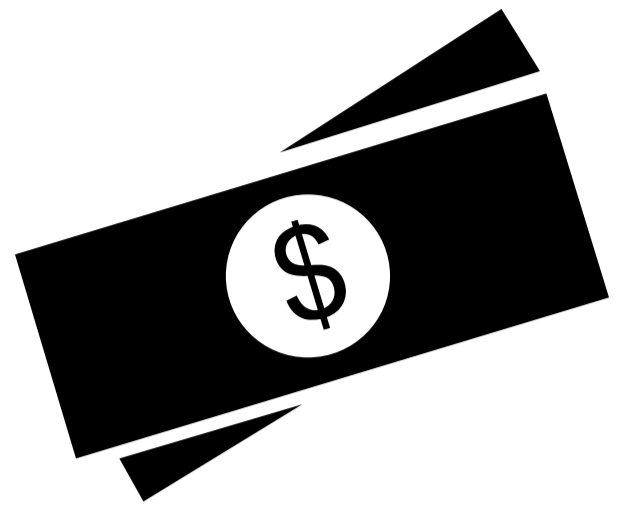




Craft Beer

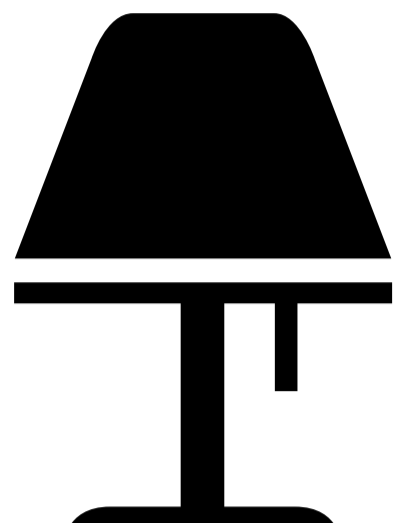


Average travel party spending:



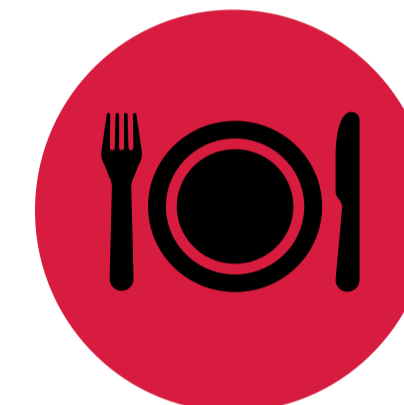
\$1,034

per trip



3.3

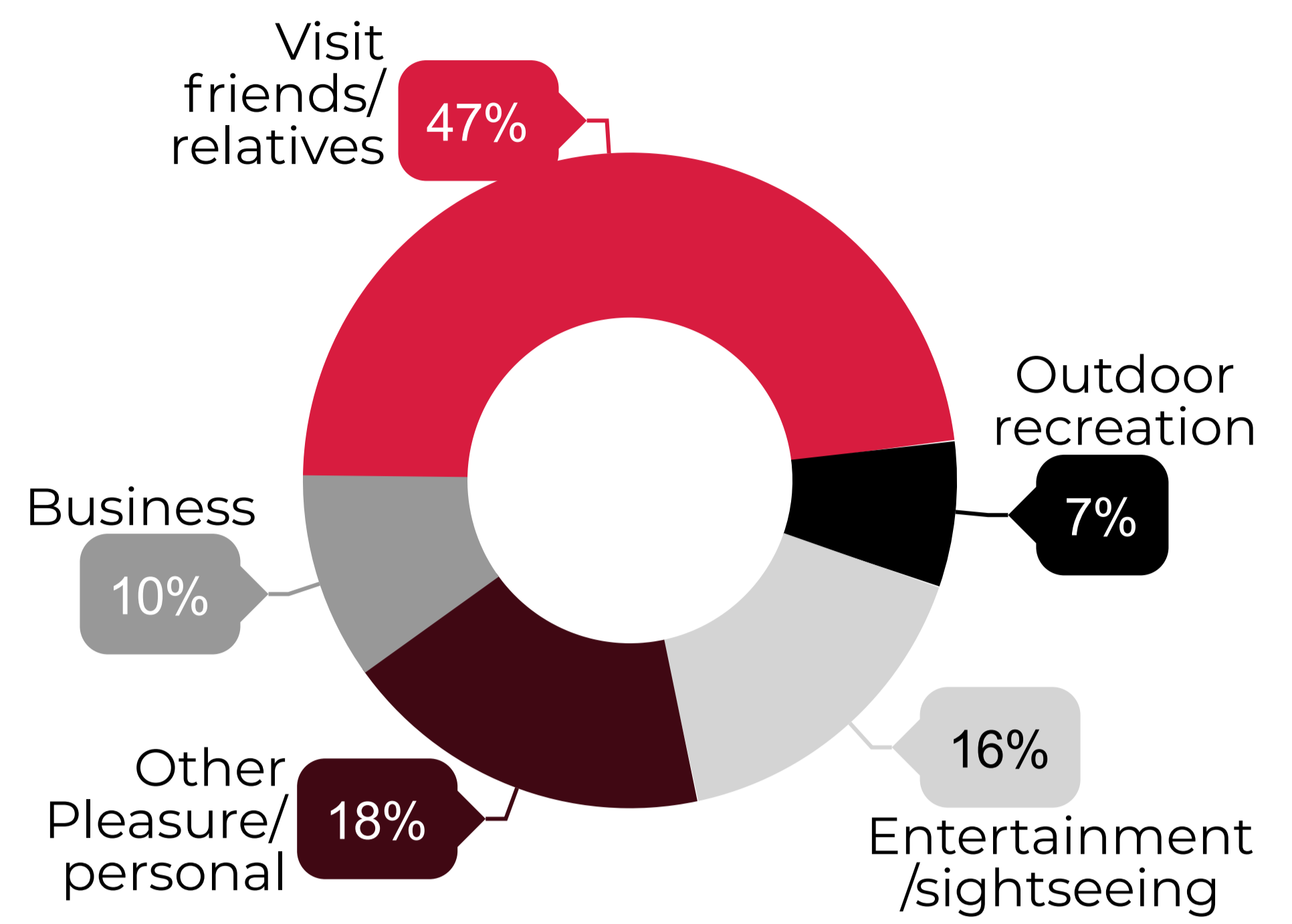
