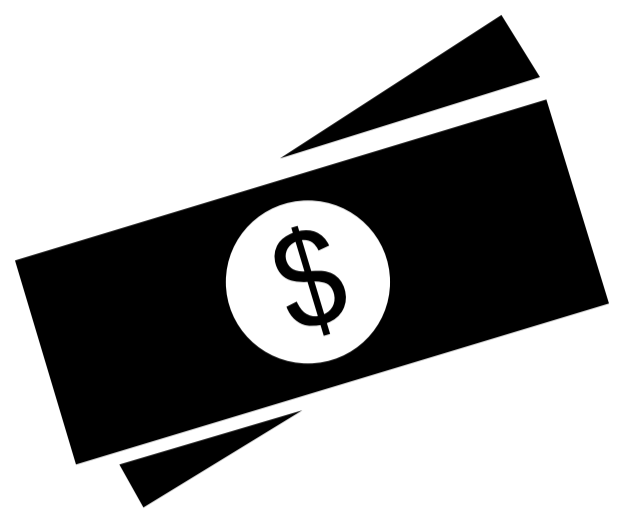




Friends & Family

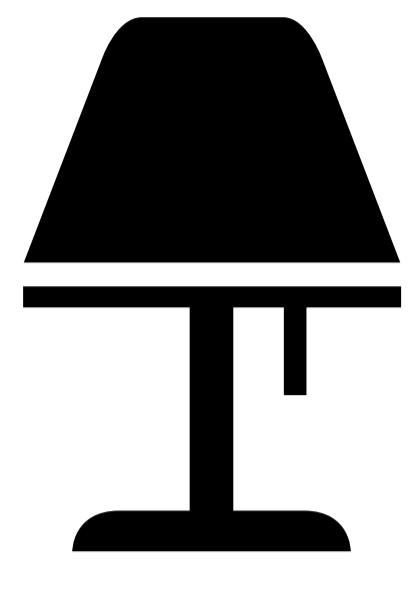


Average travel party spending:



\$448

per trip



2.5
Nights

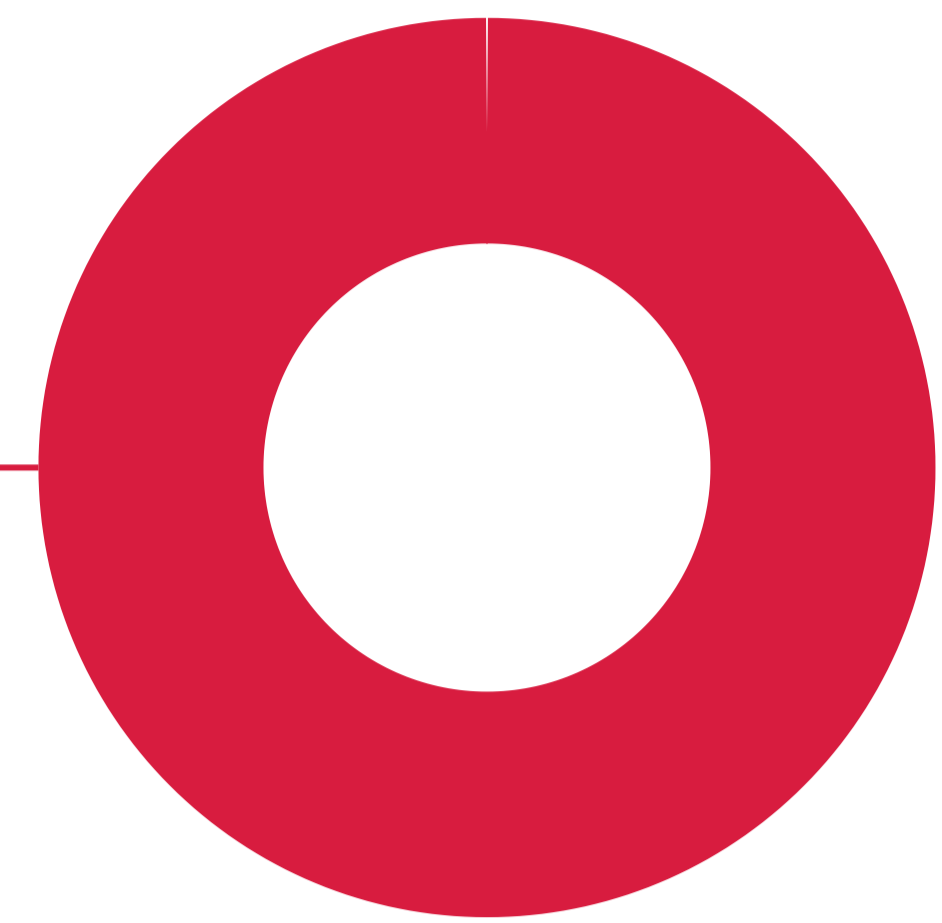


Top Activities:

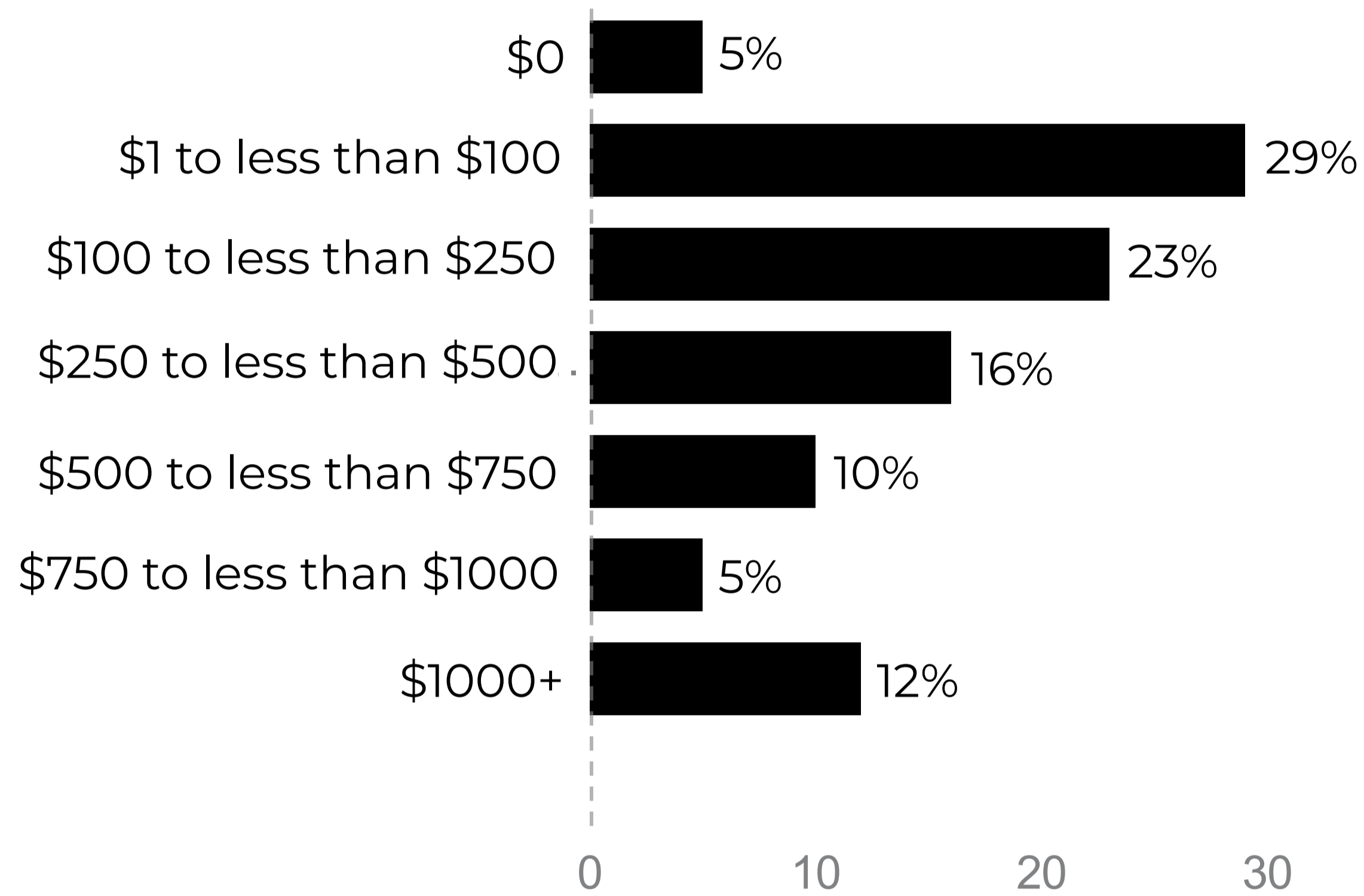
Shopping	24%
Fine dining	13%
Rural sightseeing	12%
Family reunion	9%
Historic sites/Churches	9%
Museums	9%
Beach	8%
State park/Monuments	7%
Urban sightseeing	7%
National park/Monuments	6%

