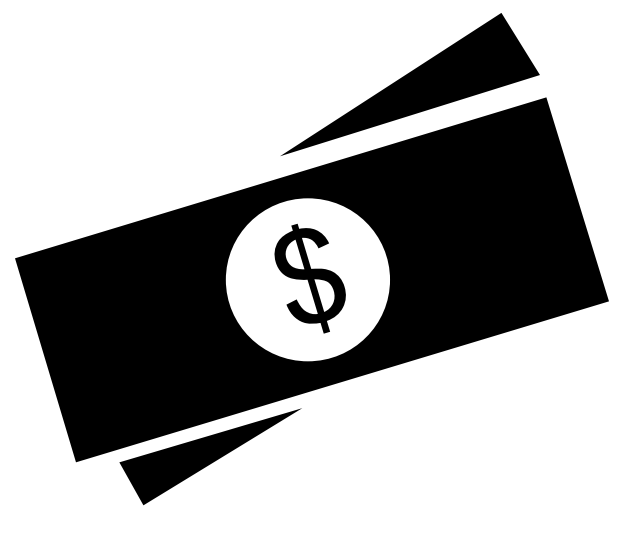




Business

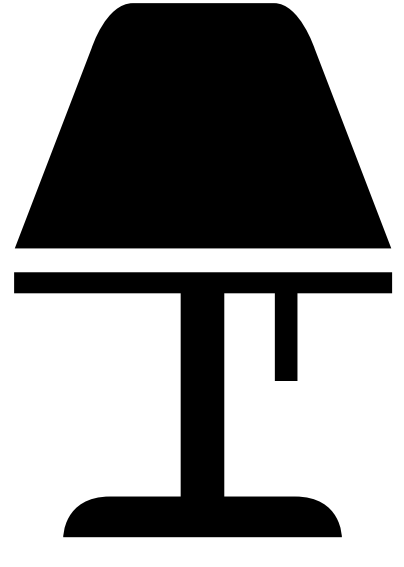


Average travel party spending:

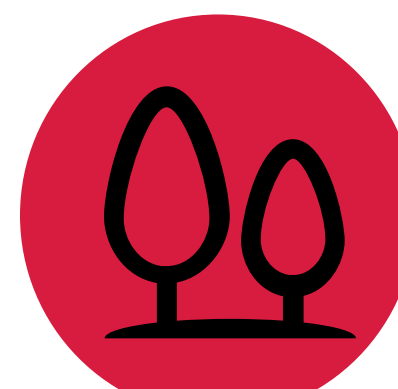


\$893

per trip



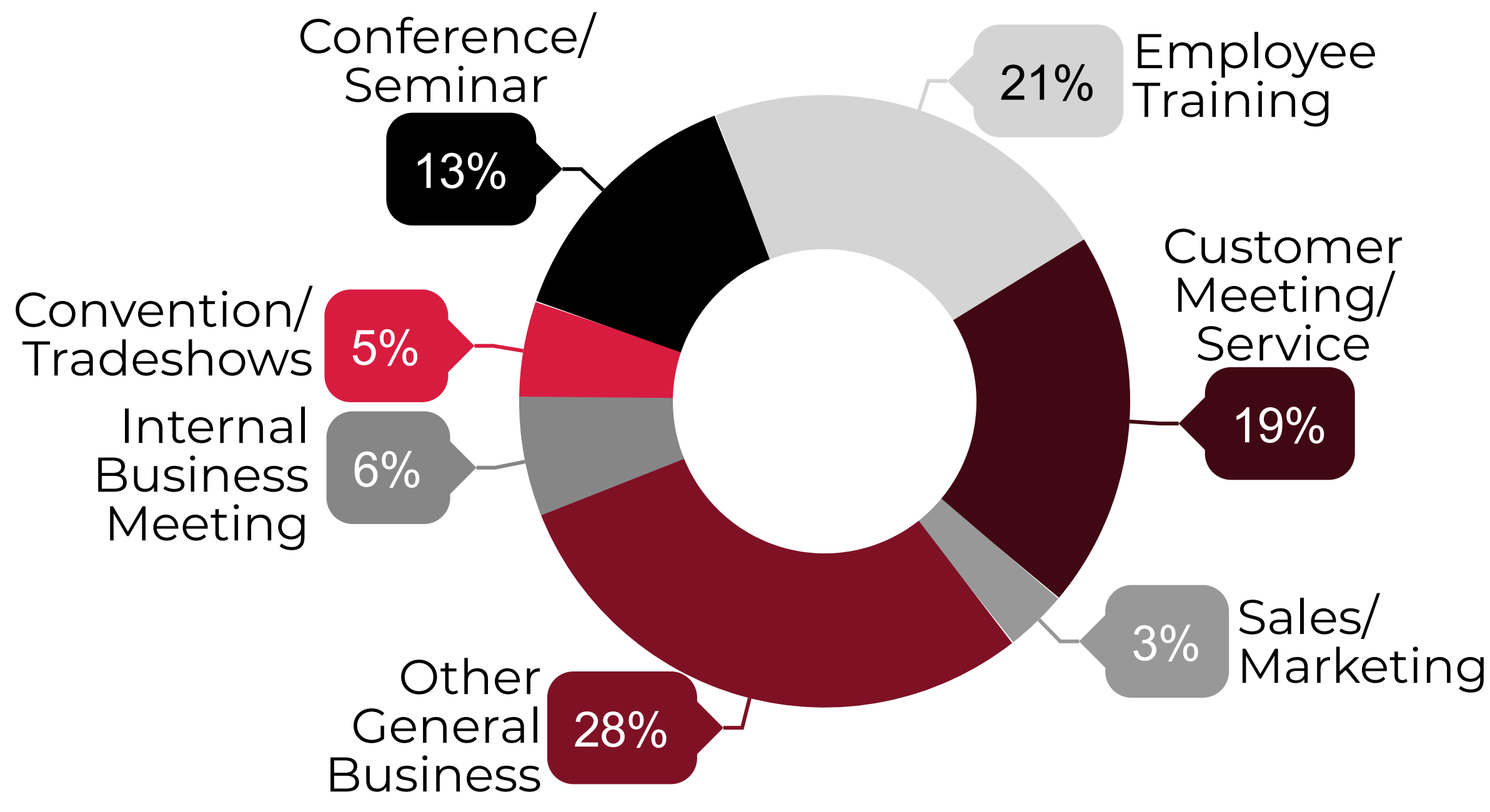
2.0
Nights



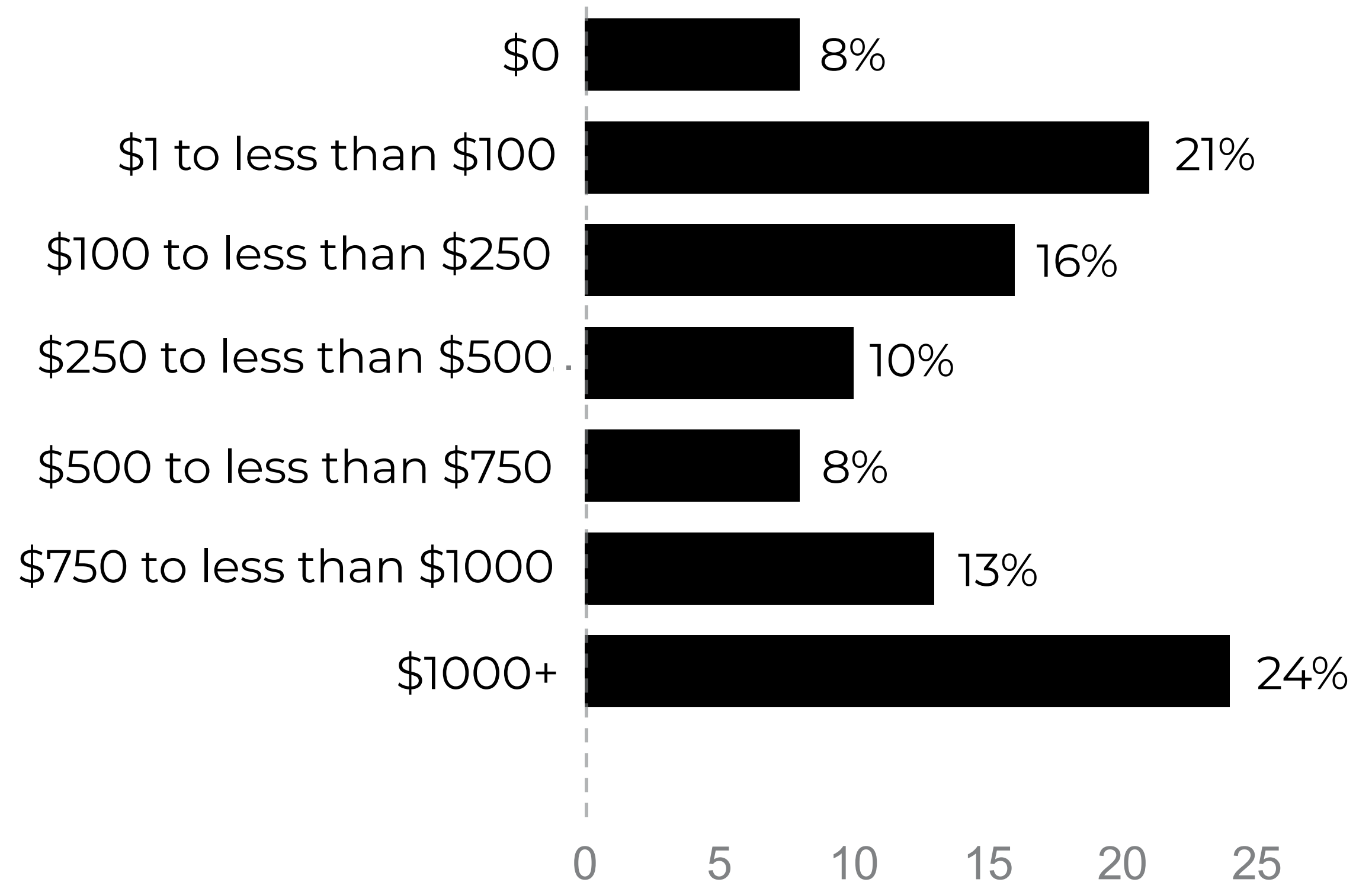
Top Activities:

Fine dining	16%
Historic sites/churches	11%
Shopping	10%
Visiting friends	9%
Urban sightseeing	9%
Museums	9%
Rural sightseeing	9%
Visiting relatives	8%
State parks/monuments	8%
Art galleries	6%

