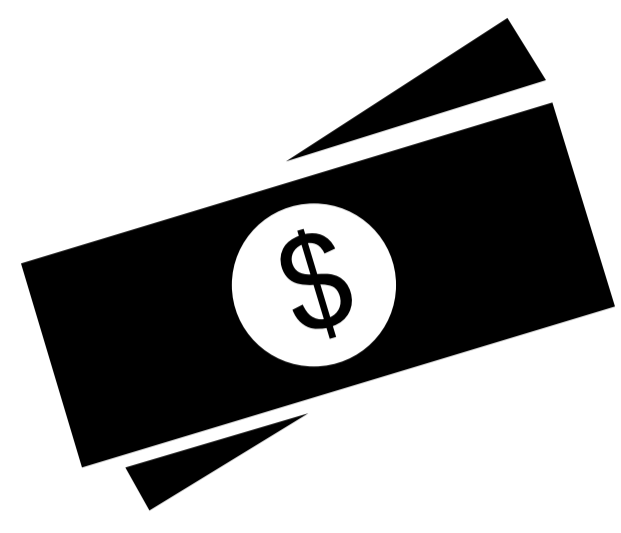




Beach

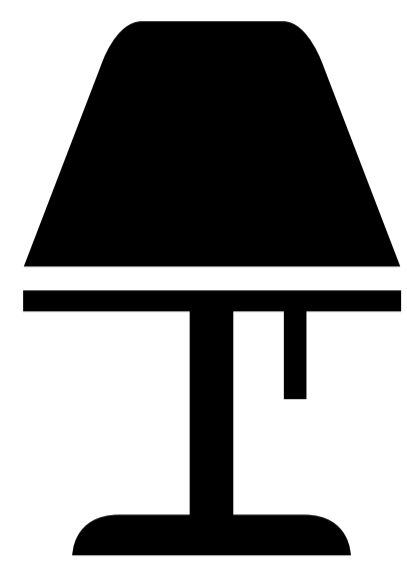


Average travel party spending:

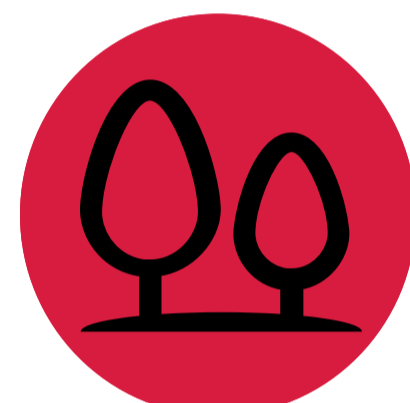


\$1,174

per trip



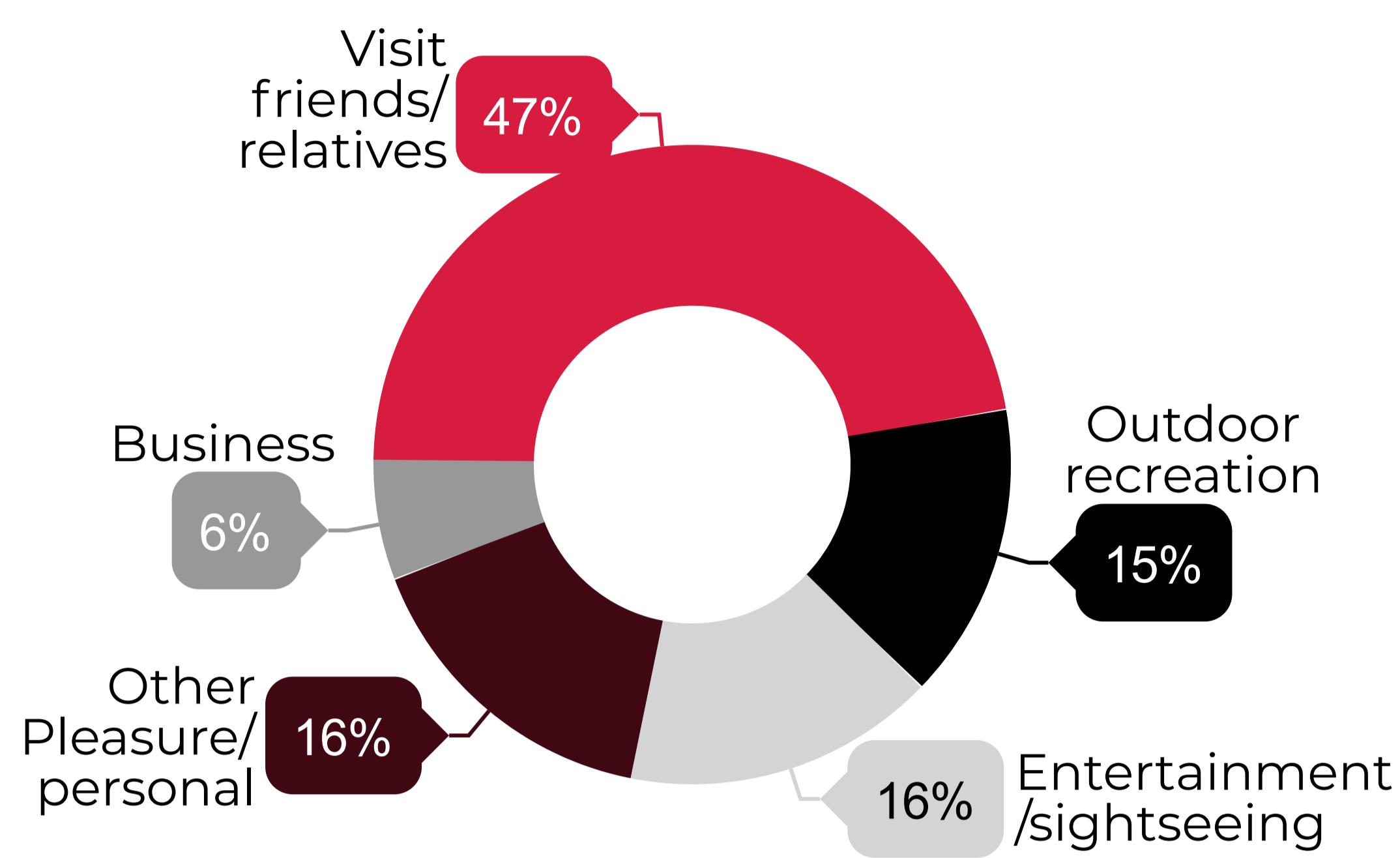
4.0
Nights



Top Activities:

Beach	100 %
Shopping	40 %
Visiting relatives	29 %
Fine dining	27 %
Rural sightseeing	25 %
