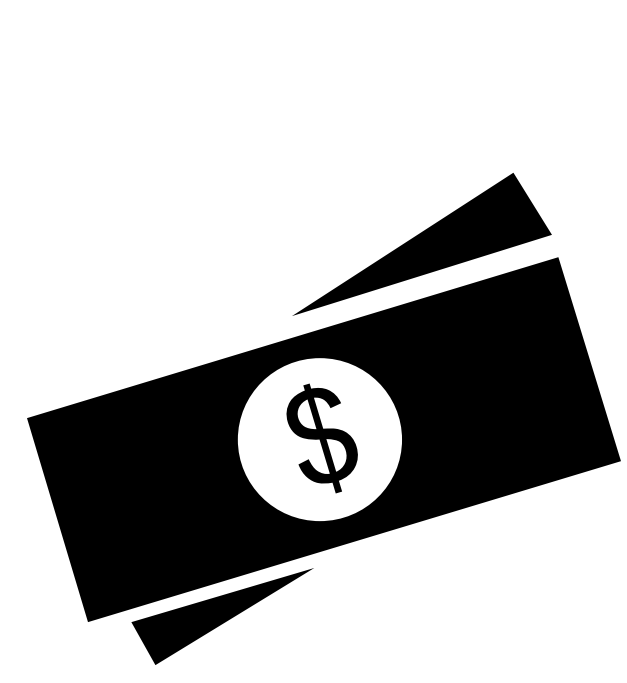




Entertainment & Amusement

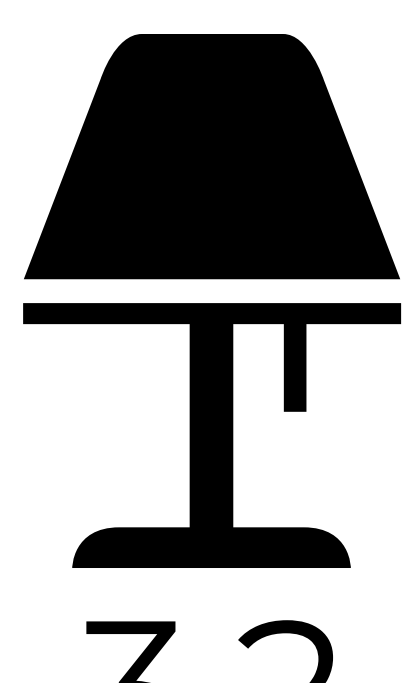


Average travel party spending:

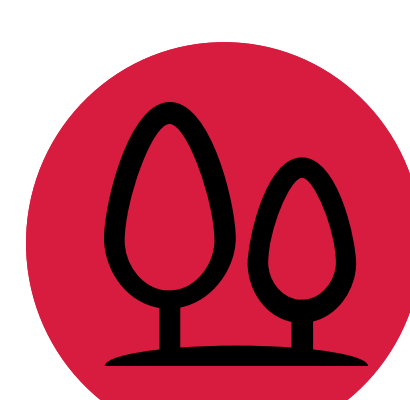
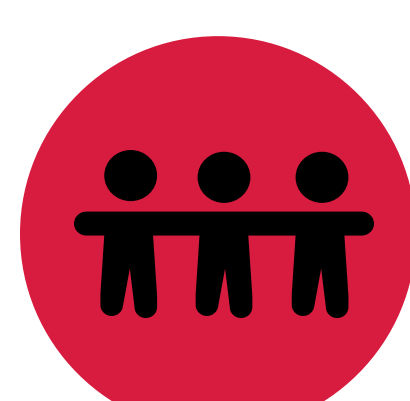