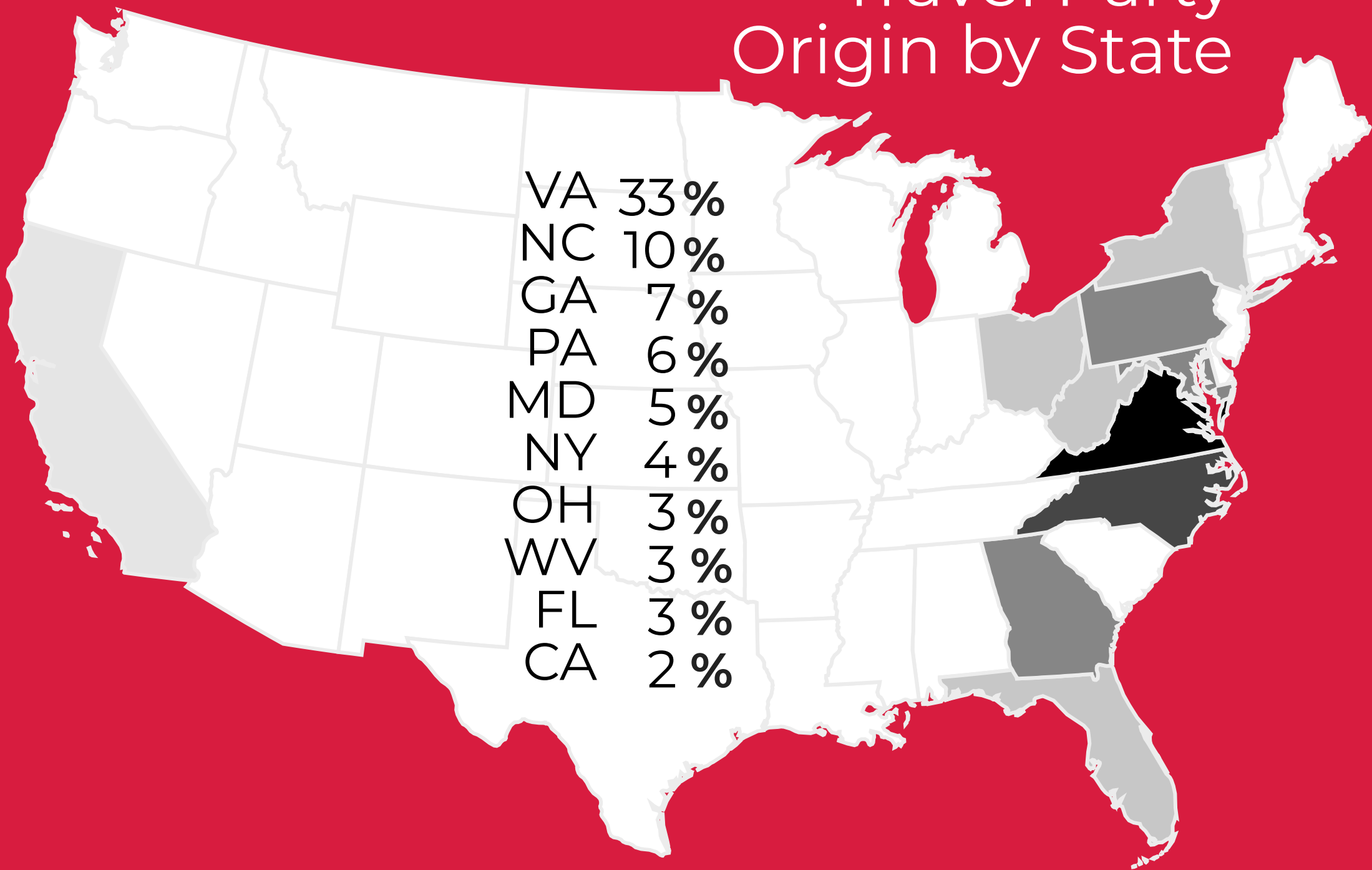
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

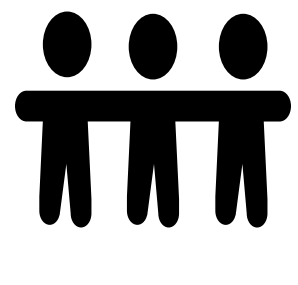


Travel Party Origin by DMA

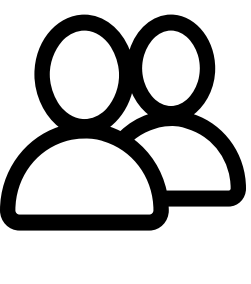
Washington, DC (Hagerstown)	20%
Richmond-Petersburg	7%
Columbus, GA	6%
Philadelphia	5%
Norfolk-Portsmouth-Newport News	5%
Roanoke-Lynchburg	4%
New York	4%
Charlotte	3%
Greenville-New Bern -Washington	3%
Pittsburgh	2%



