



Family Fun



Average travel party spending:

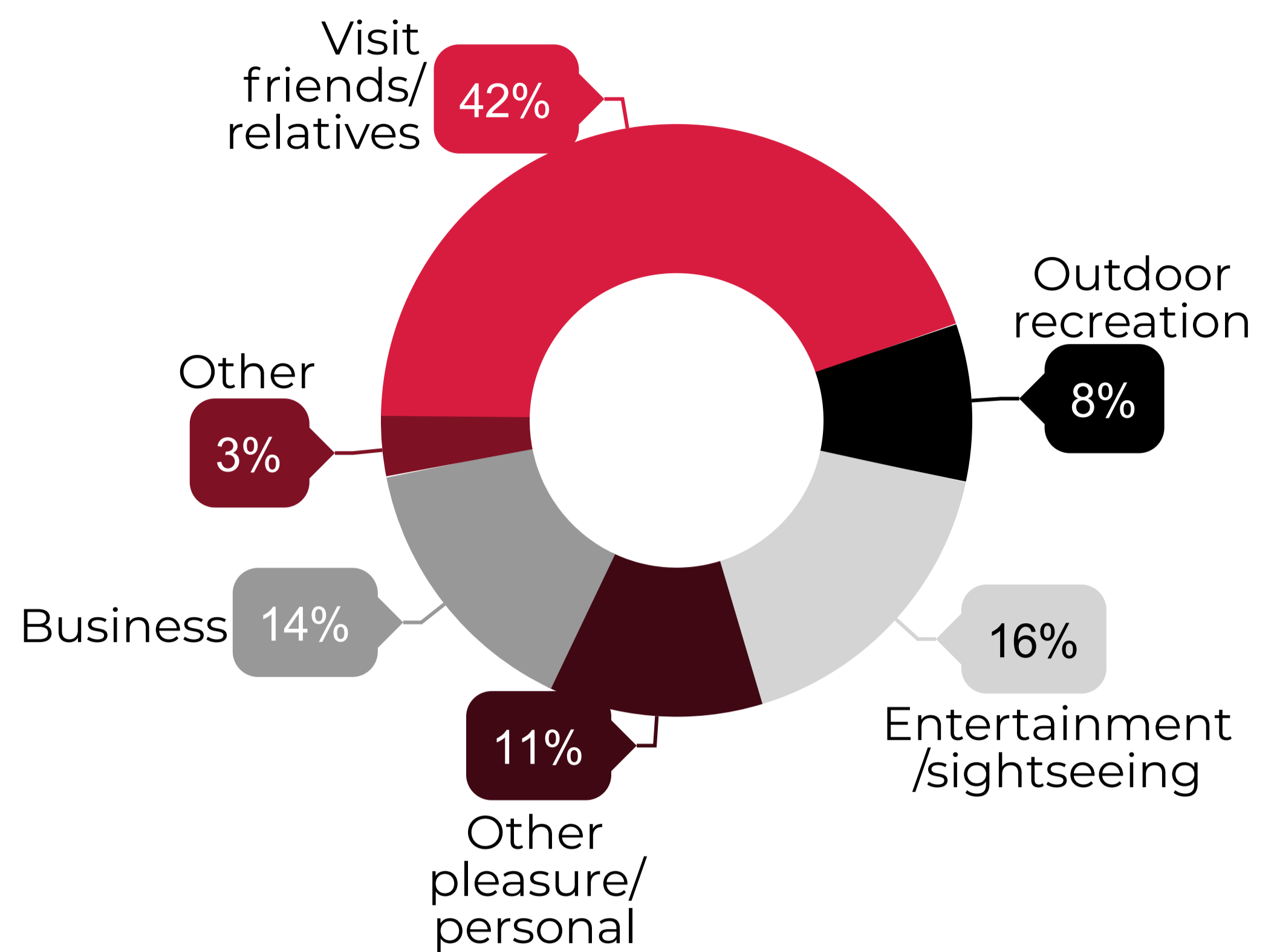


Top Activities:

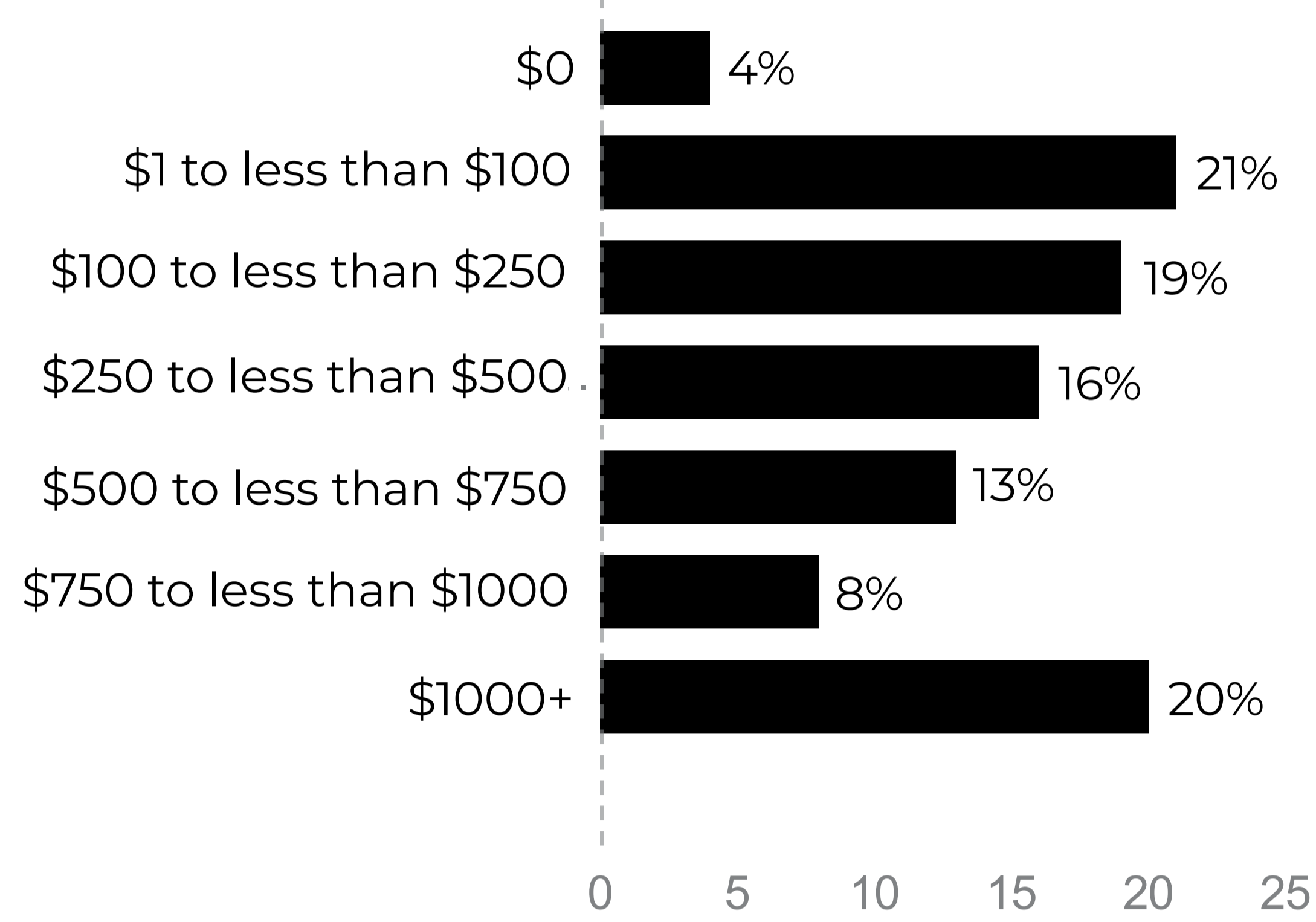
- Shopping 23%
- Visiting relatives 22%
- Visiting friends 13%
- Beach 12%
- Museums 11%
- Historic sites/churches 11%
- Fine dining 10%
- Rural sightseeing 10%
- Urban sightseeing 9%
- State park/monuments 8%