Primary Purpose of Trip

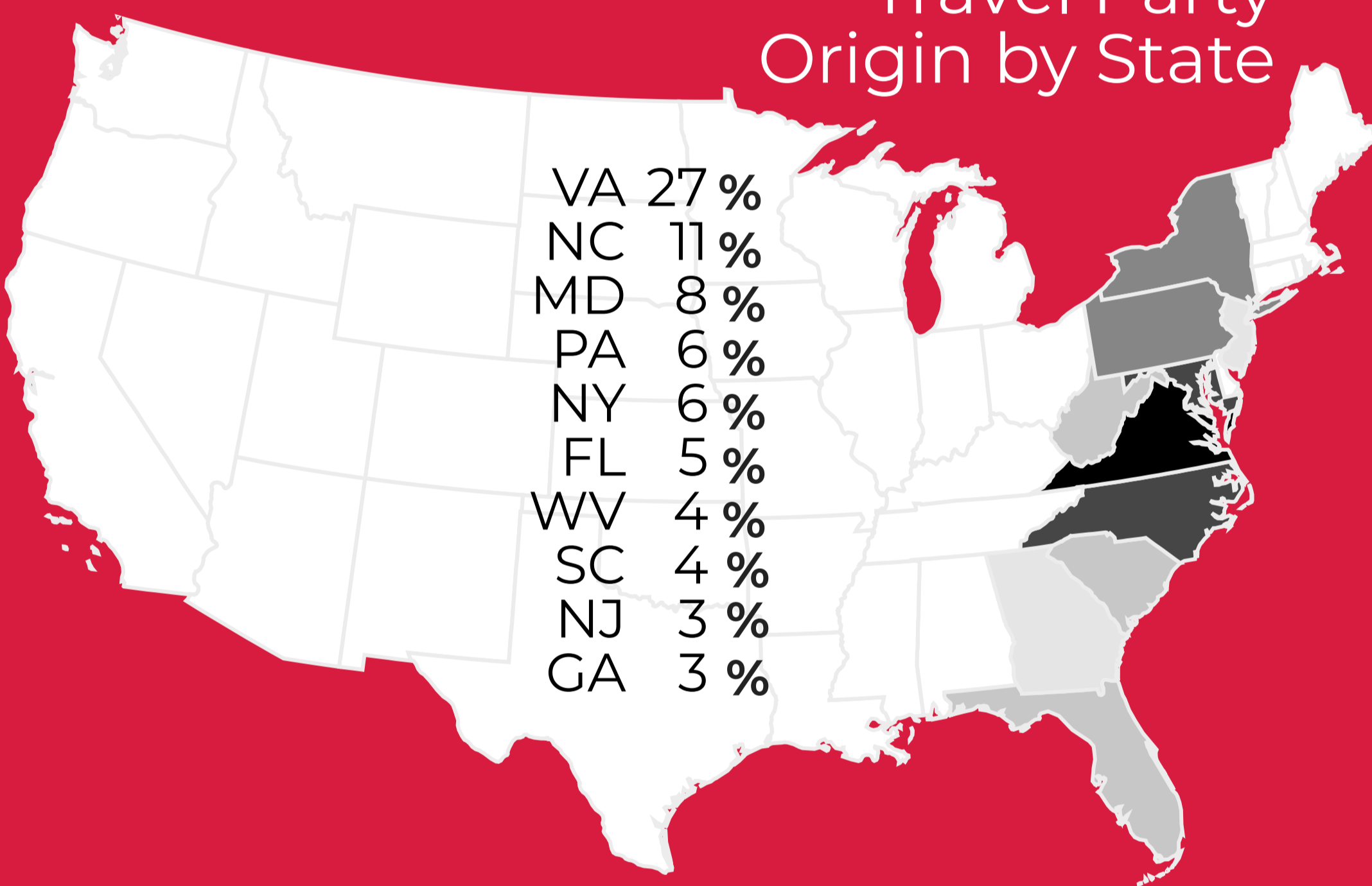
Visit friends/relatives
100%



Travel Party Spending



Travel Party Origin by State

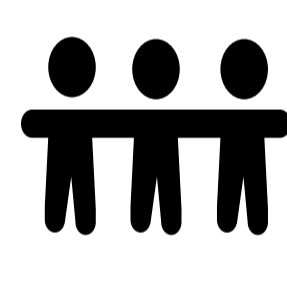


Travel Party Origin by DMA

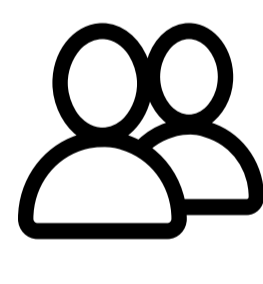
Washington, DC (Hagerstown)	14%
Richmond-Petersburg	7%
Norfolk-Portsmouth-Newport News	6%
Philadelphia	6%
New York	5%
Charlotte	4%
Baltimore	4%
Roanoke-Lynchburg	4%
Raleigh-Durham (Fayetteville)	2%
Tri-Cities, TN-VA	2%