Nights



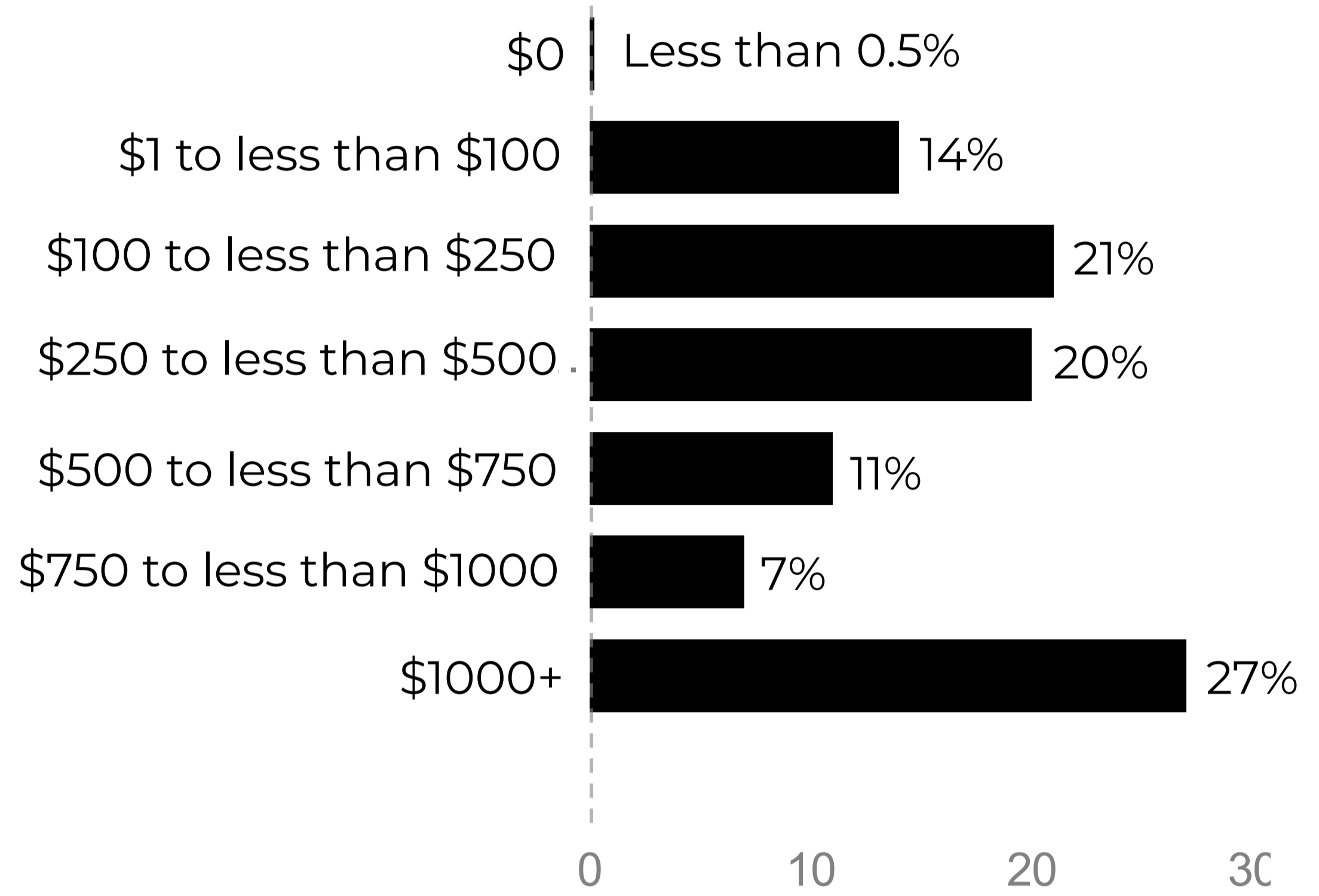
Top Activities:

Craft breweries	100%
Shopping	32%
Visiting friends	28%
Wine tasting/winery tour	26%
Visiting relatives	26%
Rural sightseeing	24%
Museums	23%
Historic sites/churches	23%
Fine dining	23%
Urban sightseeing	21%

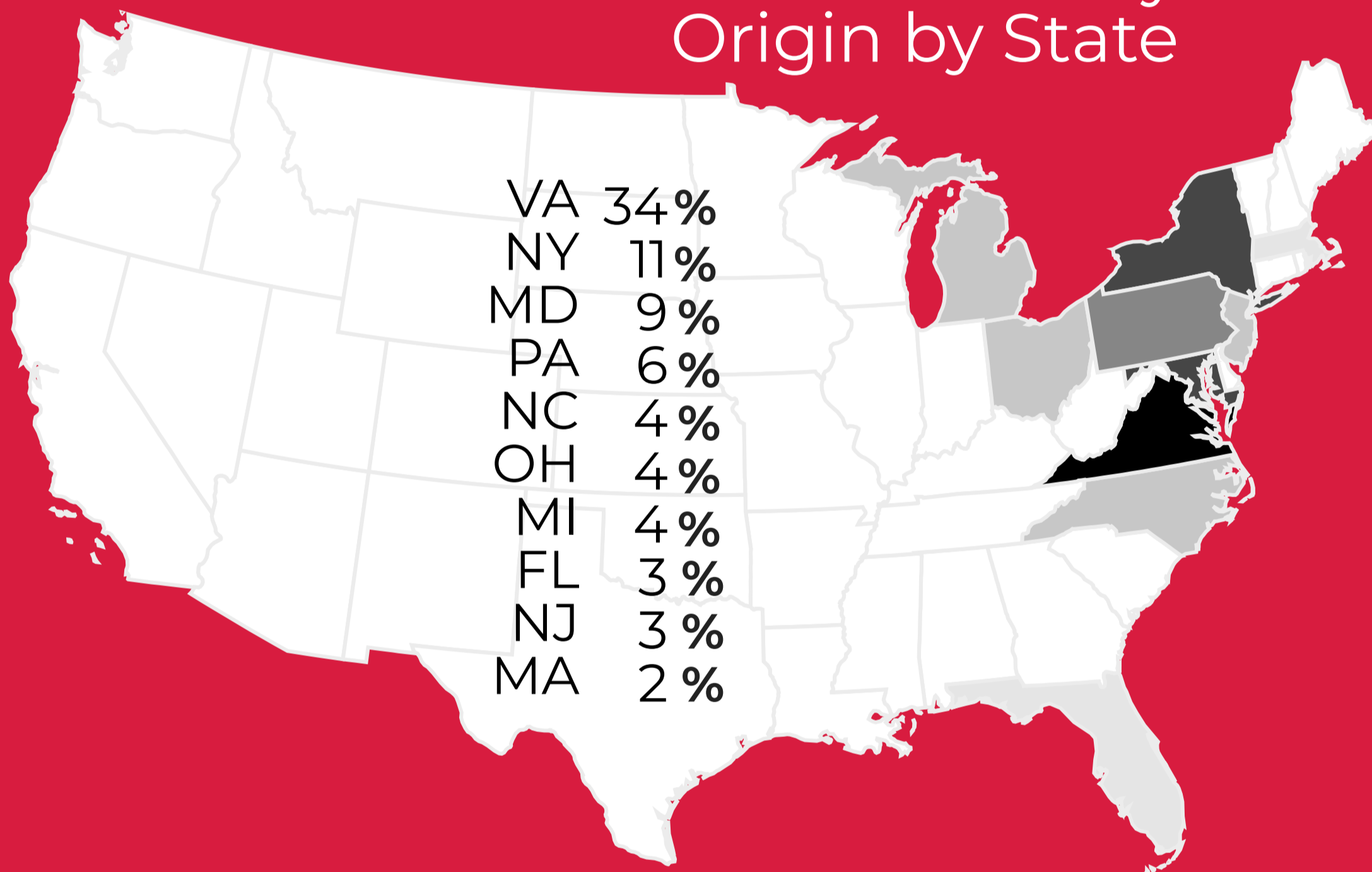
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

