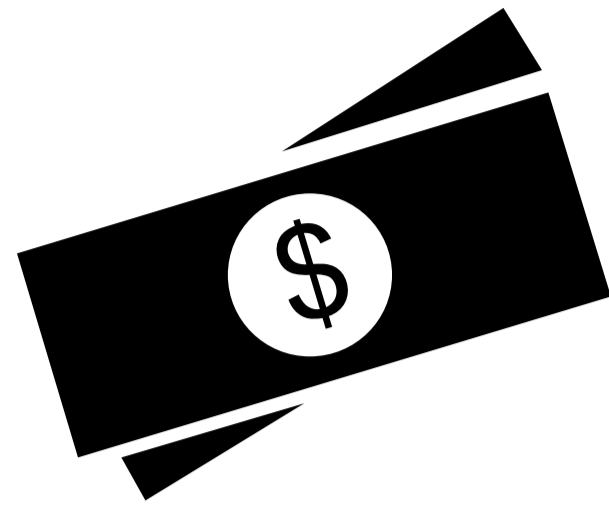


Day Travel

Average travel party spending:



\$104

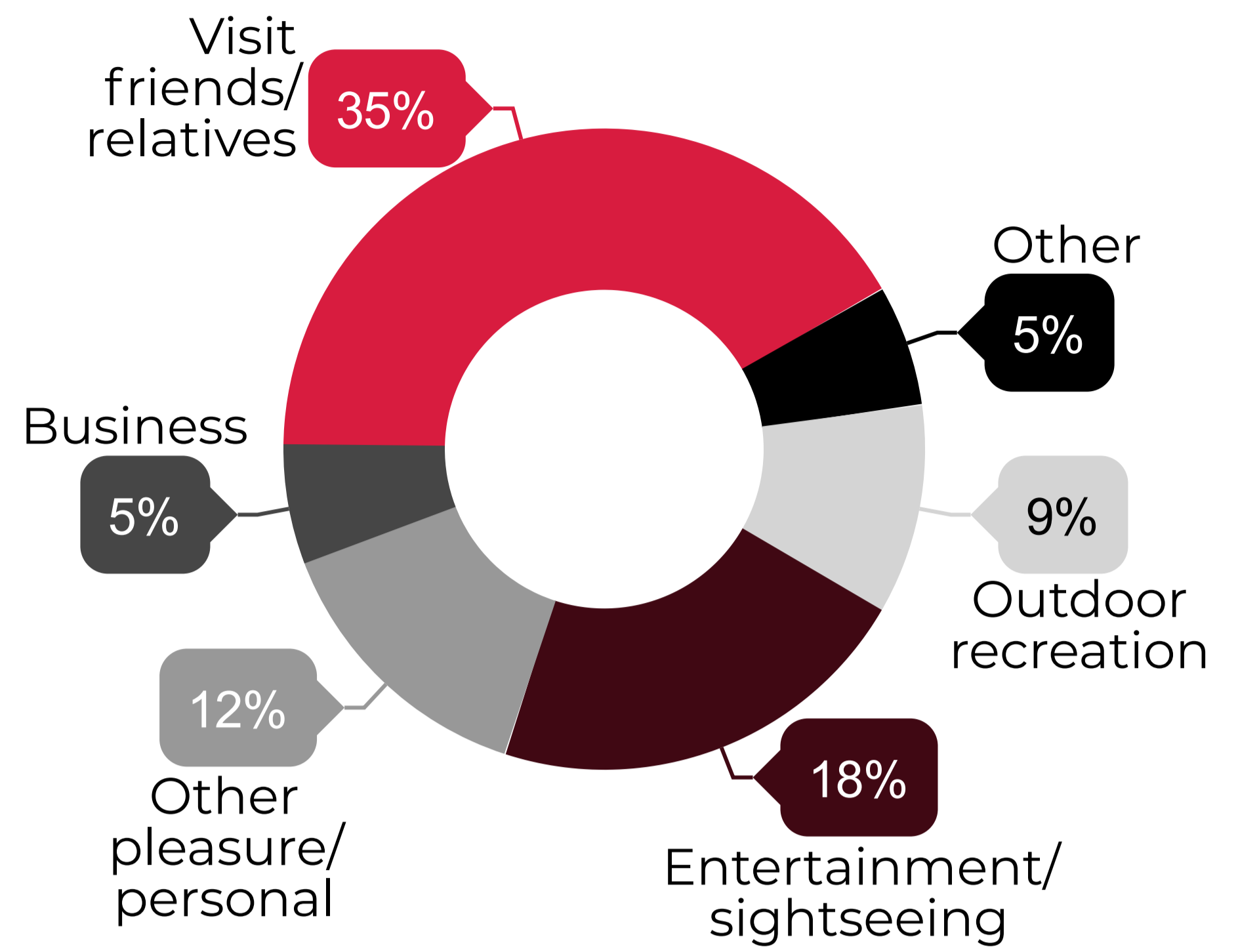
per trip



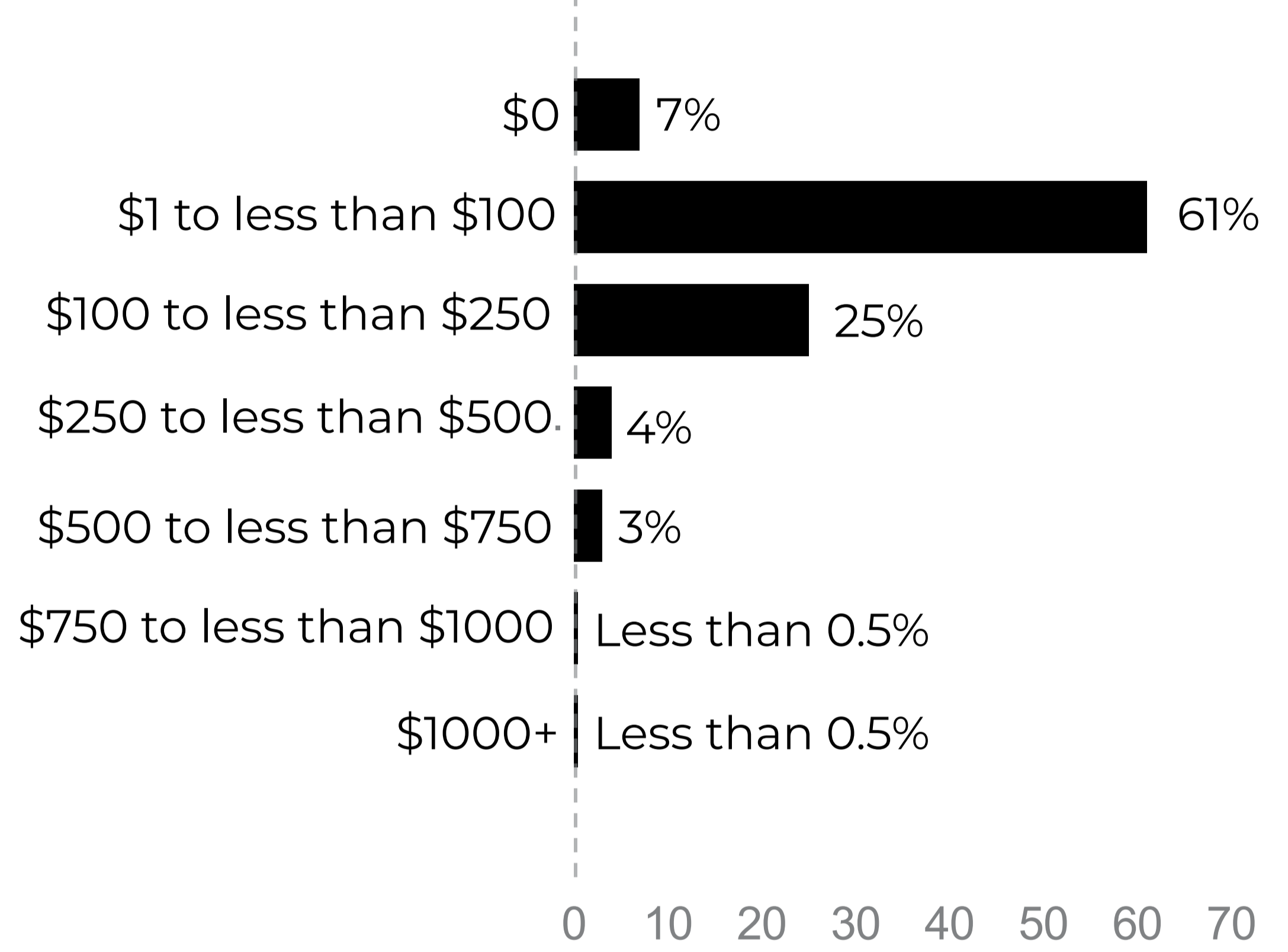
Top Activities:

- Shopping 21%
- Visiting relatives 17%
- Rural sightseeing 8%
- Visiting friends 8%
- Historic sites/churches 6%
- Wildlife viewing 4%
- Fine dining 4%
- Urban sightseeing 4%
- Old homes/mansions 4%
- Hiking/Backpacking/Canyoneering 3%

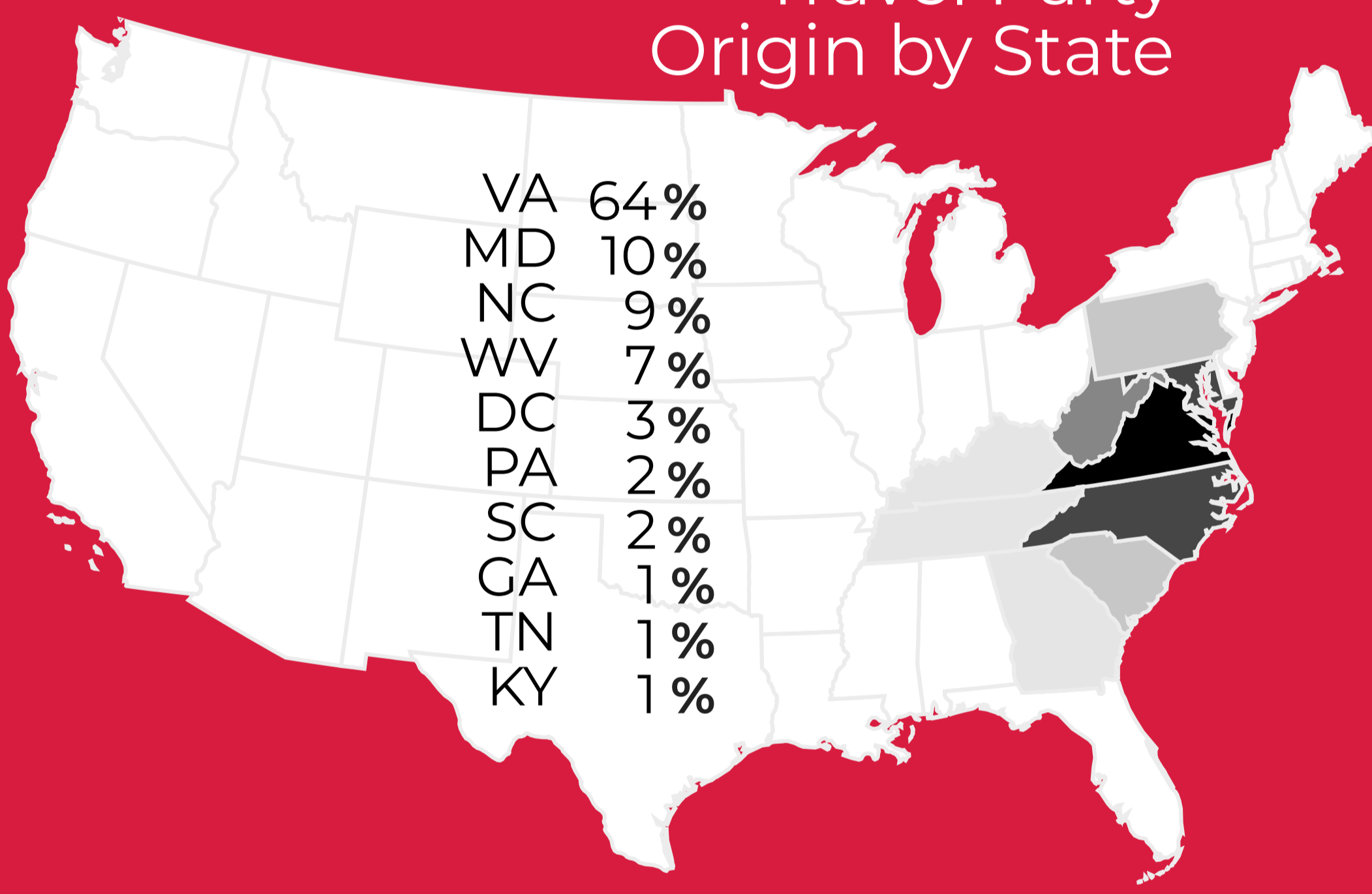
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