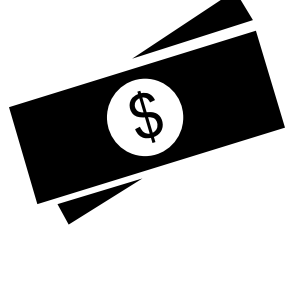
66%
Married



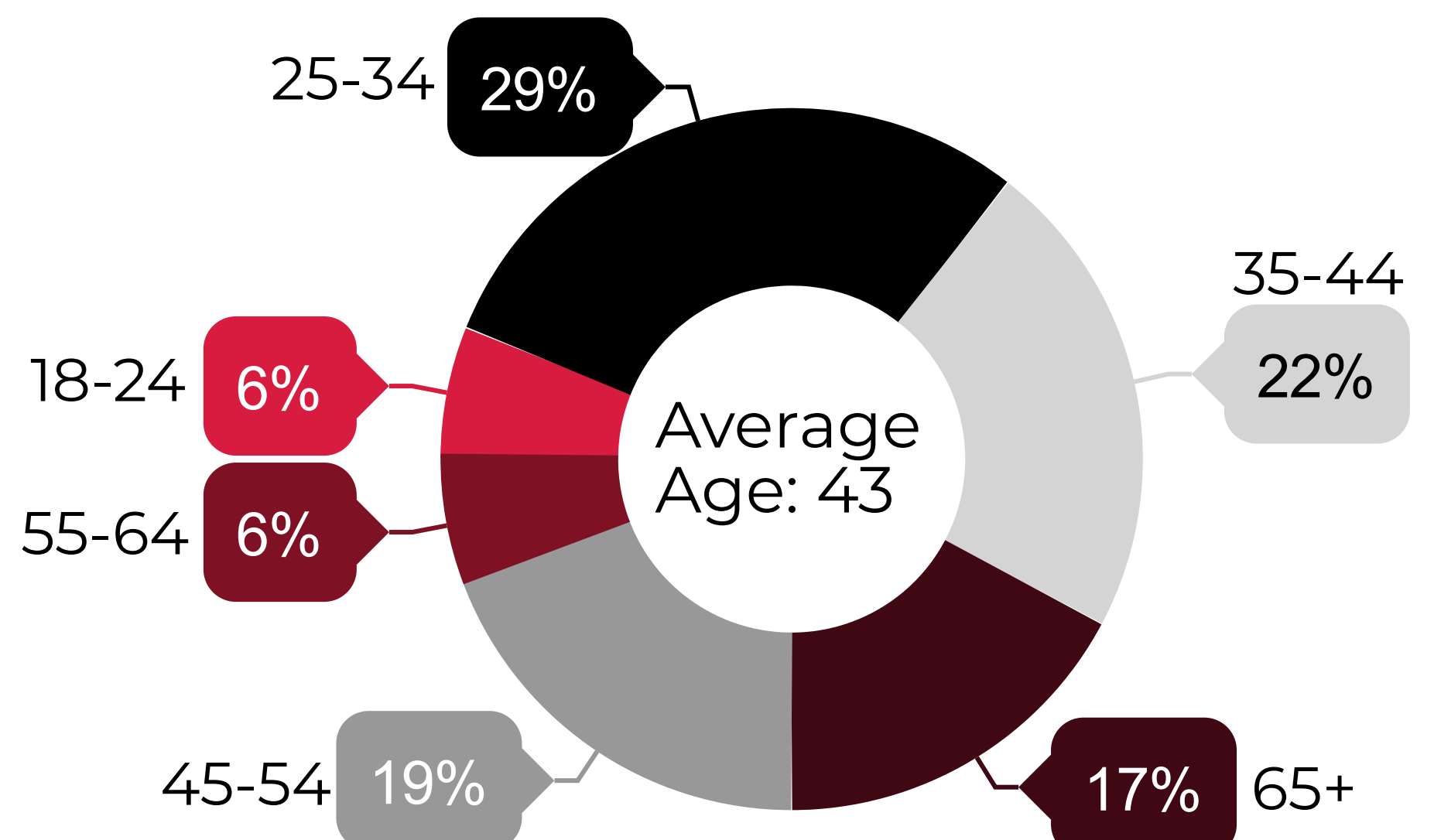
12%
Traveling with Children



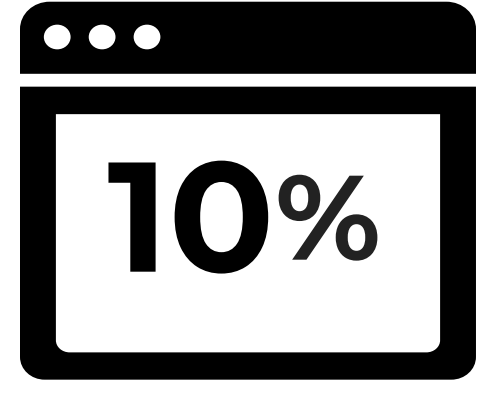
