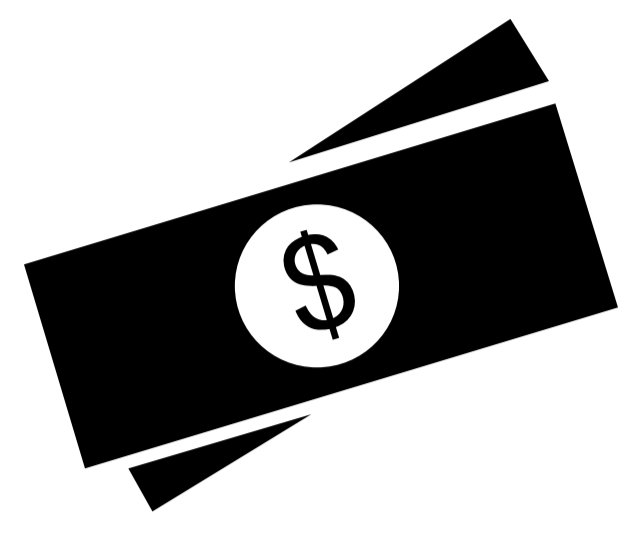




# Foodies

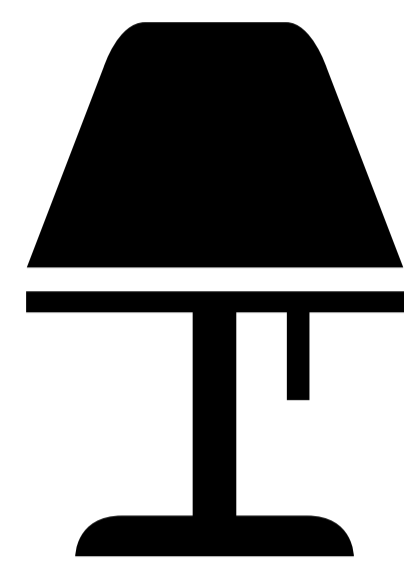


Average travel party spending:



**\$986**

per trip



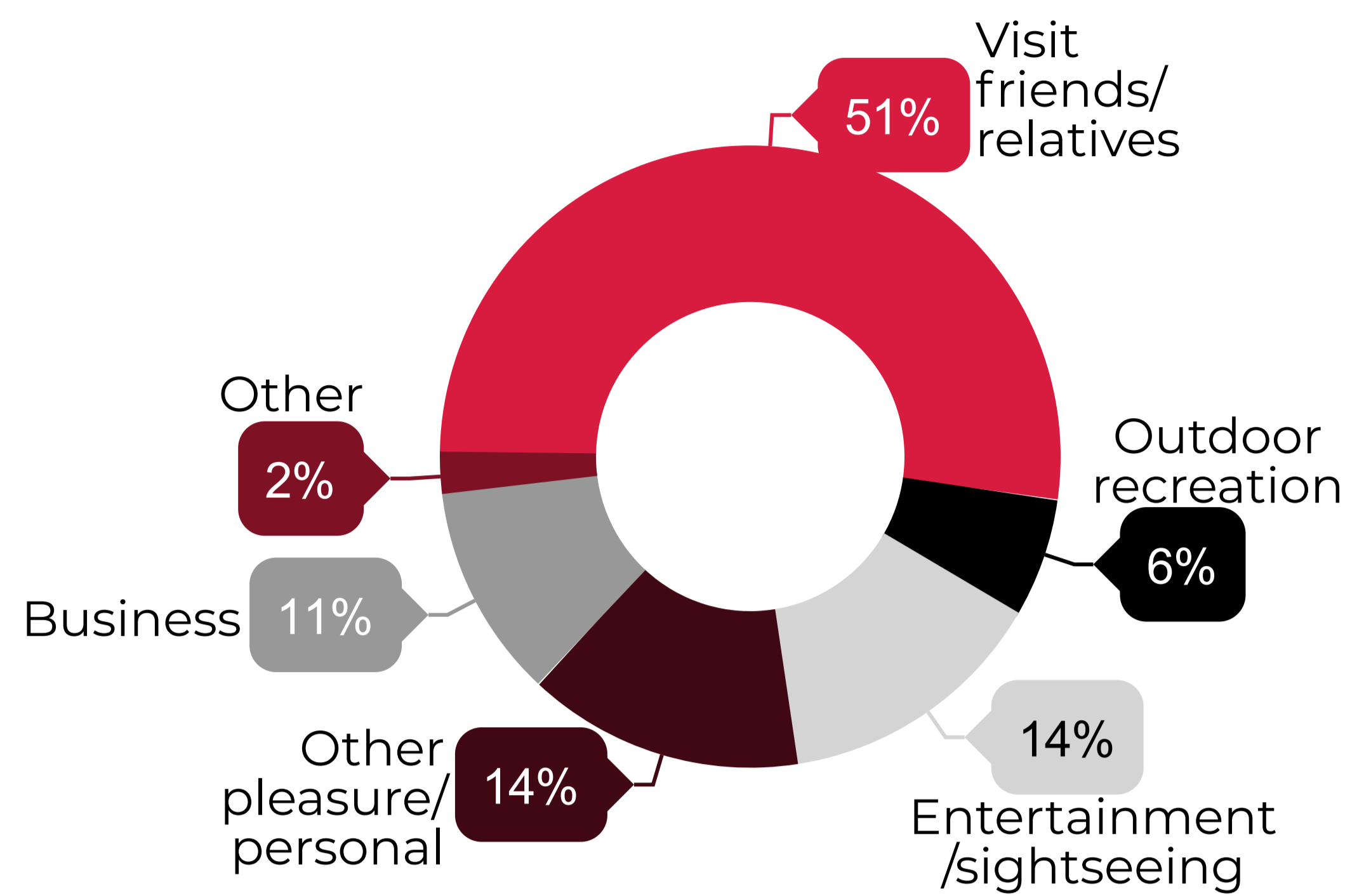
**3.5**  
Nights



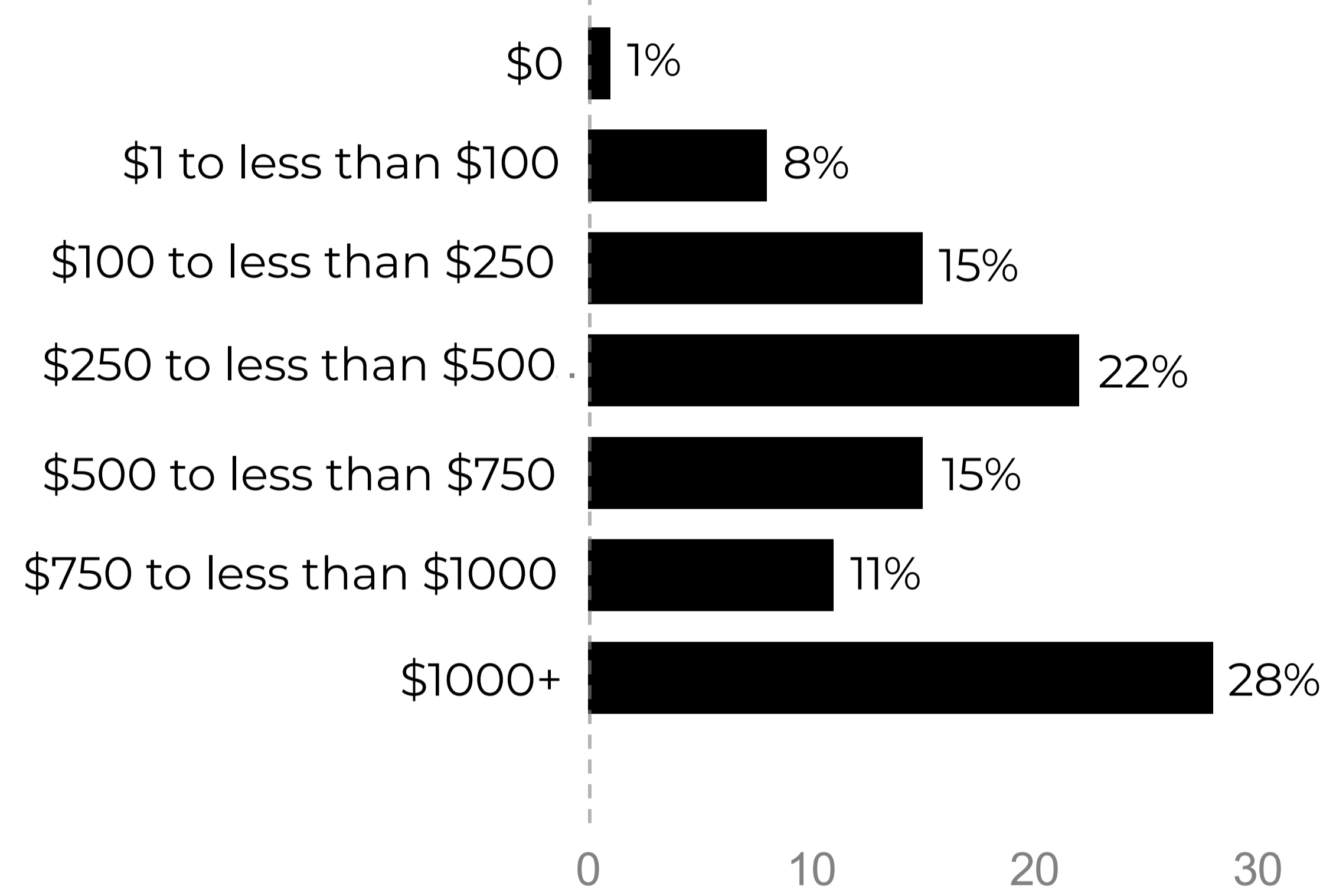
Top Activities:

- Fine dining 69%
- Shopping 40%
- Visiting relatives 29%
- Historic sites/churches 26%
- Craft breweries 22%
- Wine tasting/winery tour 21%
- Rural sightseeing 21%
- Urban sightseeing 20%
- Museums 20%
- Visiting friends 18%