Visiting friends	23 %
Historic sites/churches	20 %
Urban sightseeing	19 %
State park/Monument	18 %
Museums	17 %

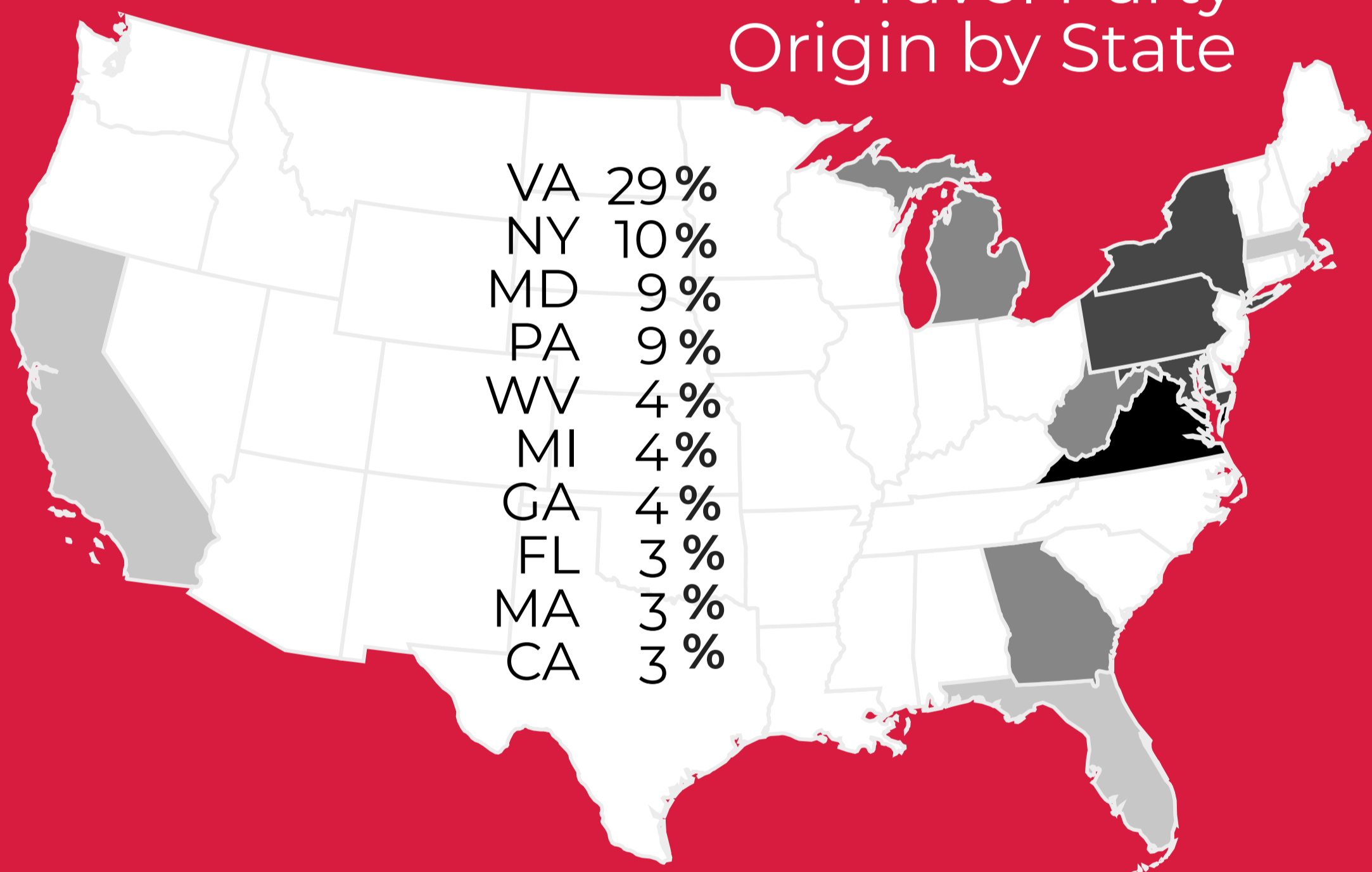
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