\$831

per trip



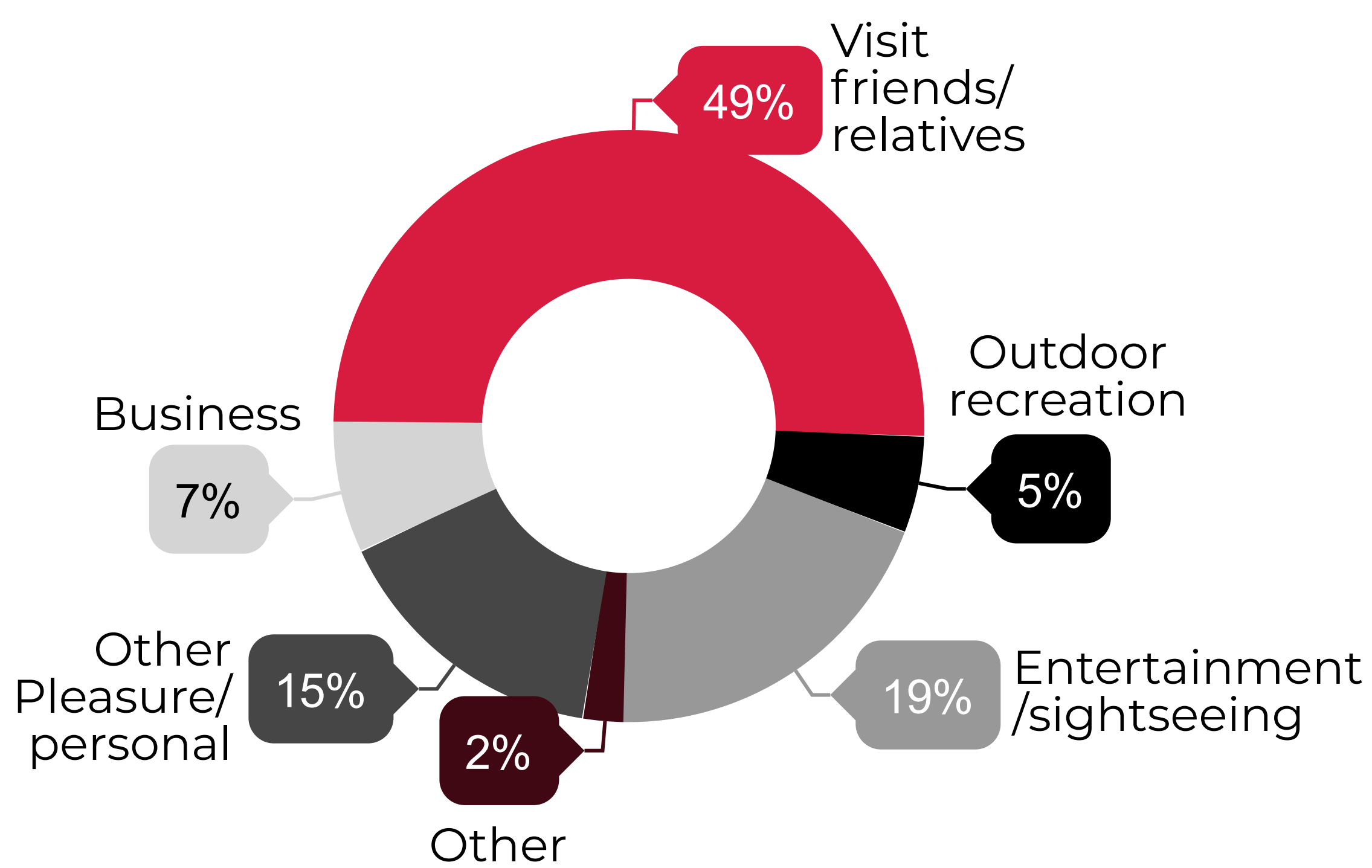
3.2
Nights



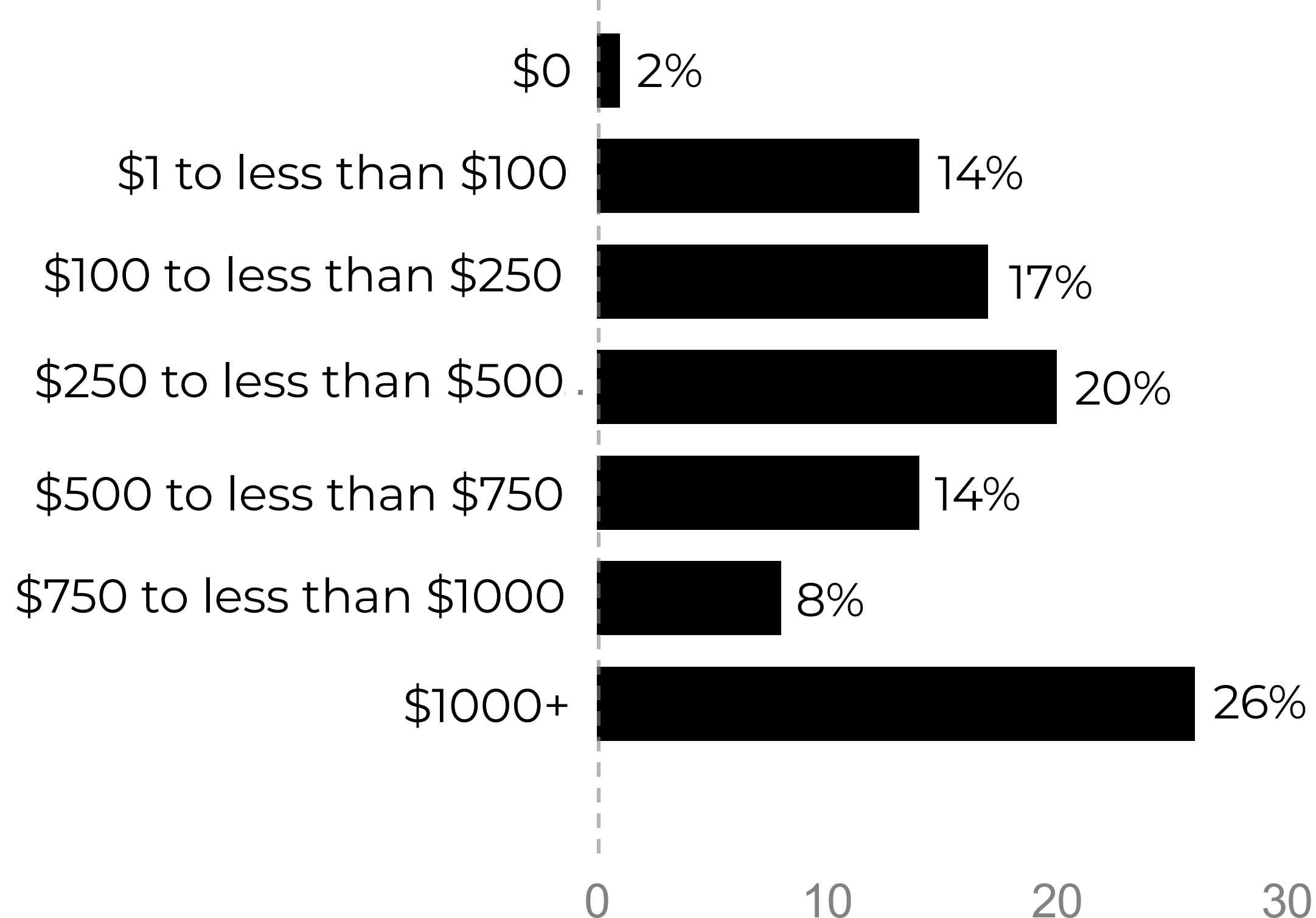
Top Activities:

- Shopping 57%
- Fine dining 31%
- Visiting relatives 30%
- Historic sites/churches 19%
- Rural sightseeing 18%
- Visiting friends 17%
- Museums 16%
- Beach 14%
- Urban sightseeing 14%
- State park/Monuments 12%