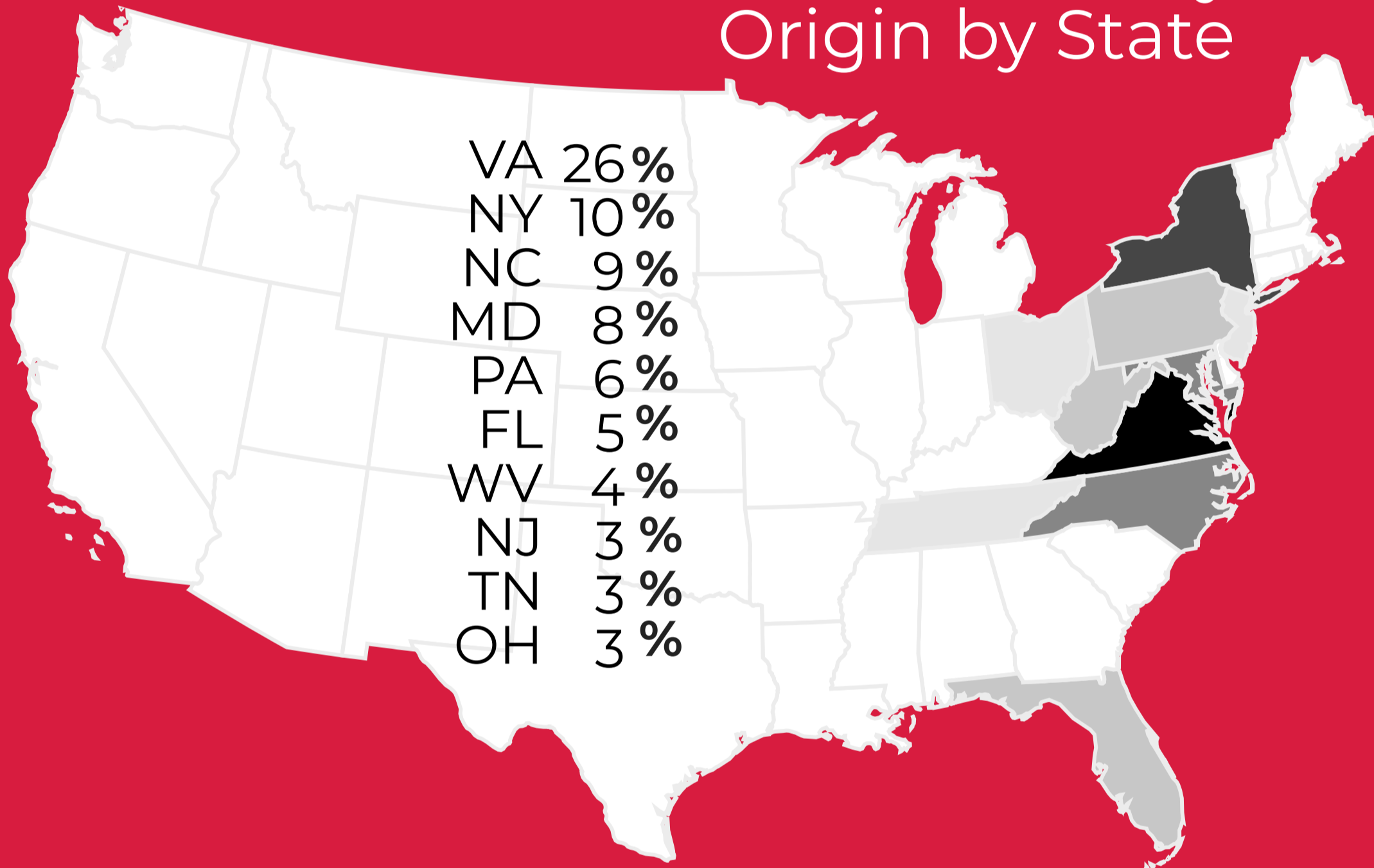
## Primary Purpose of Trip



## Travel Party Spending



## Travel Party Origin by State

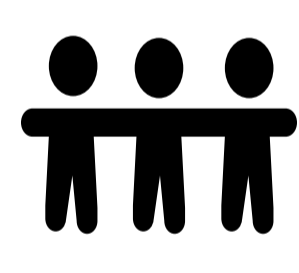


## Travel Party Origin by DMA

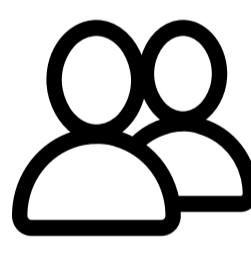
- Washington, DC (Hagerstown) 15%
- New York 8%
- Richmond-Petersburg 7%
- Norfolk-Portsmouth-Newport News 6%
- Philadelphia 4%
- Roanoke-Lynchburg 4%
- Raleigh-Durham (Fayetteville) 4%
- Baltimore 4%
- Charlotte 3%
- Pittsburg 2%