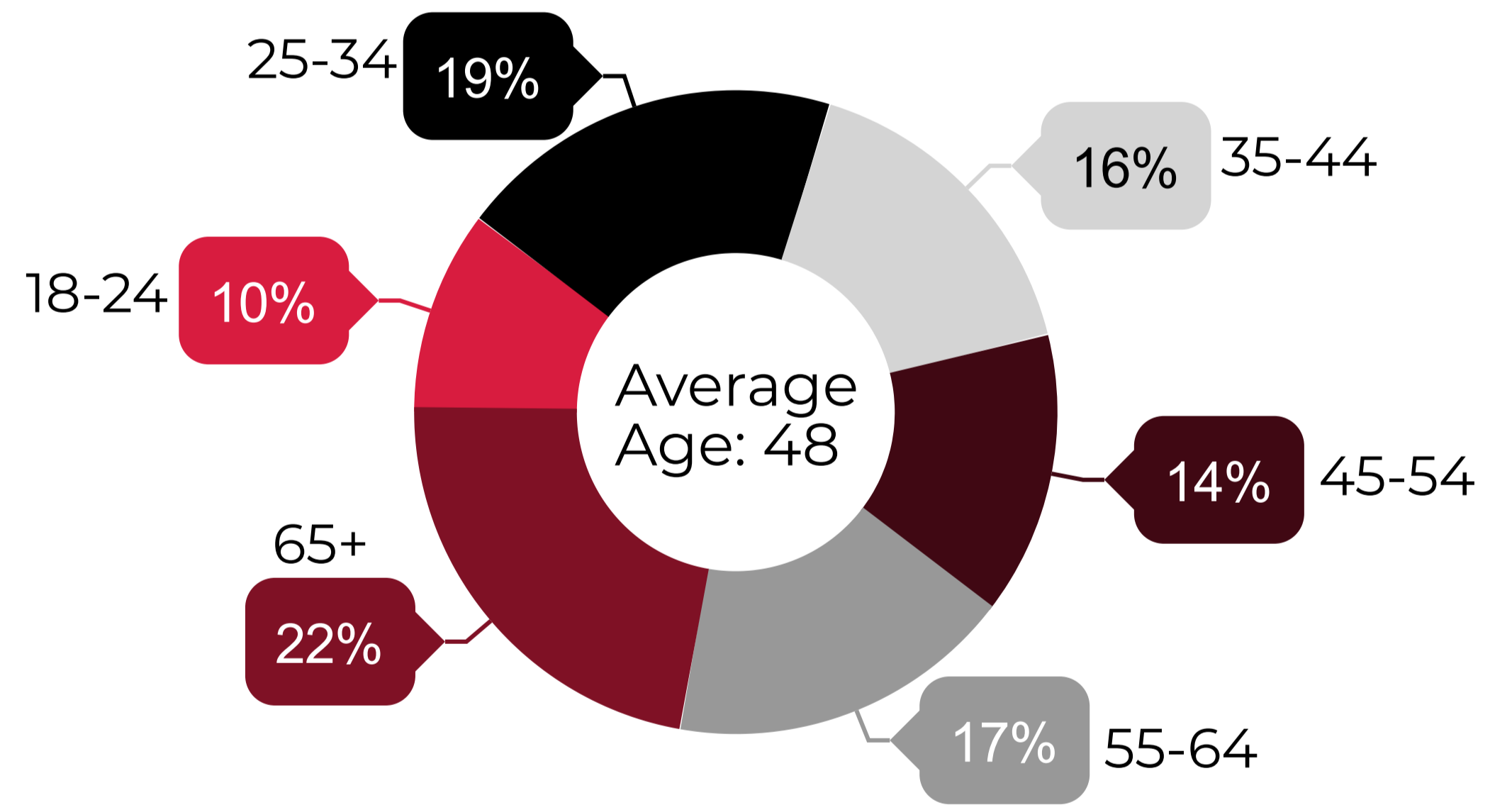
- Washington, DC (Hagerstown) 30%
- Norfolk-Portsmouth-Newport News 16%
- Richmond-Petersburg 14%
- Roanoke-Lynchburg 12%
- Tri-Cities, TN-VA 7%
- Raleigh-Durham (Fayetteville) 3%
- Philadelphia 2%
- Charleston-Huntington 2%
- Bluefield-Beckley Oak Hill 2%
- Greensboro-High Point-Winston Salem 2%