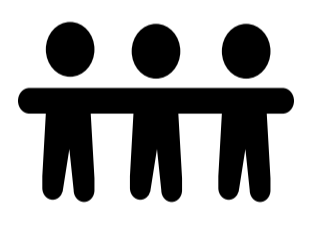


Travel Party Origin by DMA

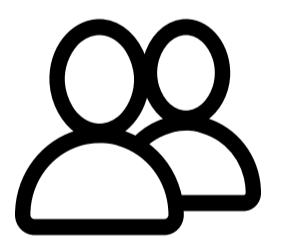
Richmond-Petersburg	17%
Washington, DC (Hagerstown)	12%
Baltimore	7%
New York	7%
Philadelphia	5%
Watertown	4%
Norfolk-Portsmouth-Newport News	3%
Roanoke-Lynchburg	3%
Charlotte	3%
Detroit	2%



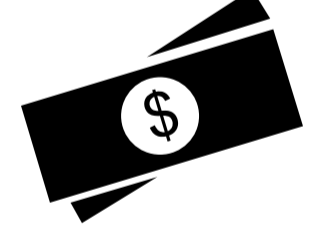
60%
Married



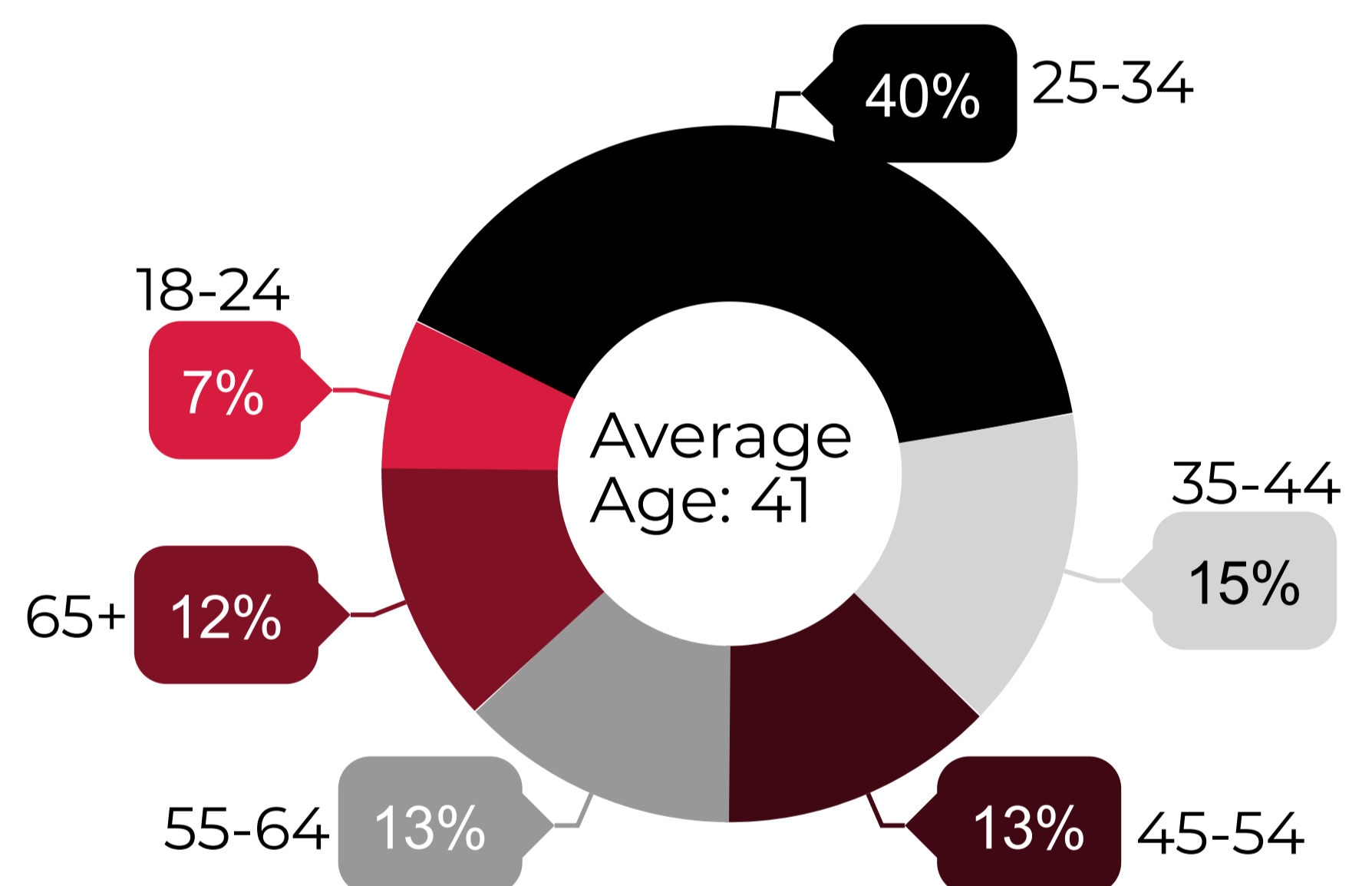
23%
Traveling with Children



2.7
Average travel party size

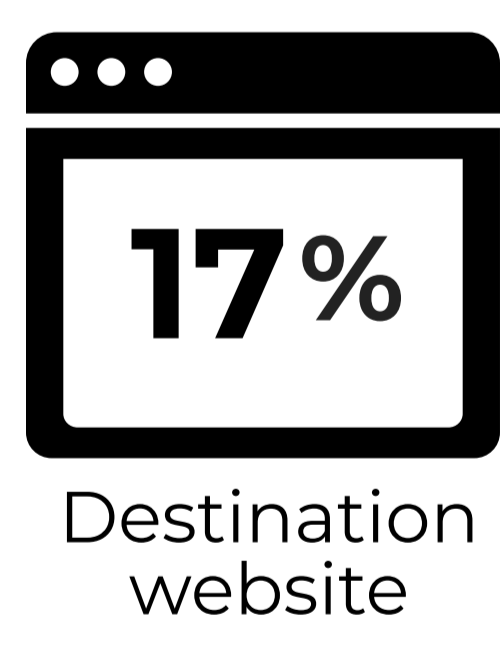
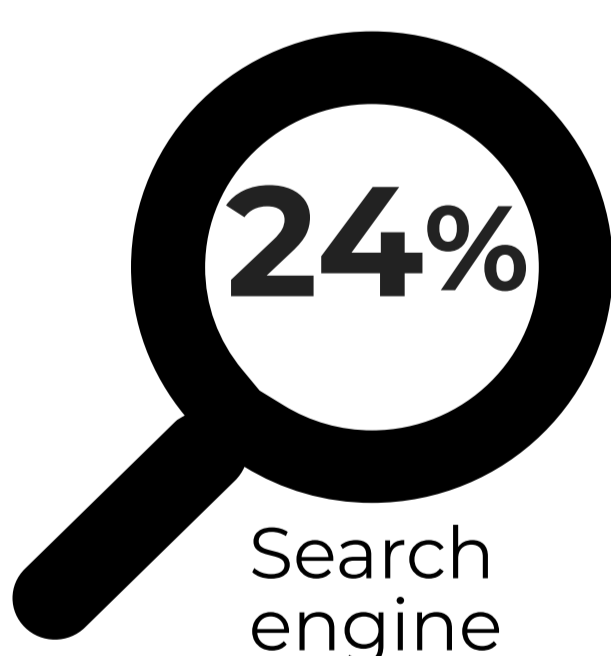