62%
Married



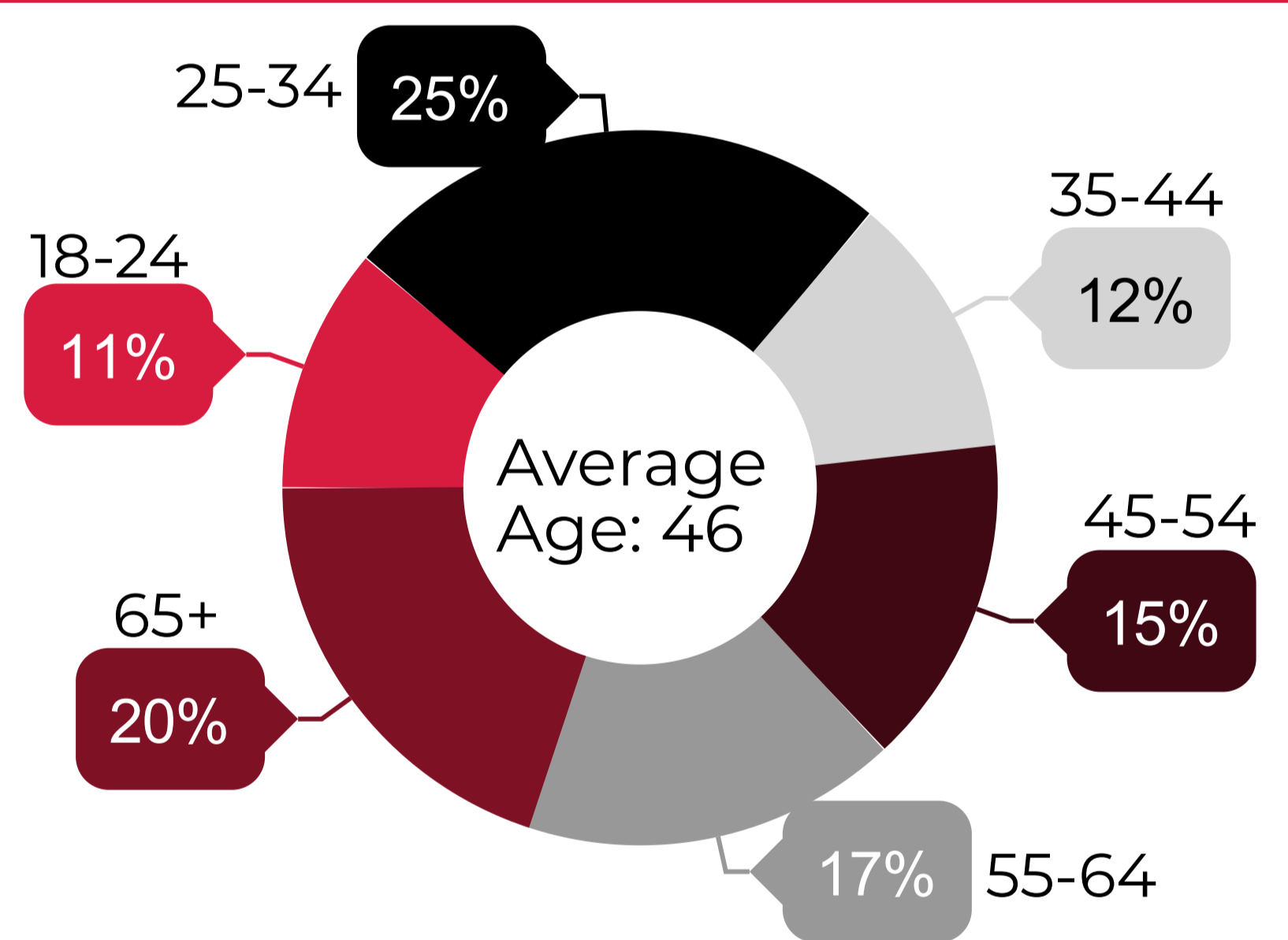
25%
Traveling with Children



2.5
Average travel party size