60% Married

26% Traveling with Children

2.3 Average travel party size

33% Annual household income of 100K or more



Planning Sources

17%

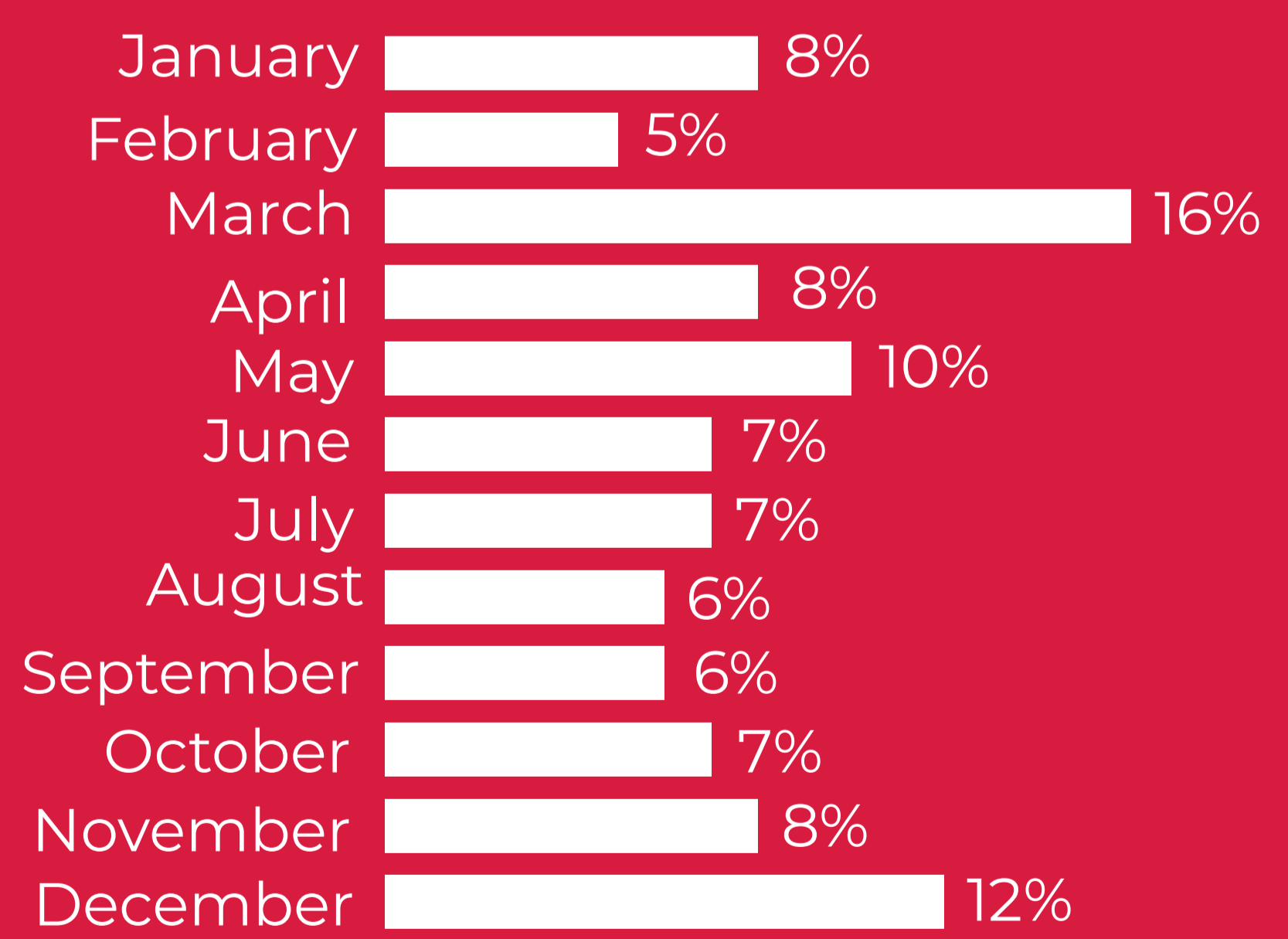
Use information from friends and relatives.

10% Search engine

3%

3% Destination website

Month of Travel



Planning Time



73% consider visiting Virginia less than a month before their visit
83% decide visiting Virginia less than a month before their visit



94% Travel by owned auto or rental cars



0% Travel by plane