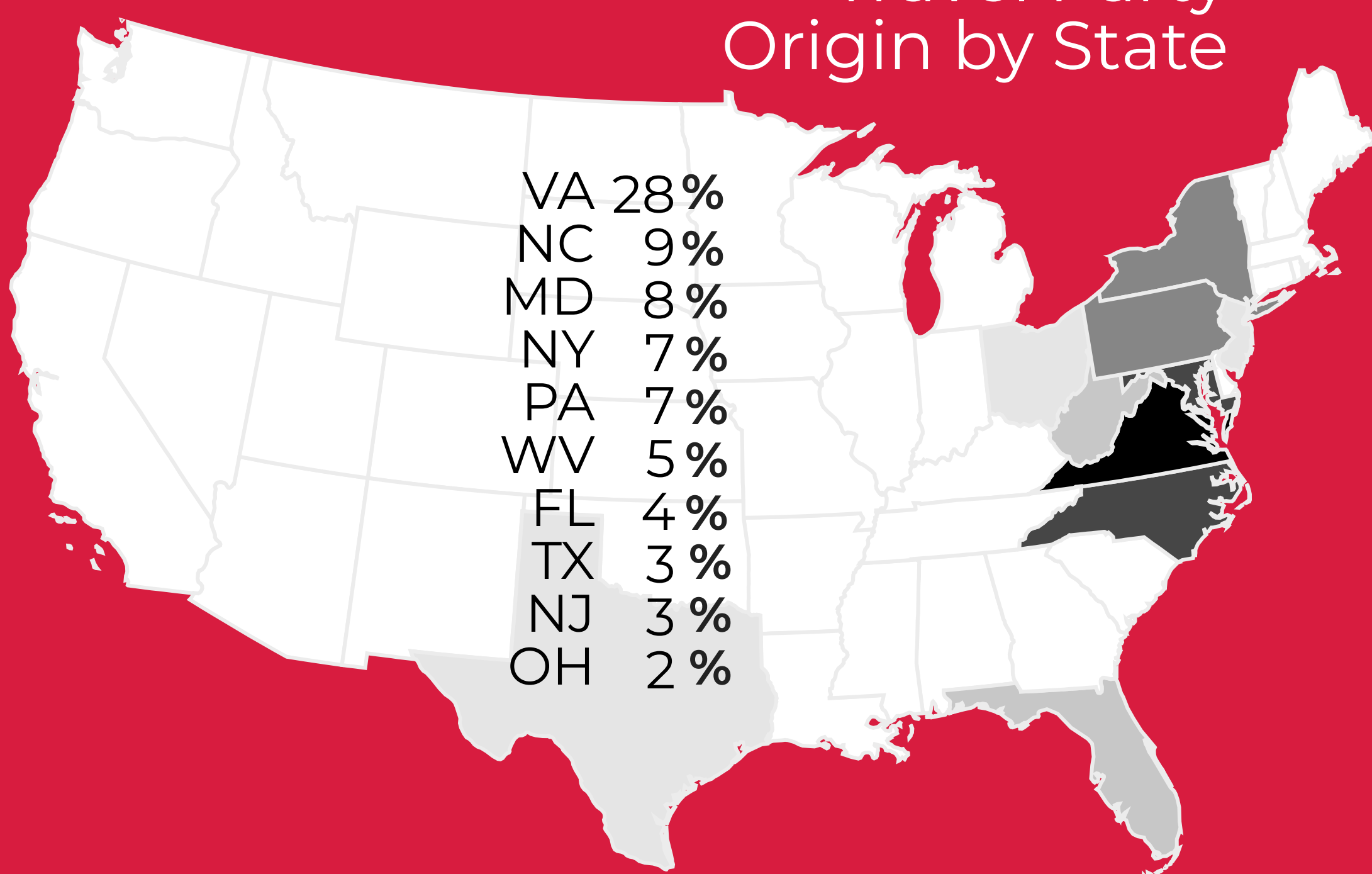
Primary Purpose of Trip



Travel Party Spending

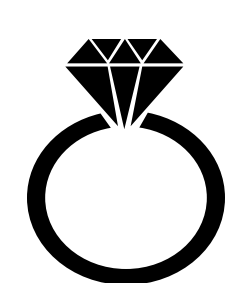


Travel Party Origin by State

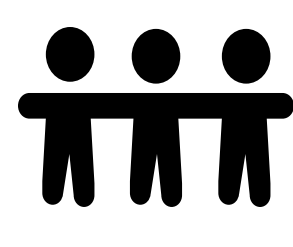


Travel Party Origin by DMA

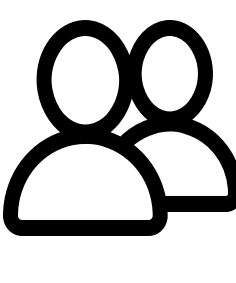
- Washington, DC (Hagerstown) 17%
- New York 6%
- Norfolk-Portsmouth-Newport News 6%
- Richmond-Petersburg 6%
- Roanoke-Lynchburg 5%
- Philadelphia 4%
- Baltimore 4%
- Raleigh-Durham (Fayetteville) 3%
- Tri-Cities, TN-VA 3%
- Charlotte 2%