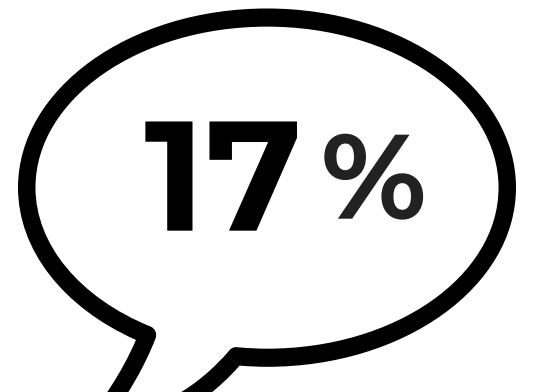
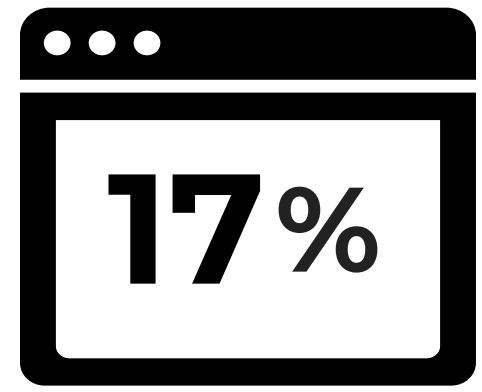
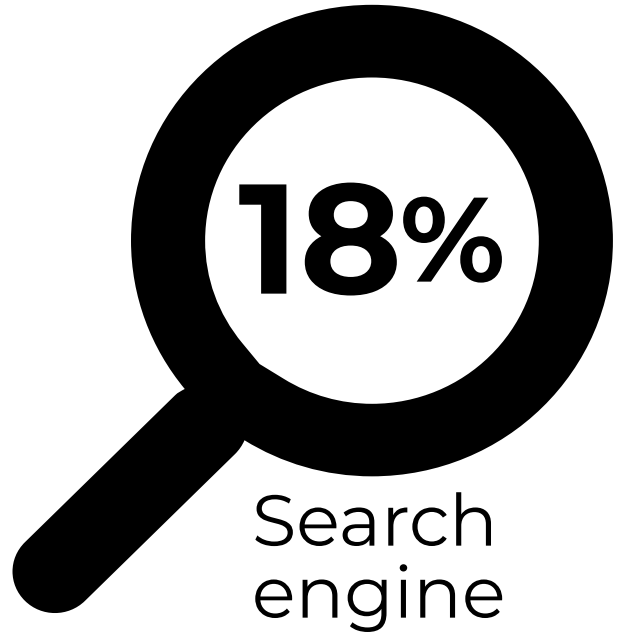
2.5
Average travel party size