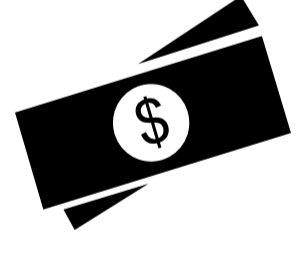
**67%**  
Married



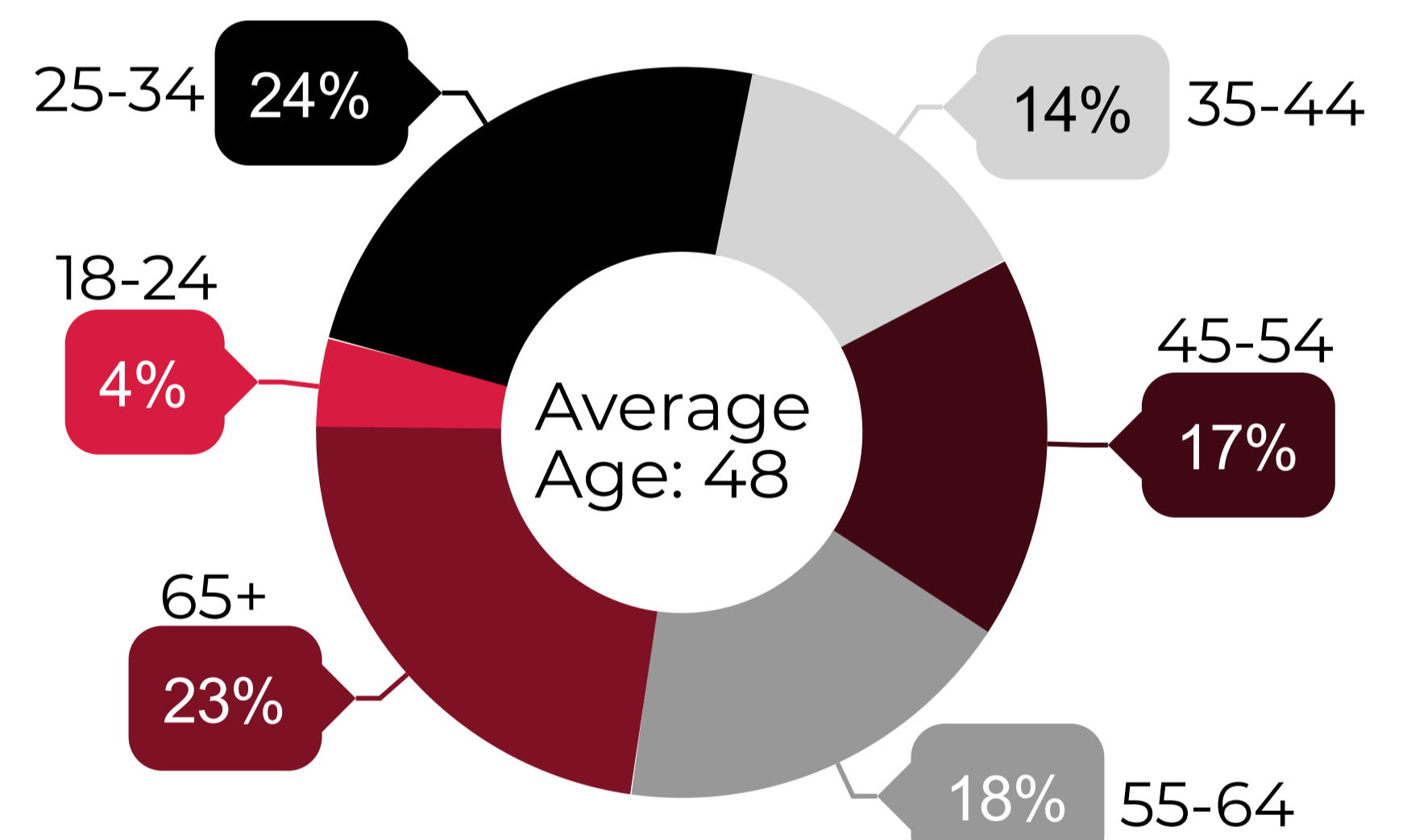
**20%**  
Traveling with Children