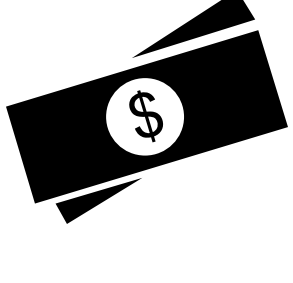
65%
Married



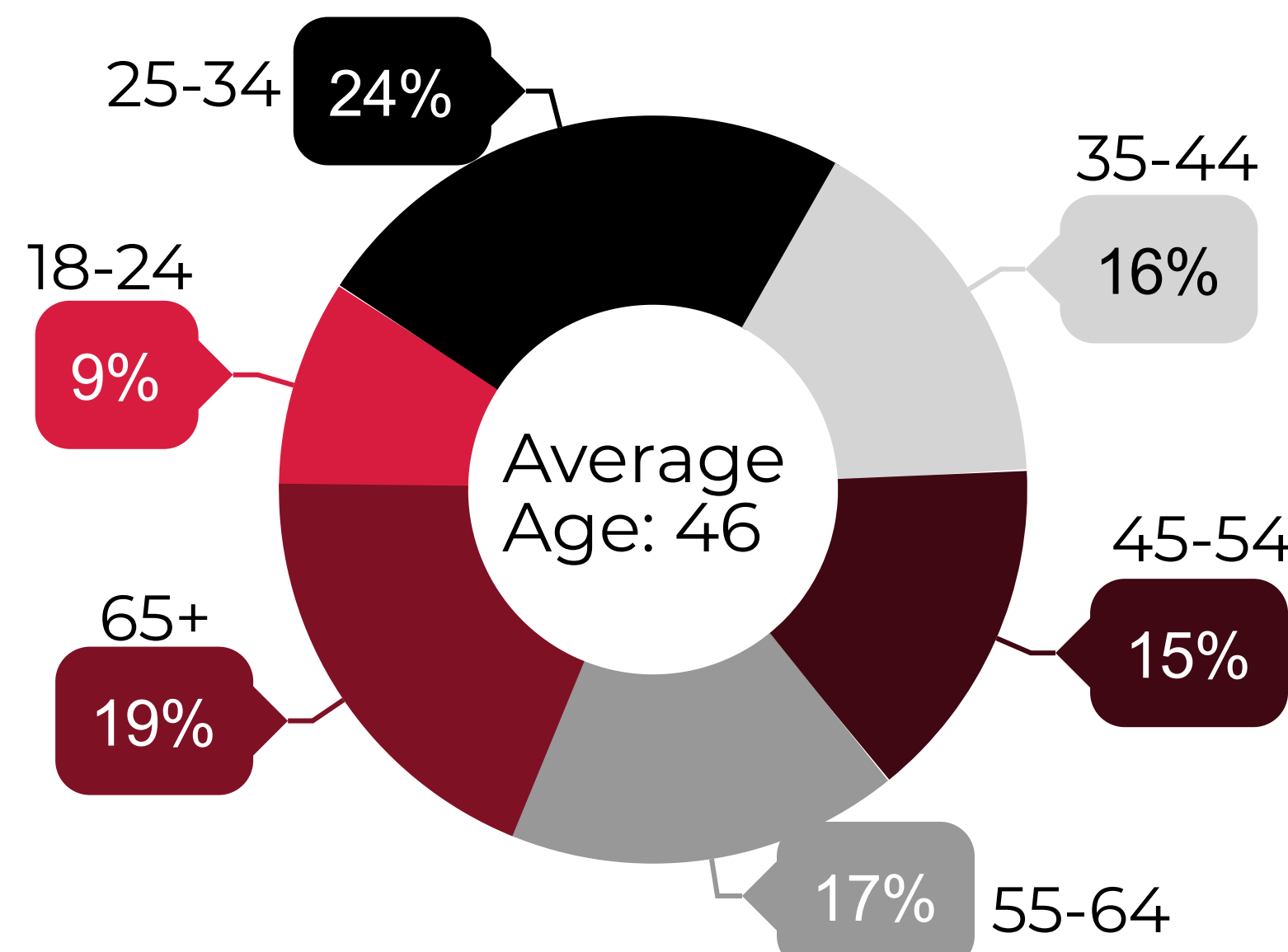
31%
Traveling with Children