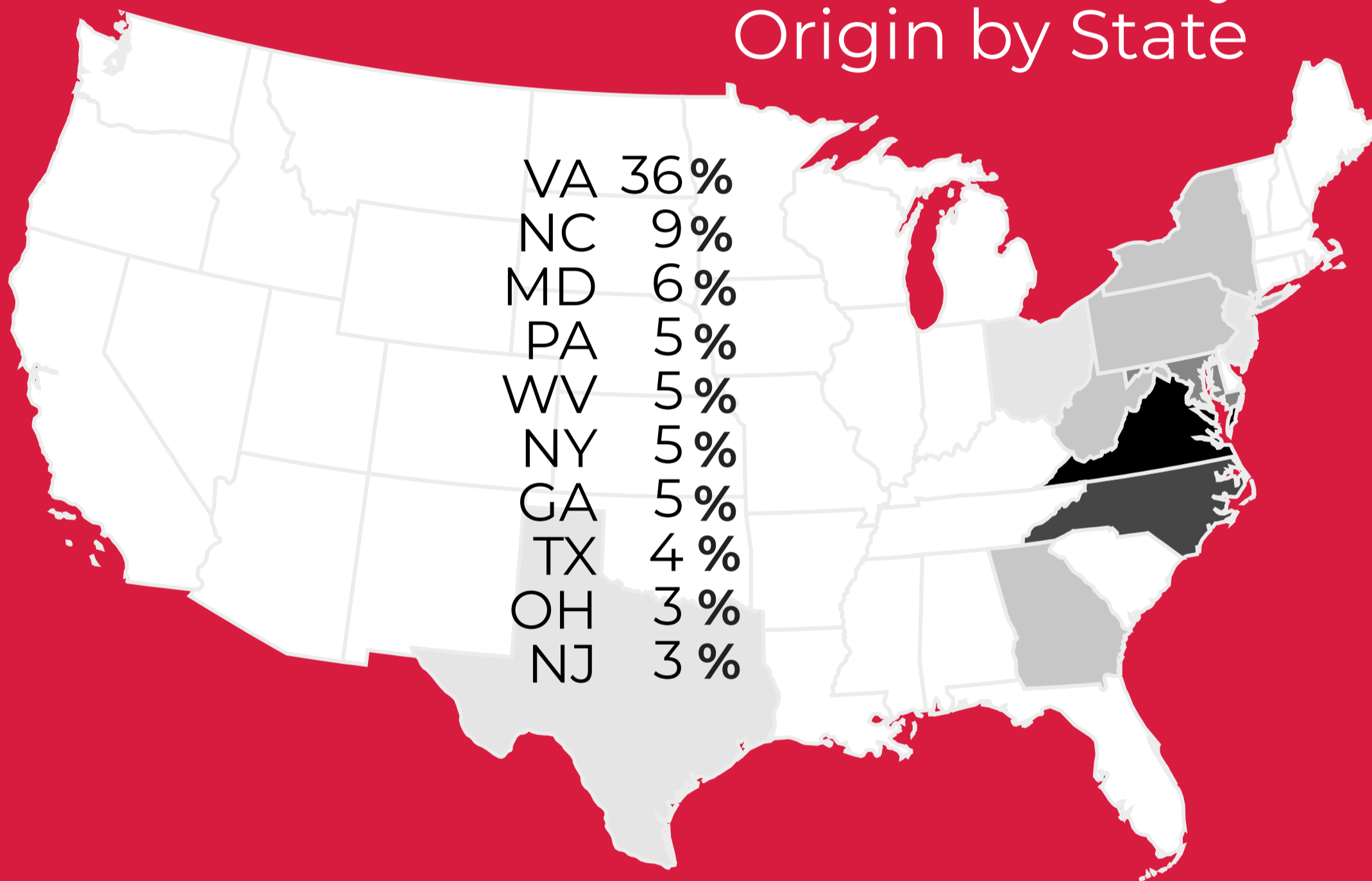
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