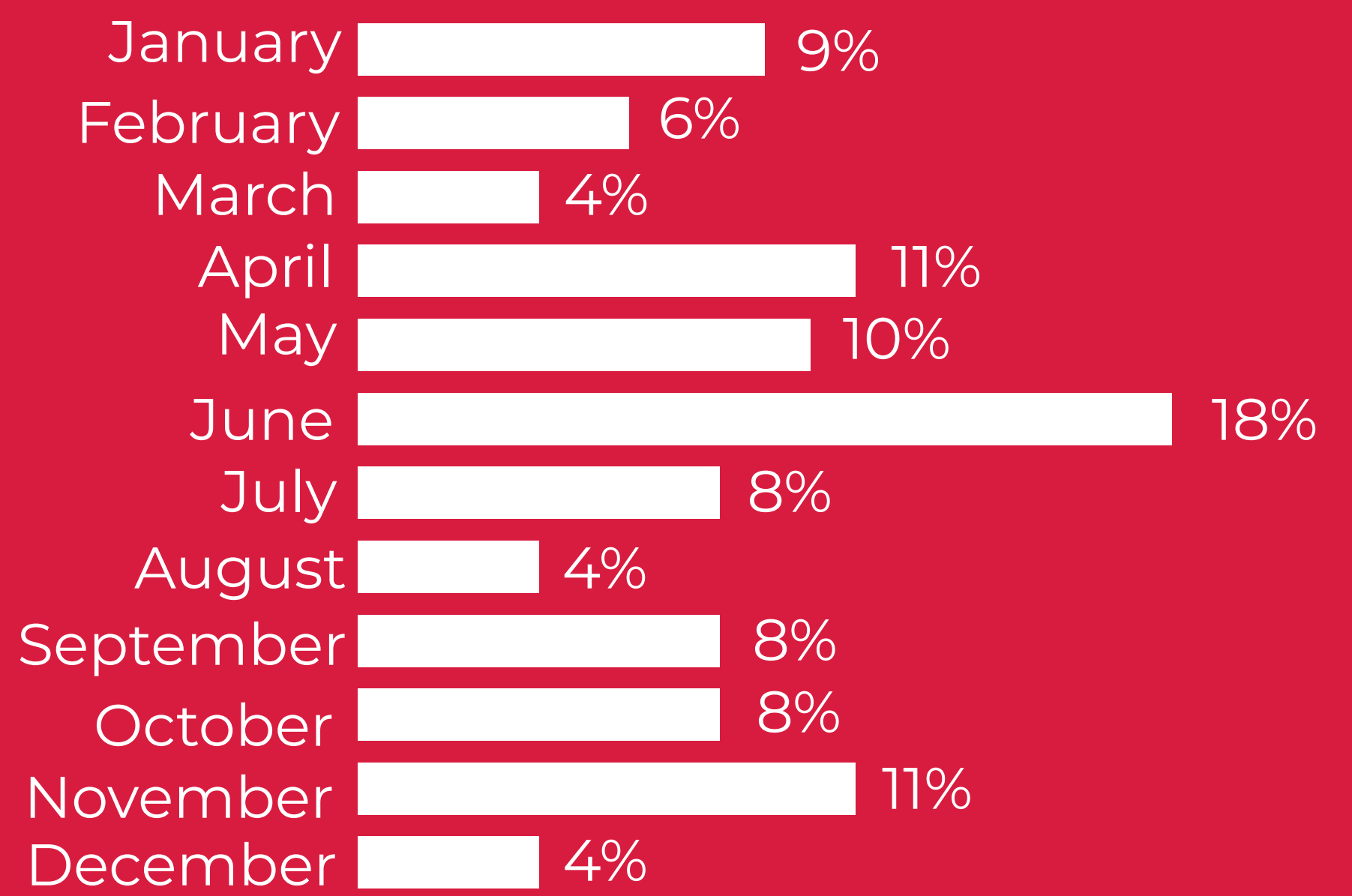
54%
Annual household income of 100K or more



Planning Sources



Month of Travel



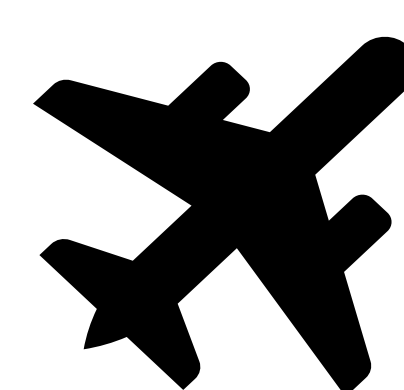
Planning Time



42% consider visiting Virginia less than a month before their visit
57% decide visiting Virginia less than a month before their visit



62%
Travel by owned auto or rental cars



23%
Travel by plane