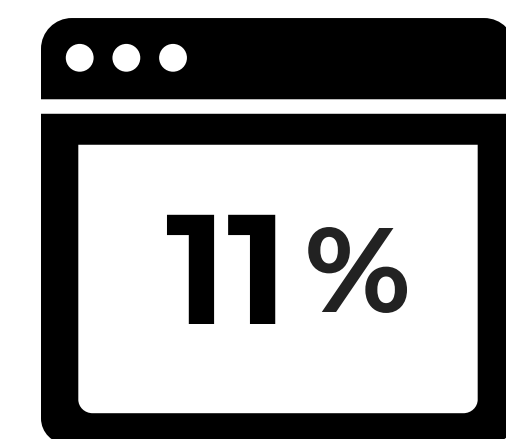
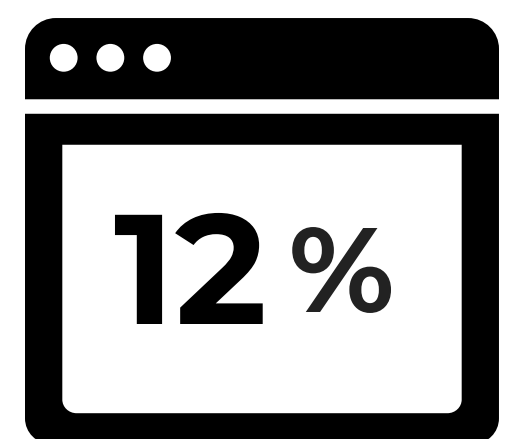
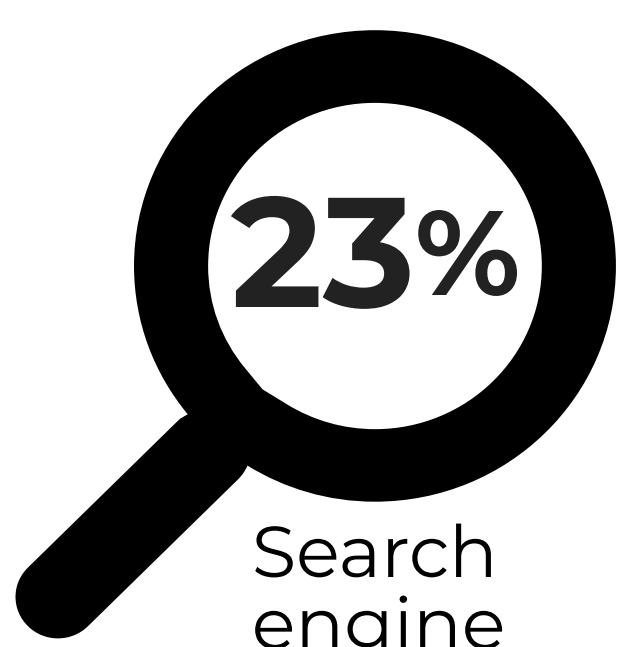
2.8
Average travel party size