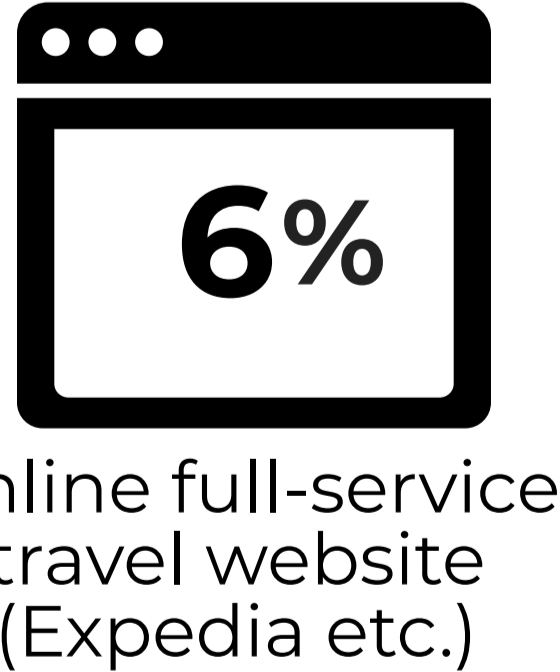
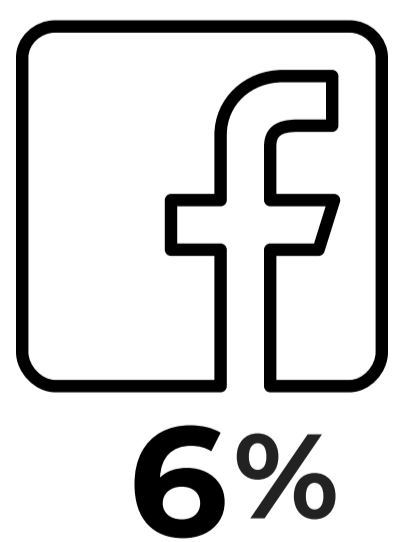
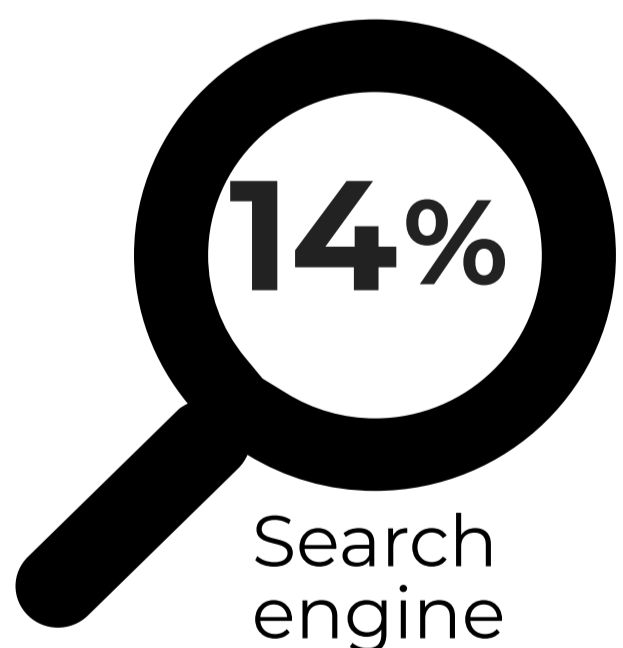