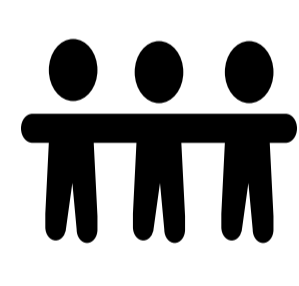


Travel Party Origin by DMA

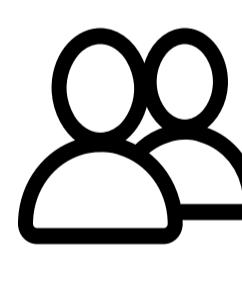
Washington, DC (Hagerstown)	15 %
New York	8 %
Baltimore	8 %
Roanoke-Lynchburg	7 %
Richmond-Petersburg	7 %
Philadelphia	7 %
Atlanta	3 %
Norfolk-Portsmouth-Newport News	2 %
Detroit	2 %
Pittsburg	2 %



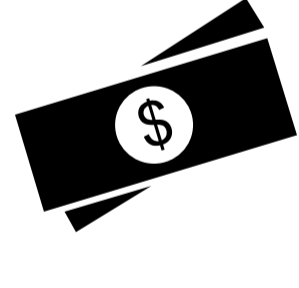
63%
Married



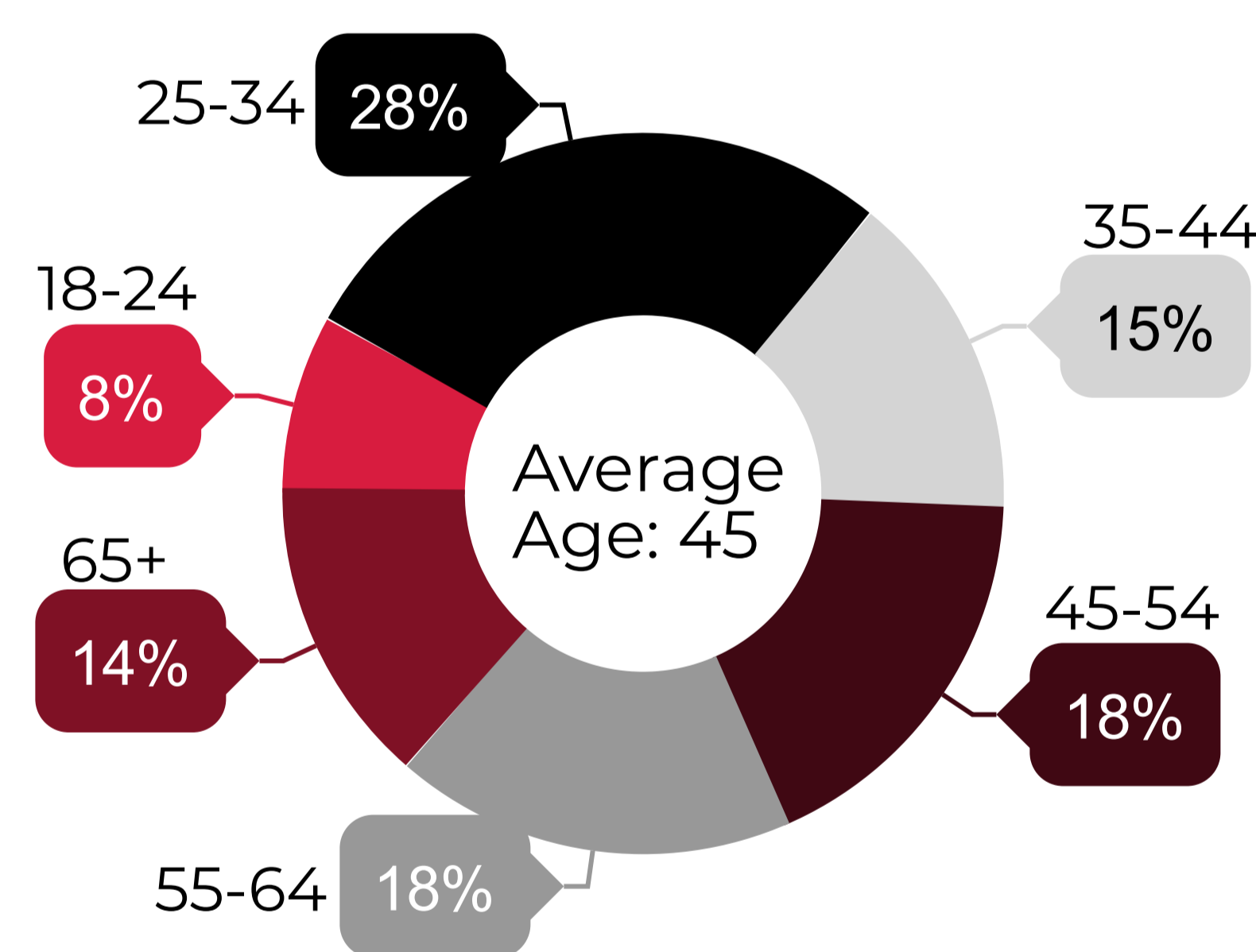
42%
Traveling with Children



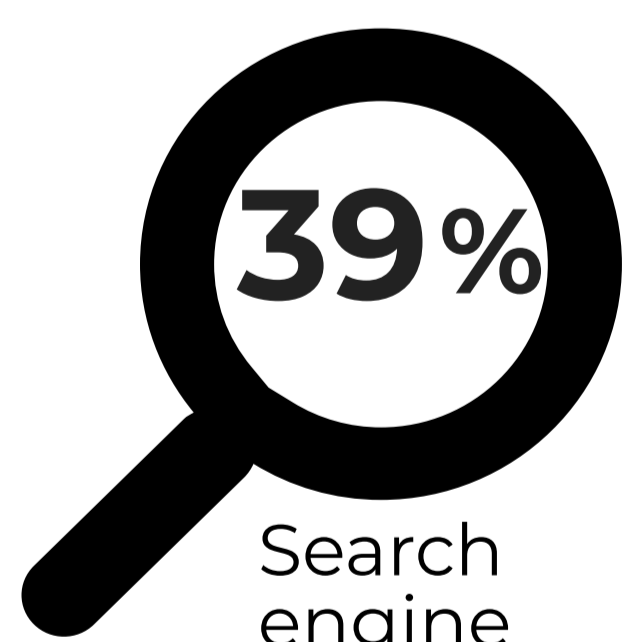
3.1
Average travel party size



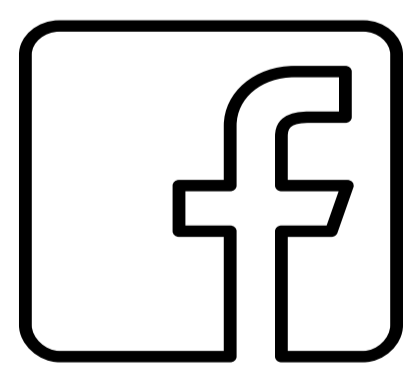
35%
Annual household income of 100K or more



