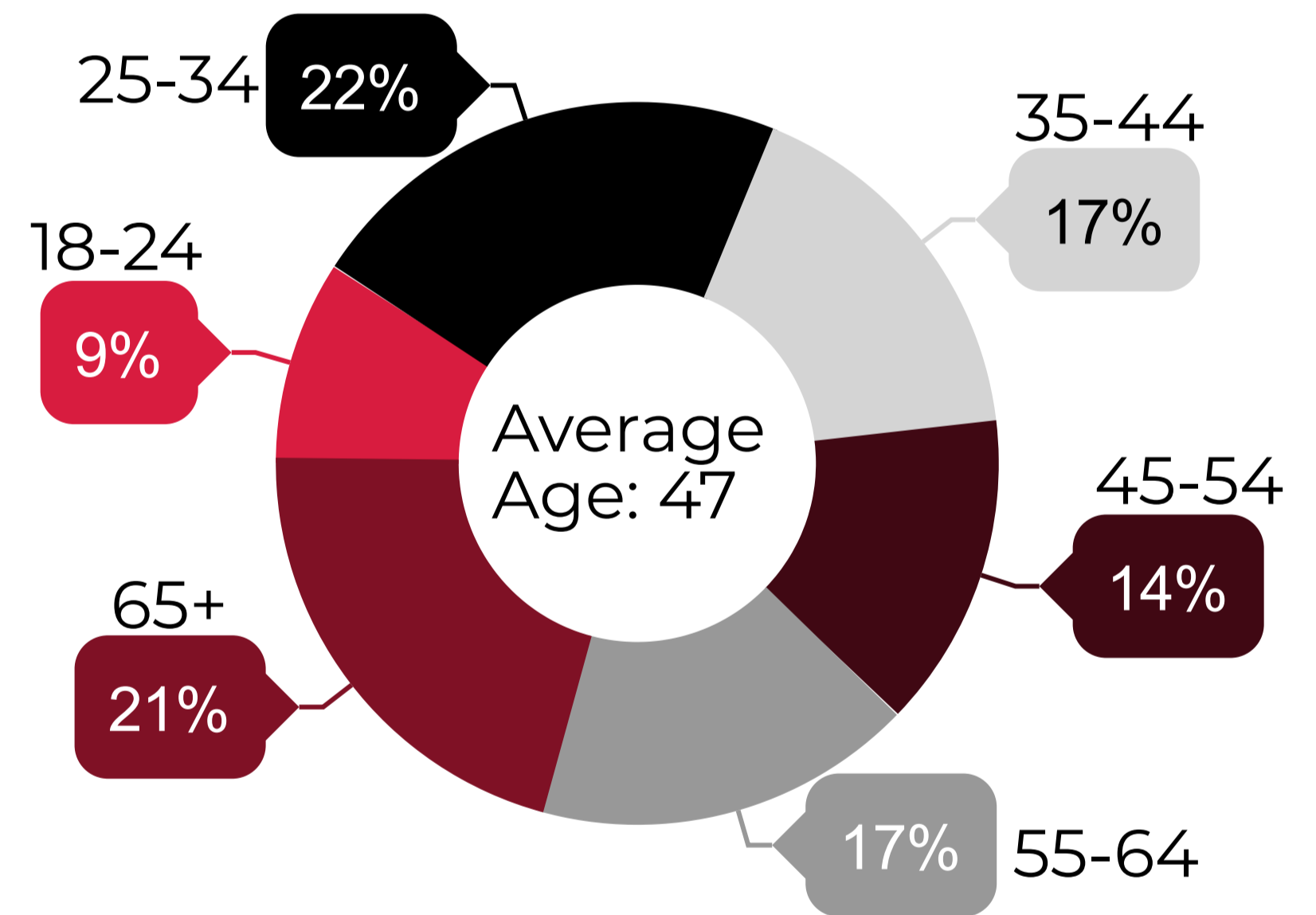
30%
Traveling with Children



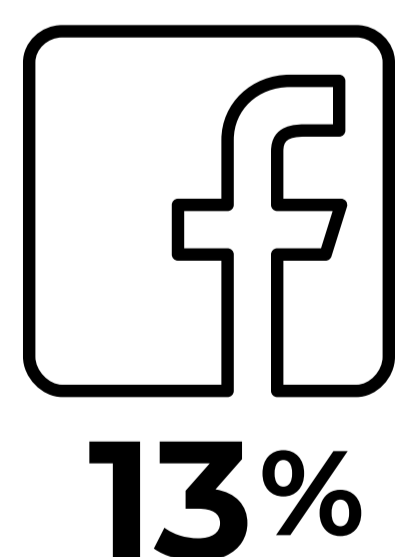
2.8
Average travel party size



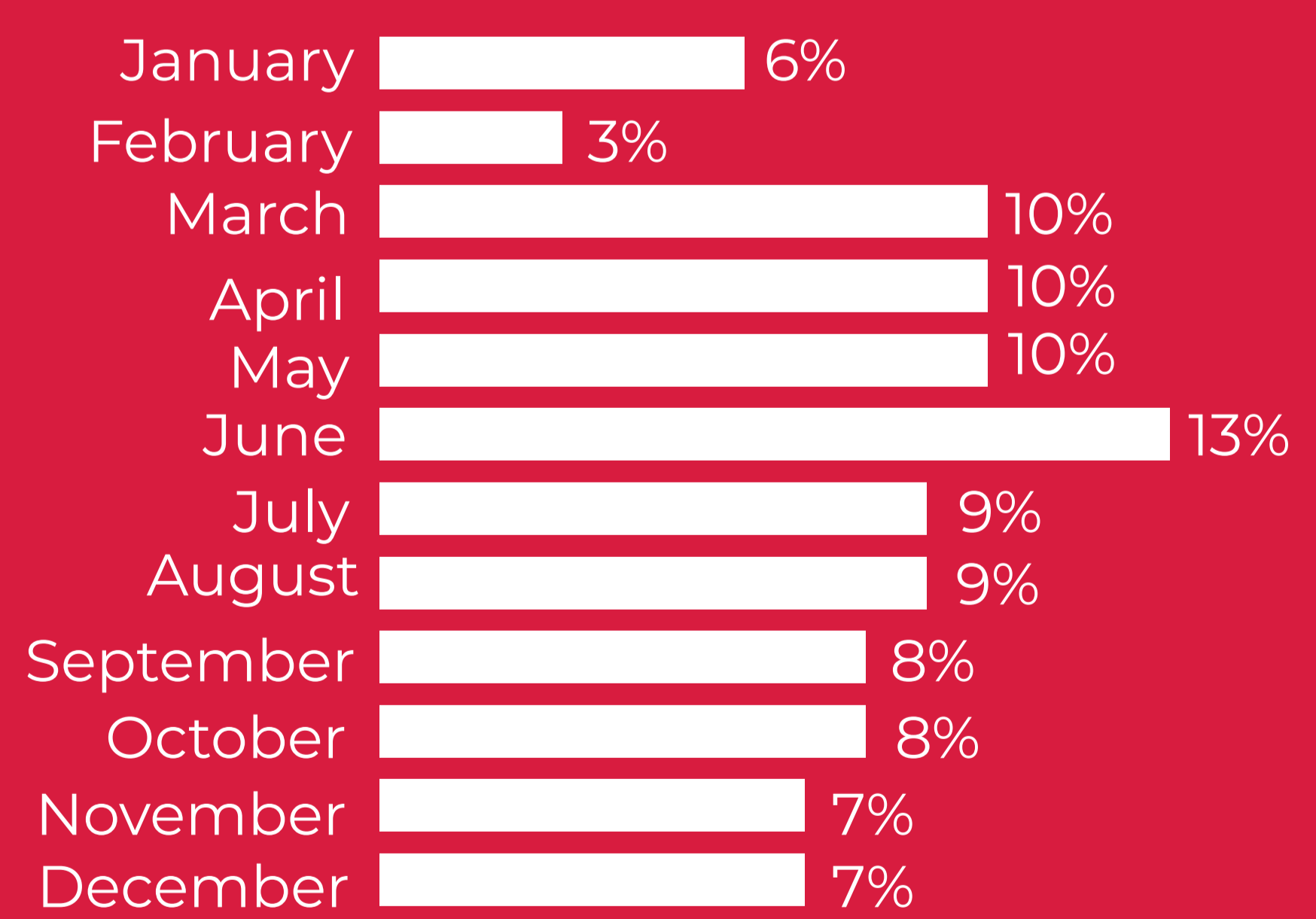
41%
Annual household income of 100K or more



Planning Sources



Month of Travel



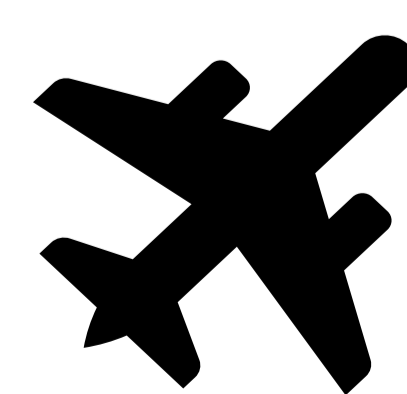
Planning Time



- 31% consider visiting Virginia less than a month before their visit
- 45% decide visiting Virginia less than a month before their visit



81%
Travel by owned auto or rental cars



9%
Travel by plane