35%
Annual household income of 100K or more

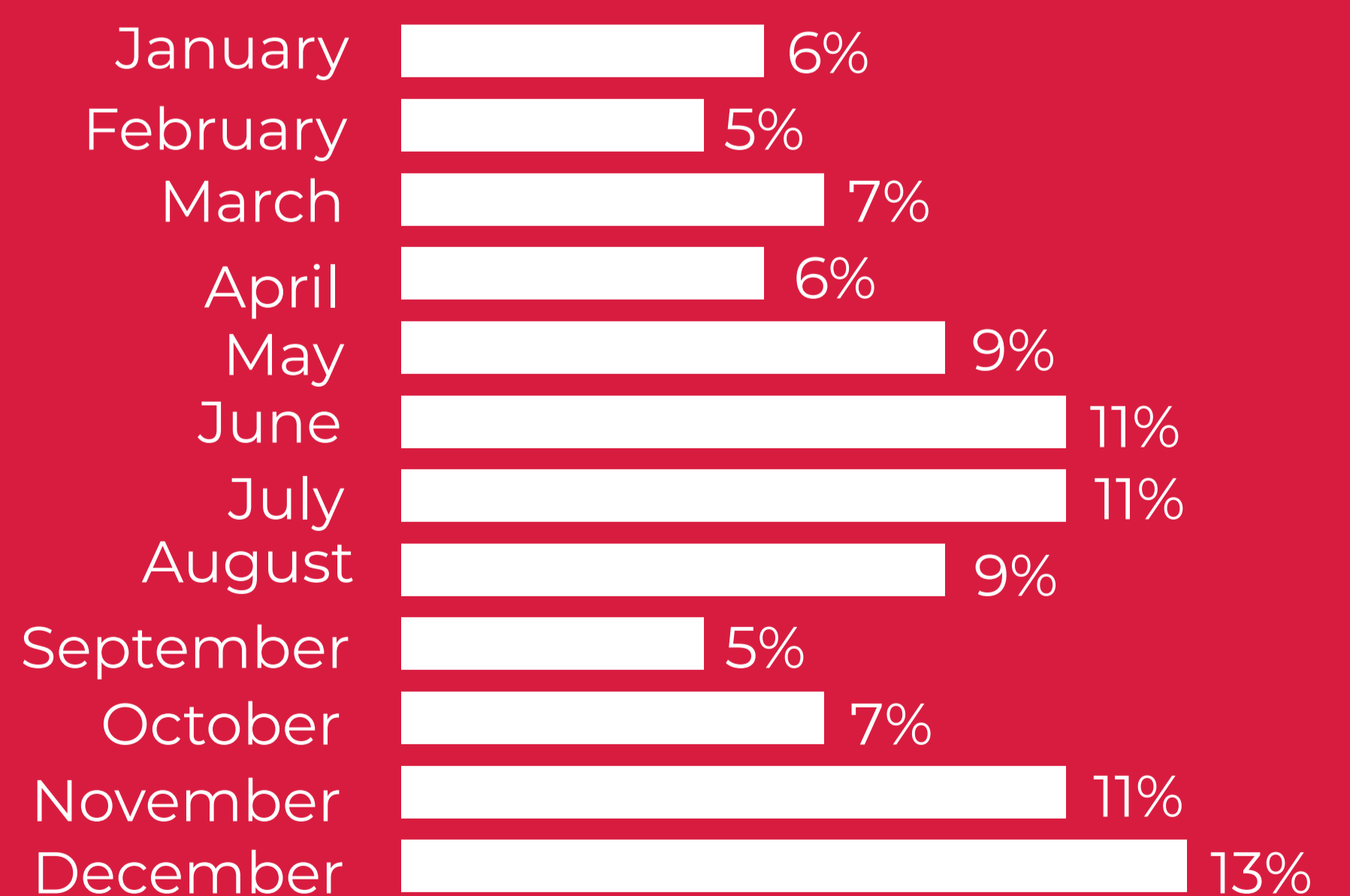


Planning Sources

36%
Use information from friends and relatives.



Month of Travel



Planning Time



40% consider visiting Virginia less than a month before their visit
53% decide visiting Virginia less than a month before their visit



89%
Travel by owned auto or rental cars



8%
Travel by plane