44%
Annual household income of 100K or more

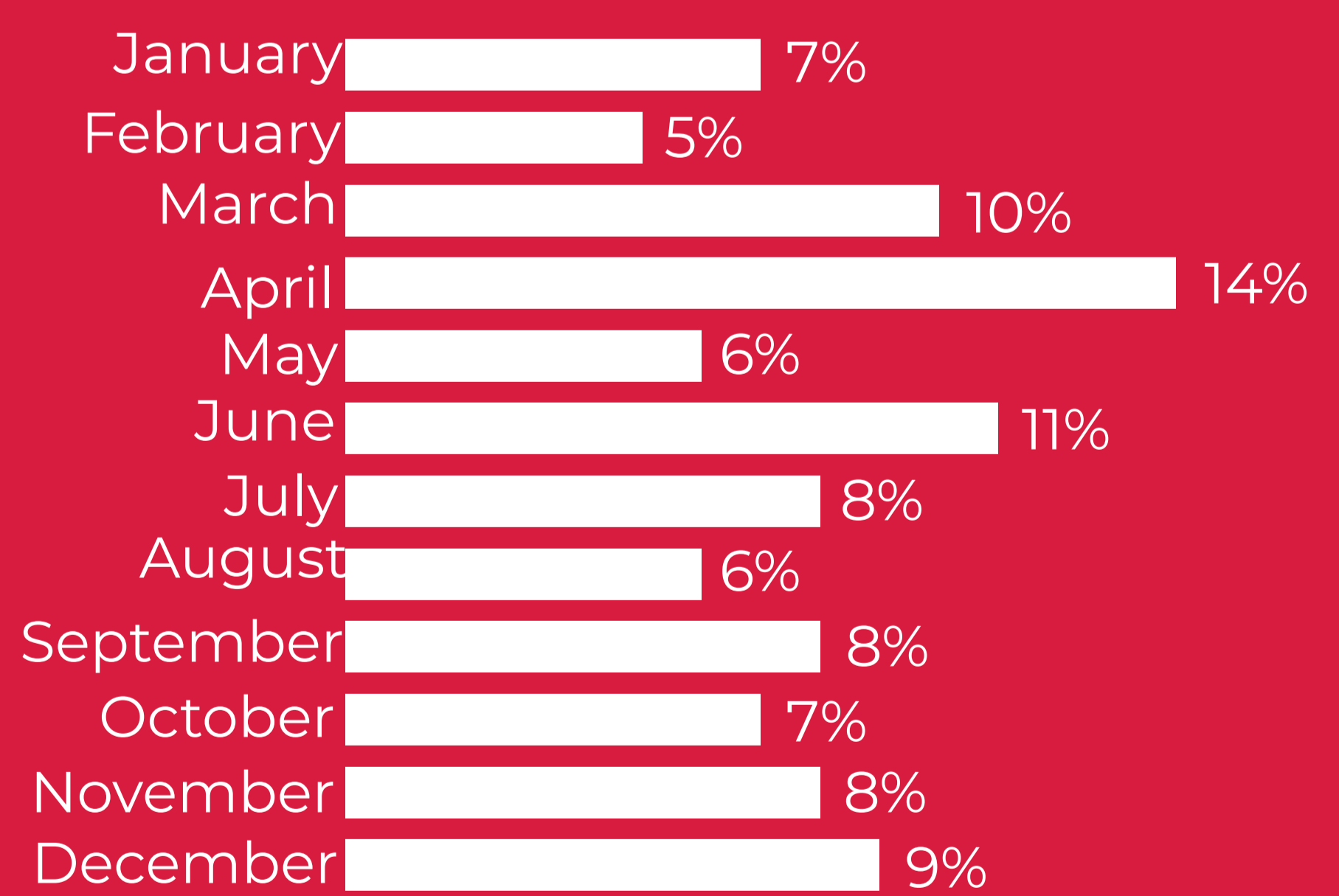


Planning Sources

38%
Use information from friends and relatives.



Month of Travel



Planning Time

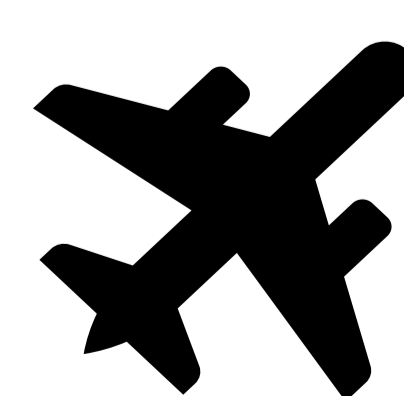


42% consider visiting Virginia less than a month before their visit

51% decide visiting Virginia less than a month before their visit



80%
Travel by owned auto or rental cars



10%
Travel by plane