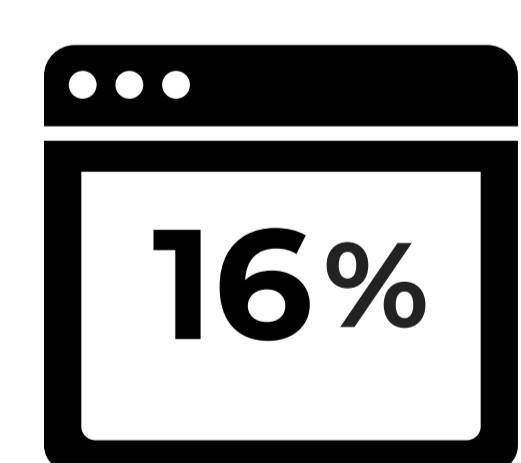
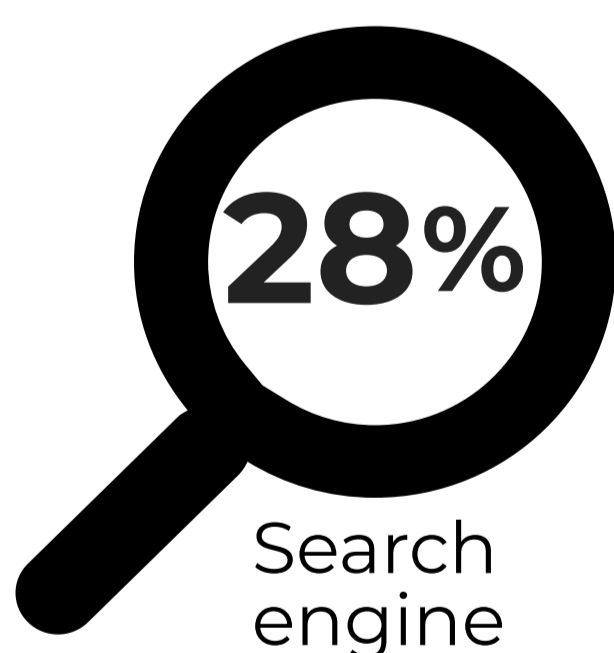
**2.5**  
Average travel party size