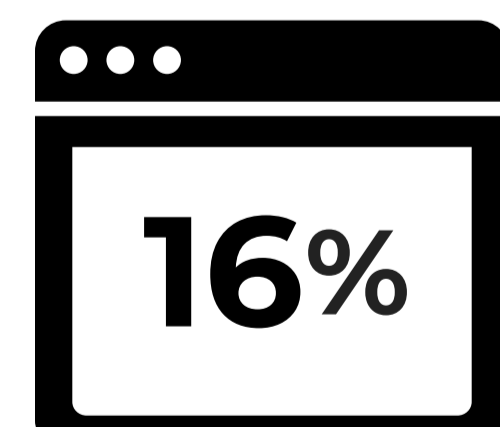
Planning Sources



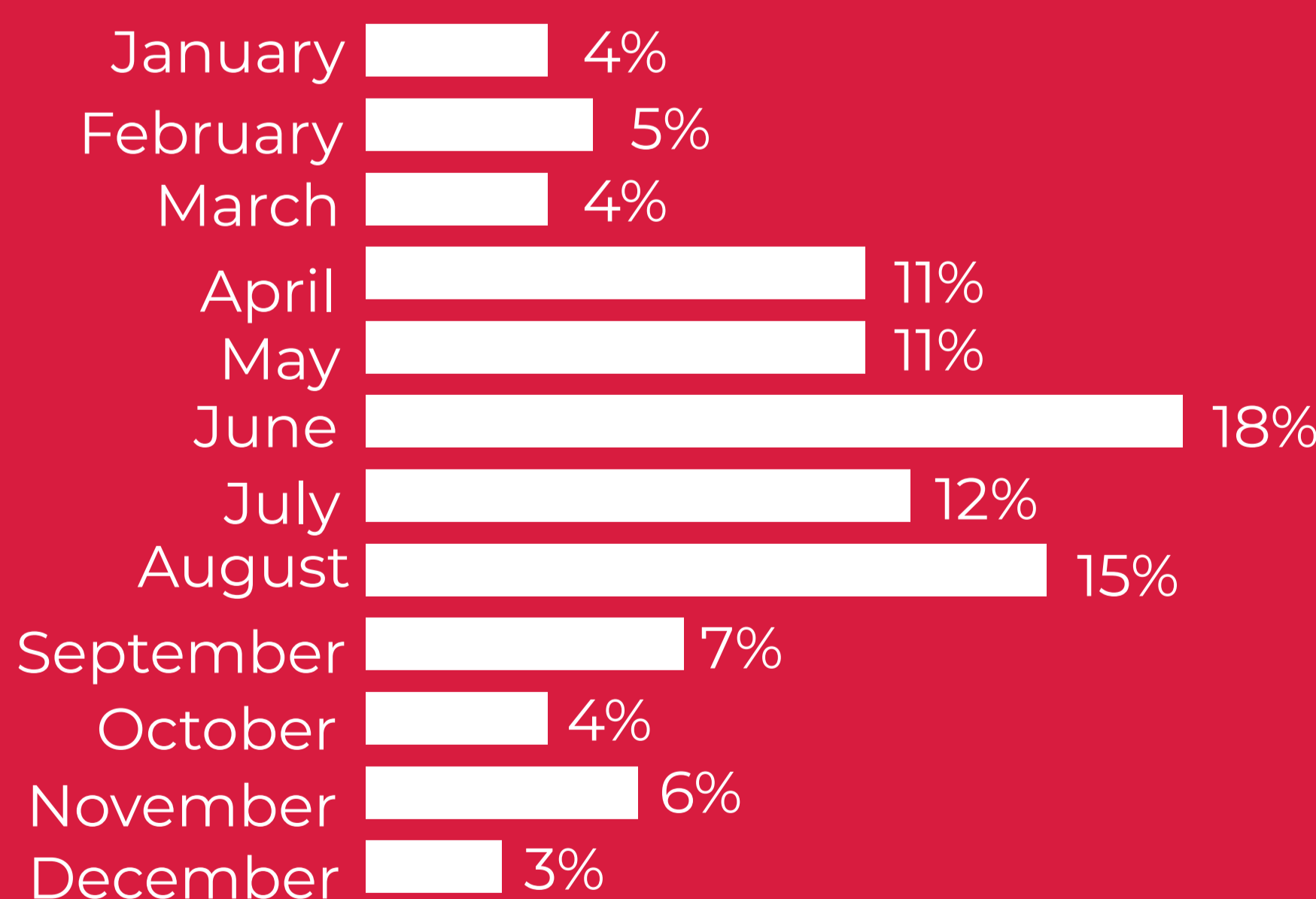
43%
Use information from friends and relatives.



17%



Month of Travel



Planning Time



25% consider visiting Virginia less than a month before their visit
40% decide visiting Virginia less than a month before their visit



88%
Travel by owned auto or rental cars



7%
Travel by plane