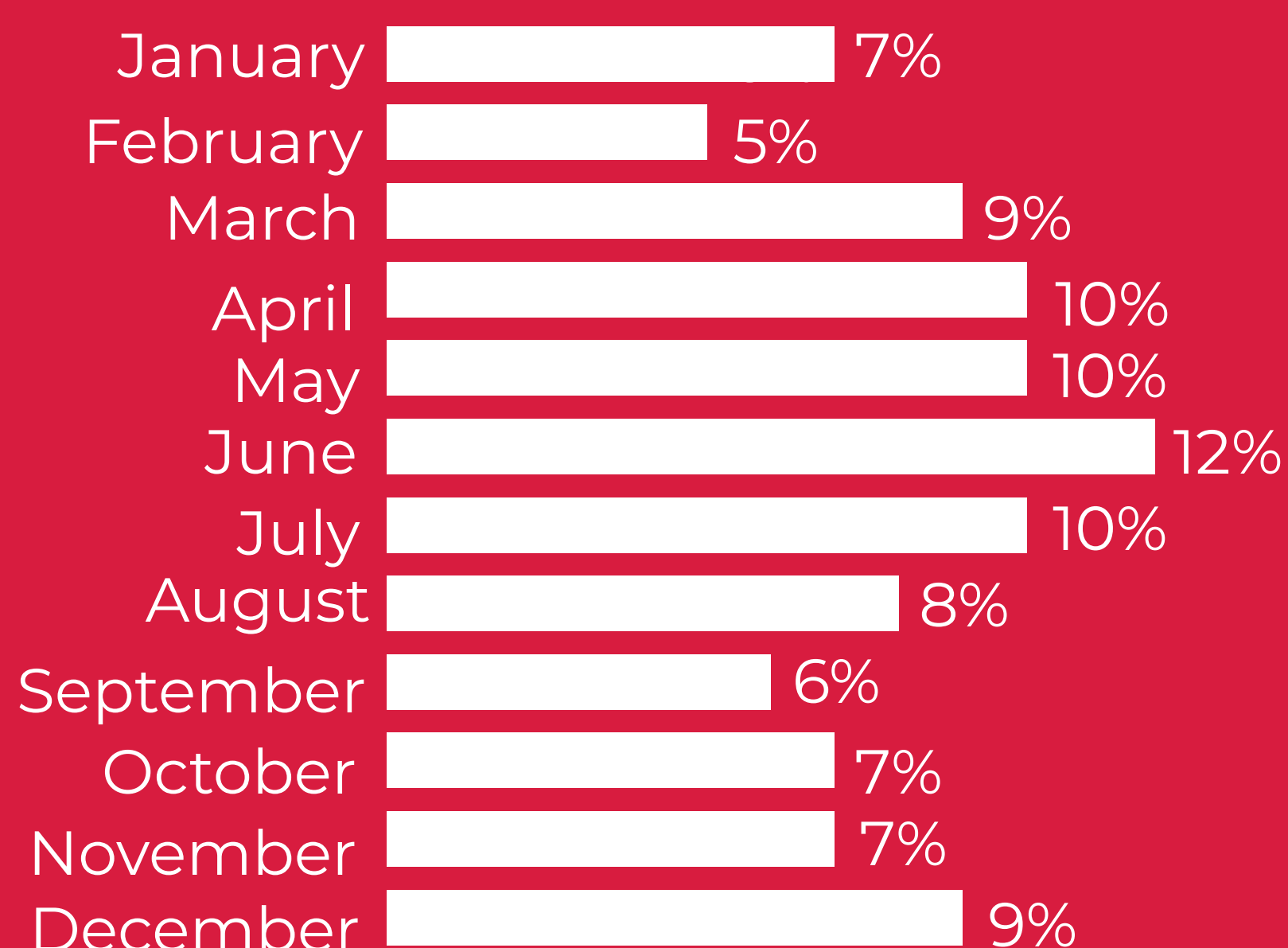
40%
Annual household income of 100K or more



Planning Sources



Month of Travel



Planning Time



- 35% consider visiting Virginia less than a month before their visit
- 47% decide visiting Virginia less than a month before their visit



86%
Travel by owned auto or rental cars



8%
Travel by plane