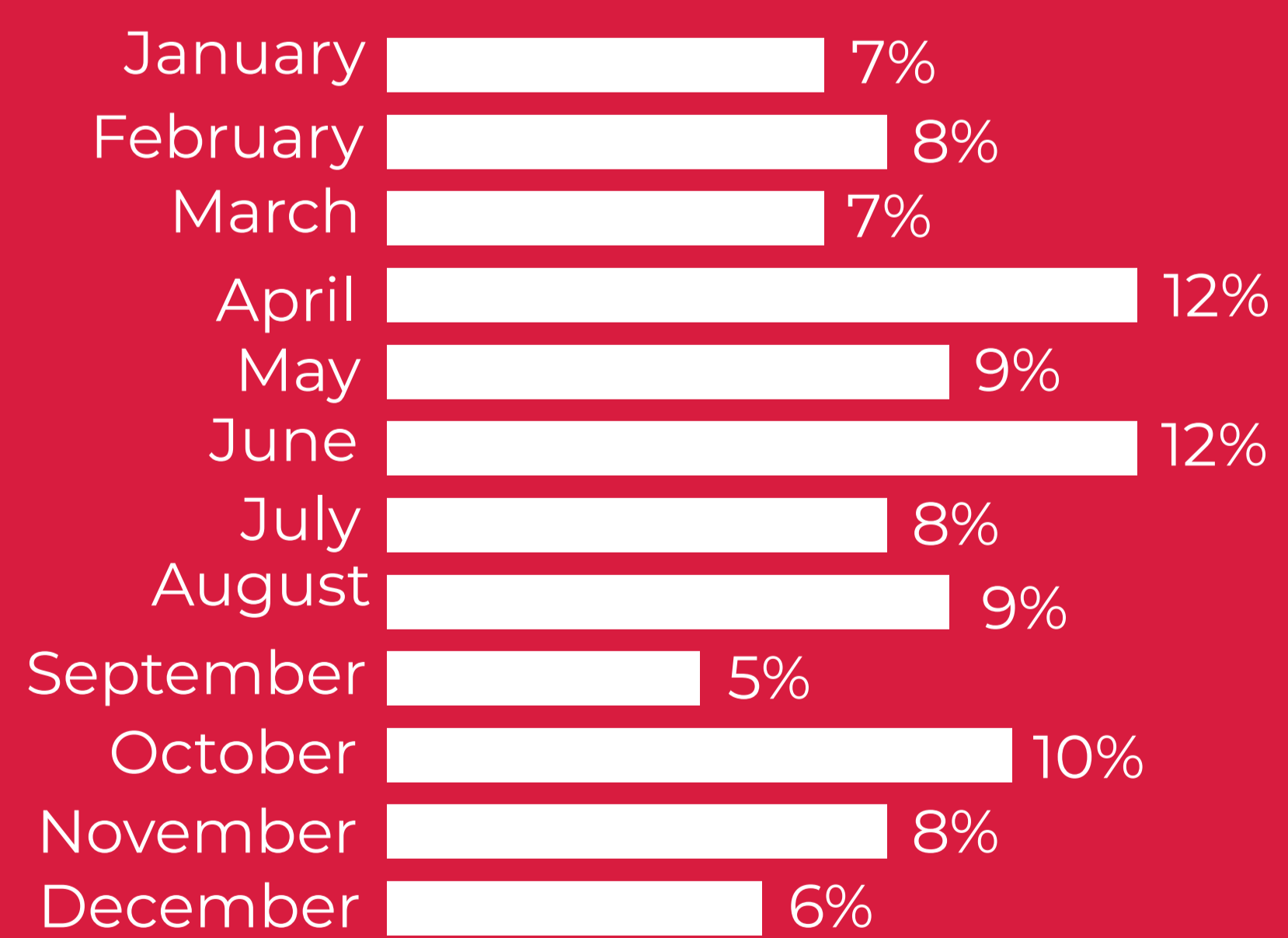
**40%**  
Annual household income of 100K or more



## Planning Sources



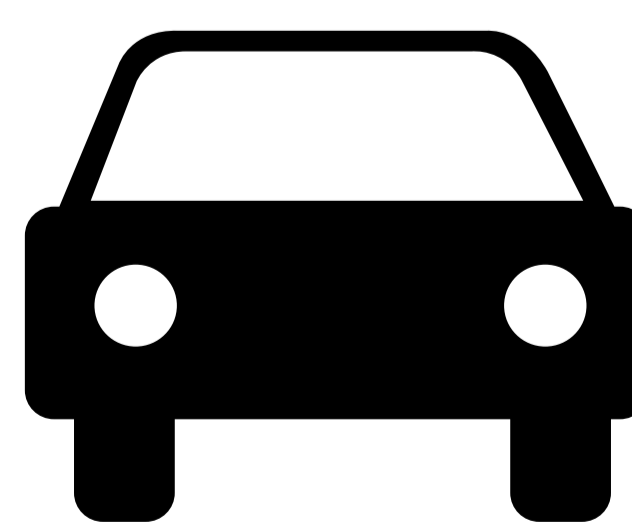
## Month of Travel



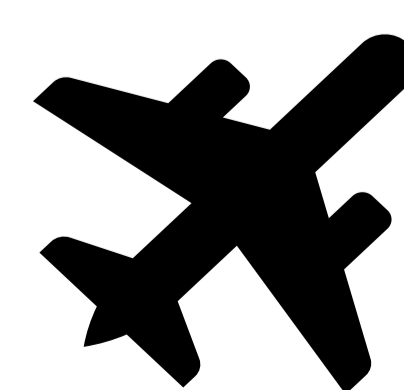
## Planning Time



- 29% consider visiting Virginia less than a month before their visit
- 42% decide visiting Virginia less than a month before their visit



**83%**  
Travel by owned auto or rental cars



**11%**  
Travel by plane