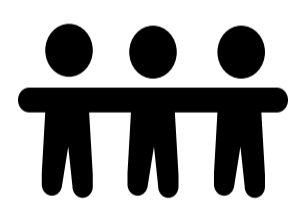


Travel Party Origin by DMA

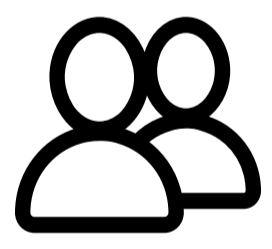
- Washington, DC (Hagerstown) 18%
- Richmond-Petersburg 7%
- Norfolk-Portsmouth-Newport News 7%
- Philadelphia 6%
- Roanoke-Lynchburg 6%
- New York 5%
- Raleigh-Durham (Fayetteville) 3%
- Baltimore 3%
- Charlotte 2%
- Clarksburg-Weston 3%



75%
Married



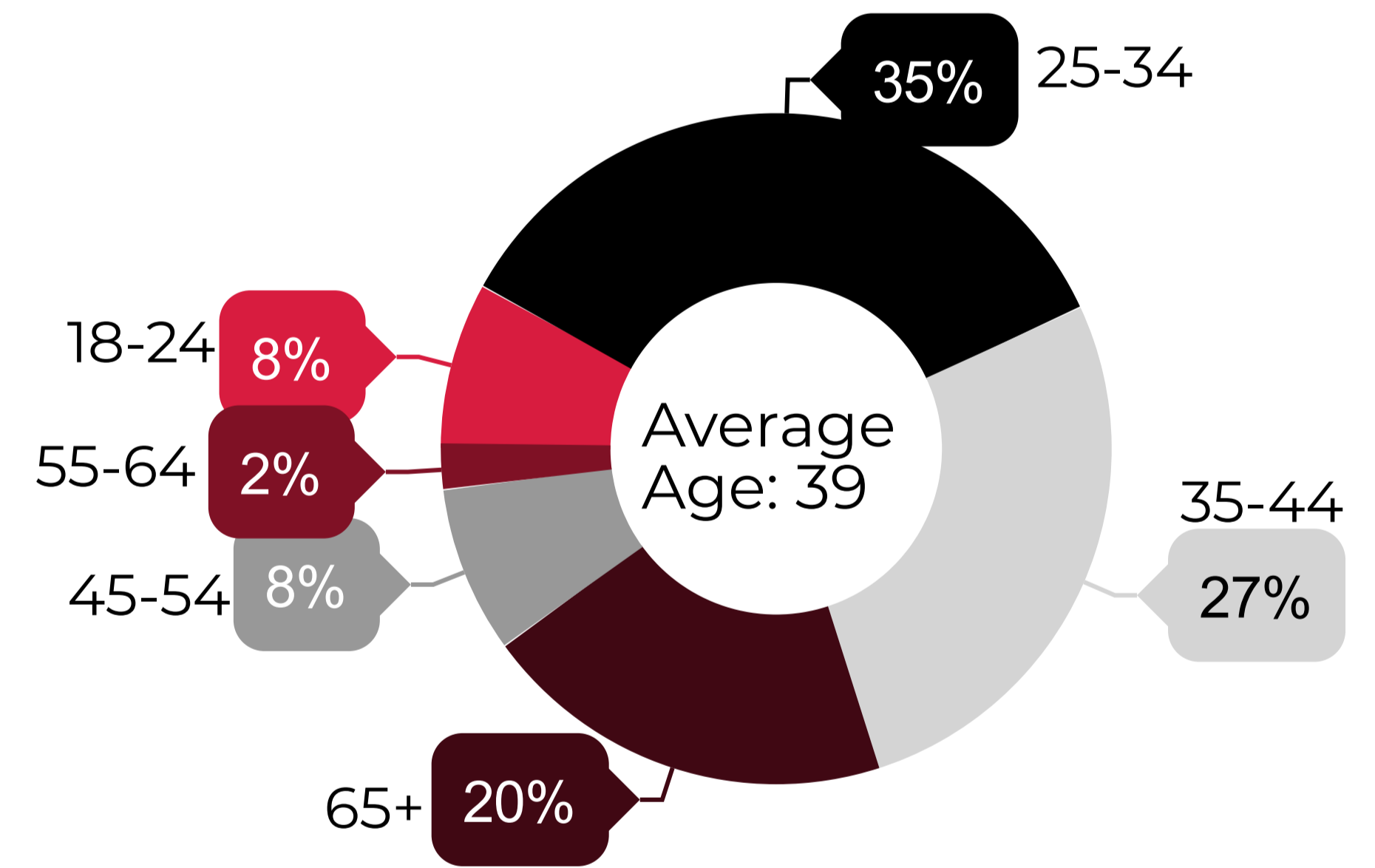
65%
Traveling with Children



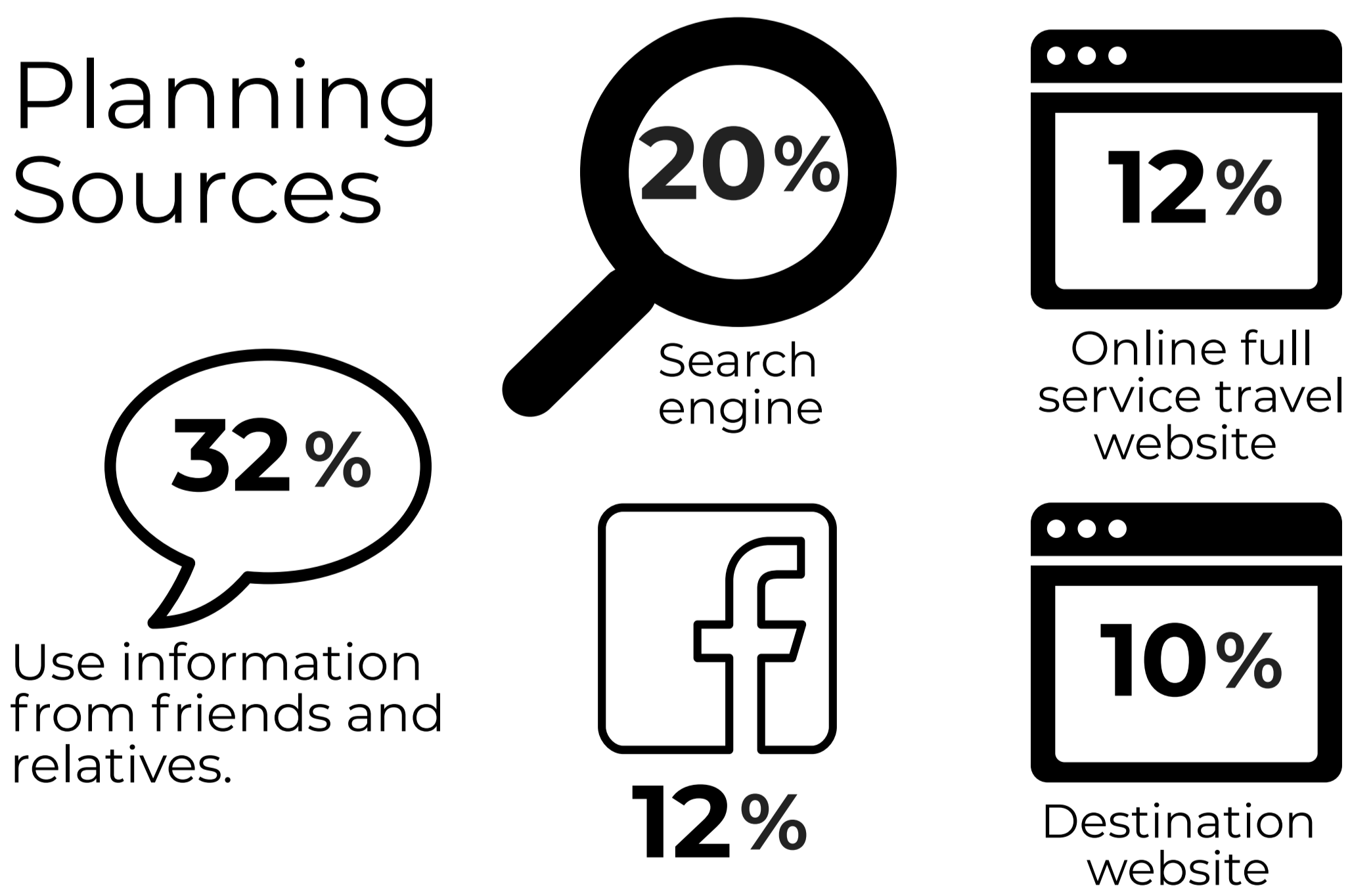
3.3
Average travel party size



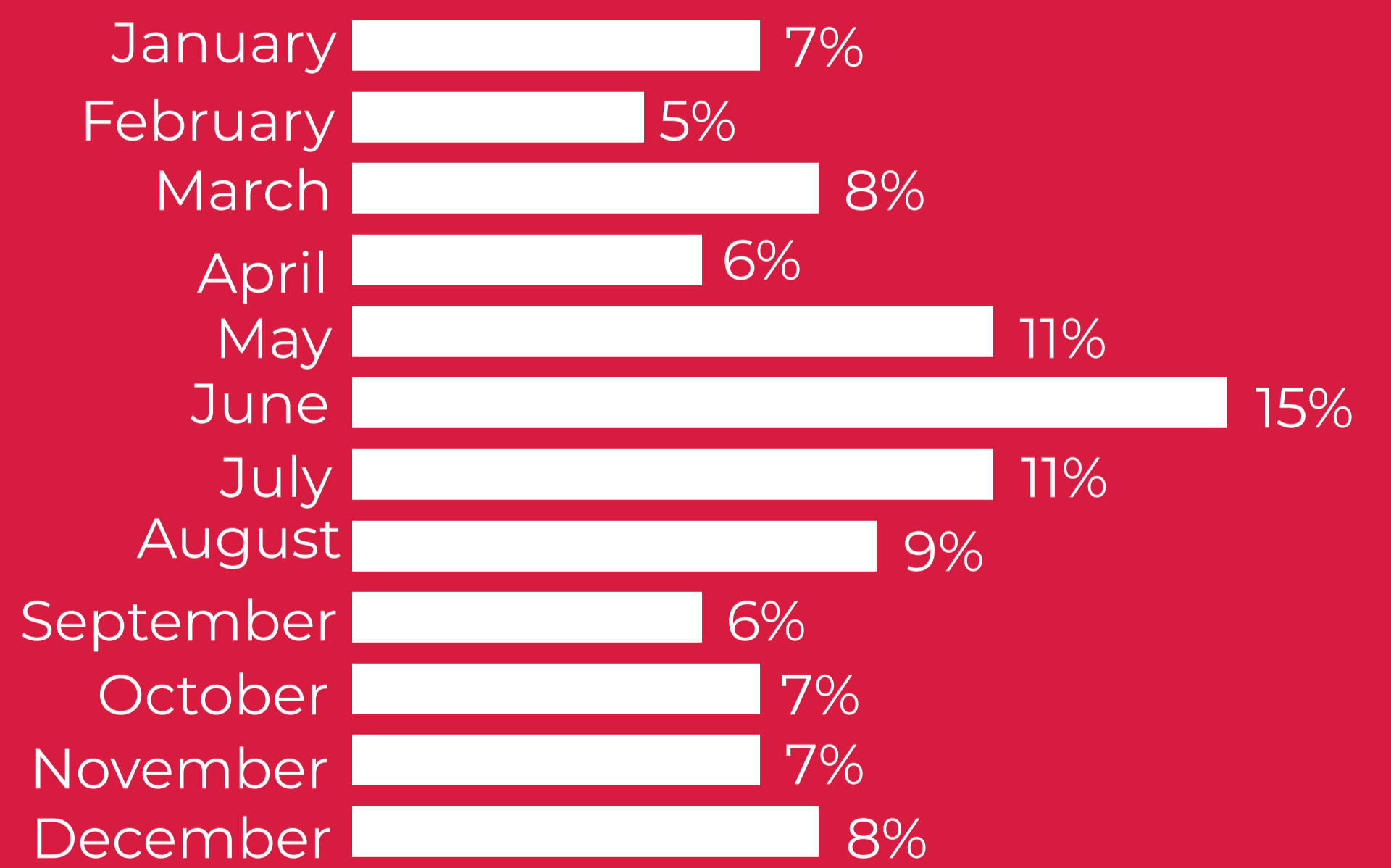
45%
Annual household income of 100K or more



Planning Sources



Month of Travel



Planning Time



41% consider visiting Virginia less than a month before their visit
53% decide visiting Virginia less than a month before their visit



86%
Travel by owned auto or rental cars



8%
Travel by plane