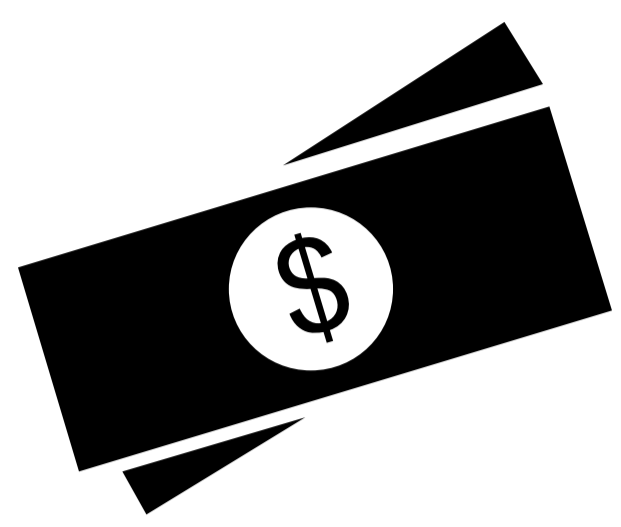




LGBT

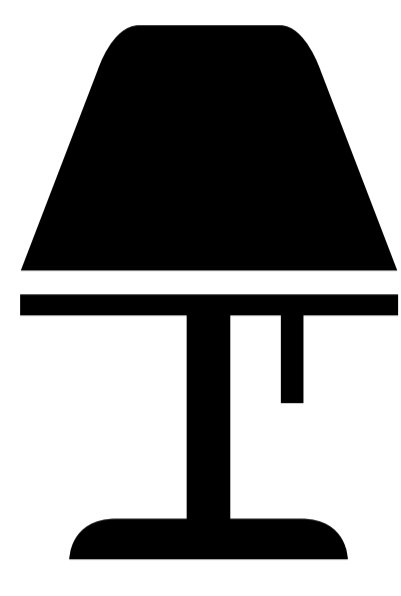


Average travel party spending:

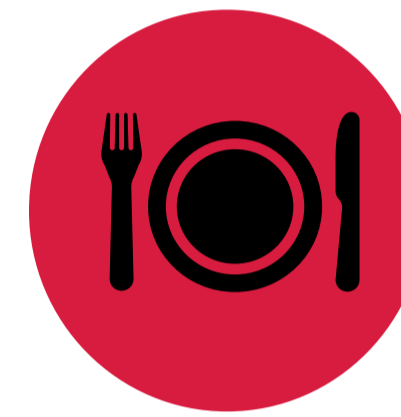


\$467

per trip



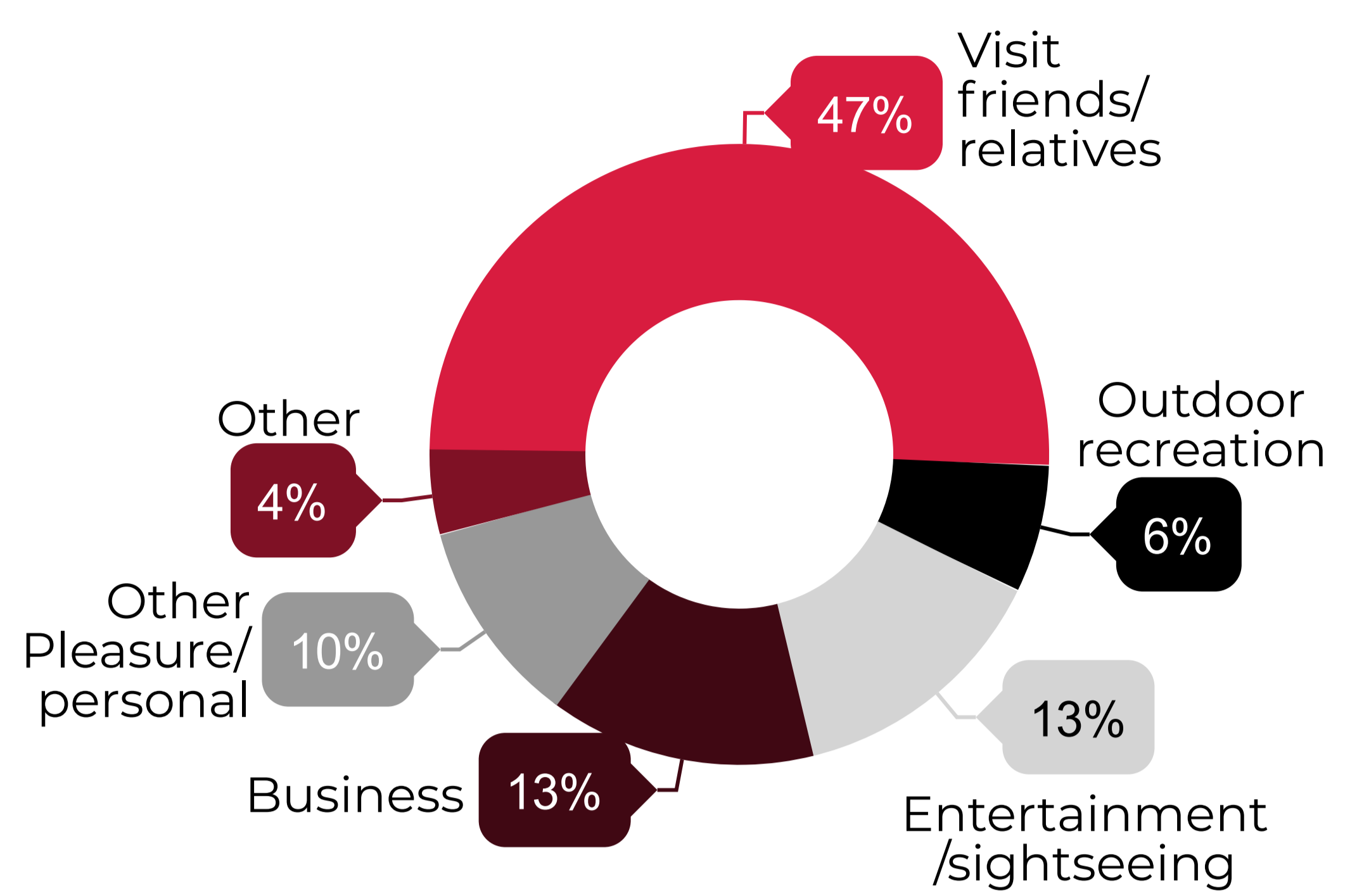
2.3
Nights



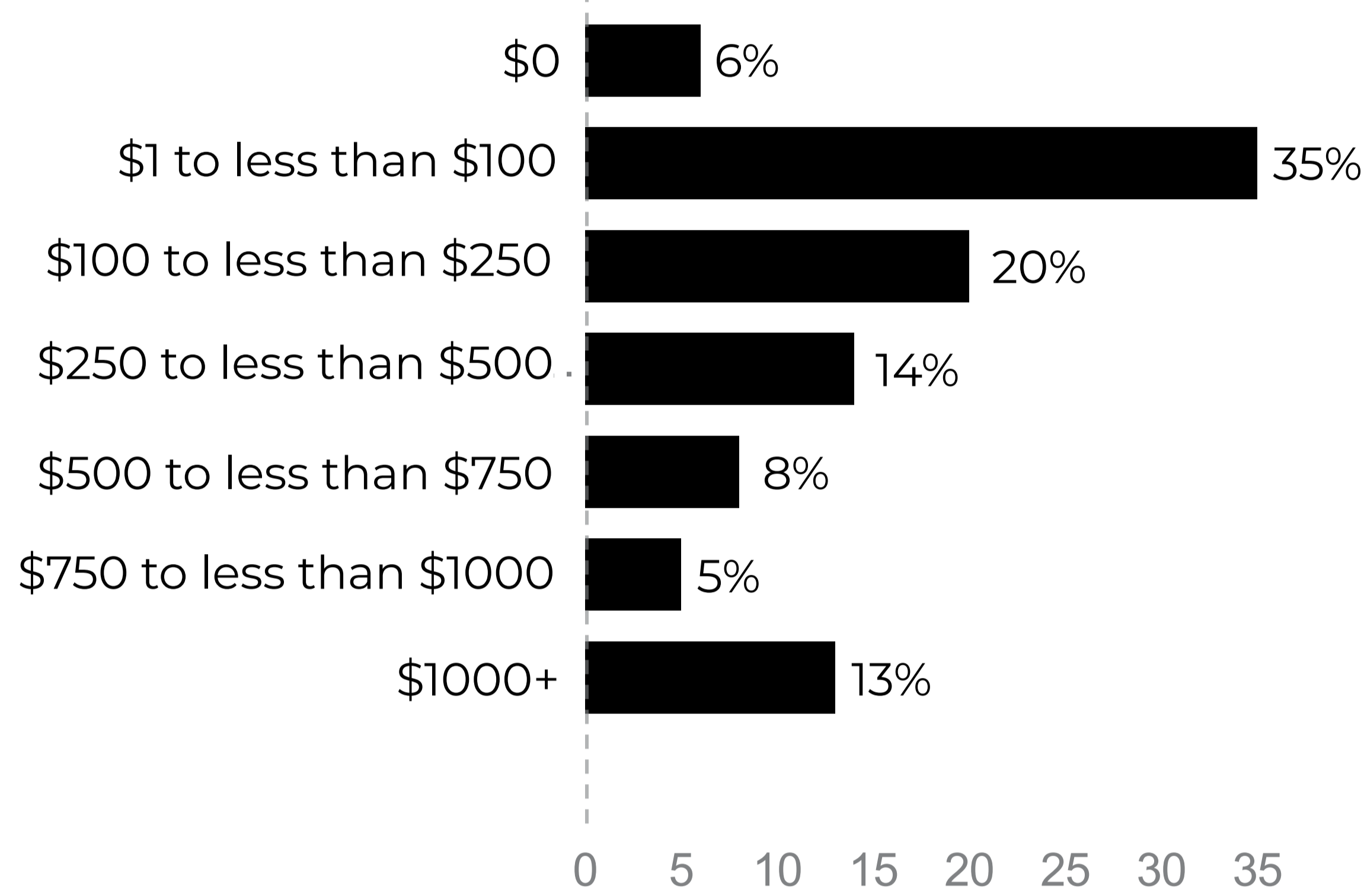
Top Activities:

- Visiting relatives 22 %
- Visiting friends 16 %
- Shopping 15 %
- Historic sites/churches 12 %
- Museums 12 %
- Beach 9 %
- Rural sightseeing 9 %
- Art galleries 9 %
- Urban sightseeing 8 %
- Fine dining 7 %

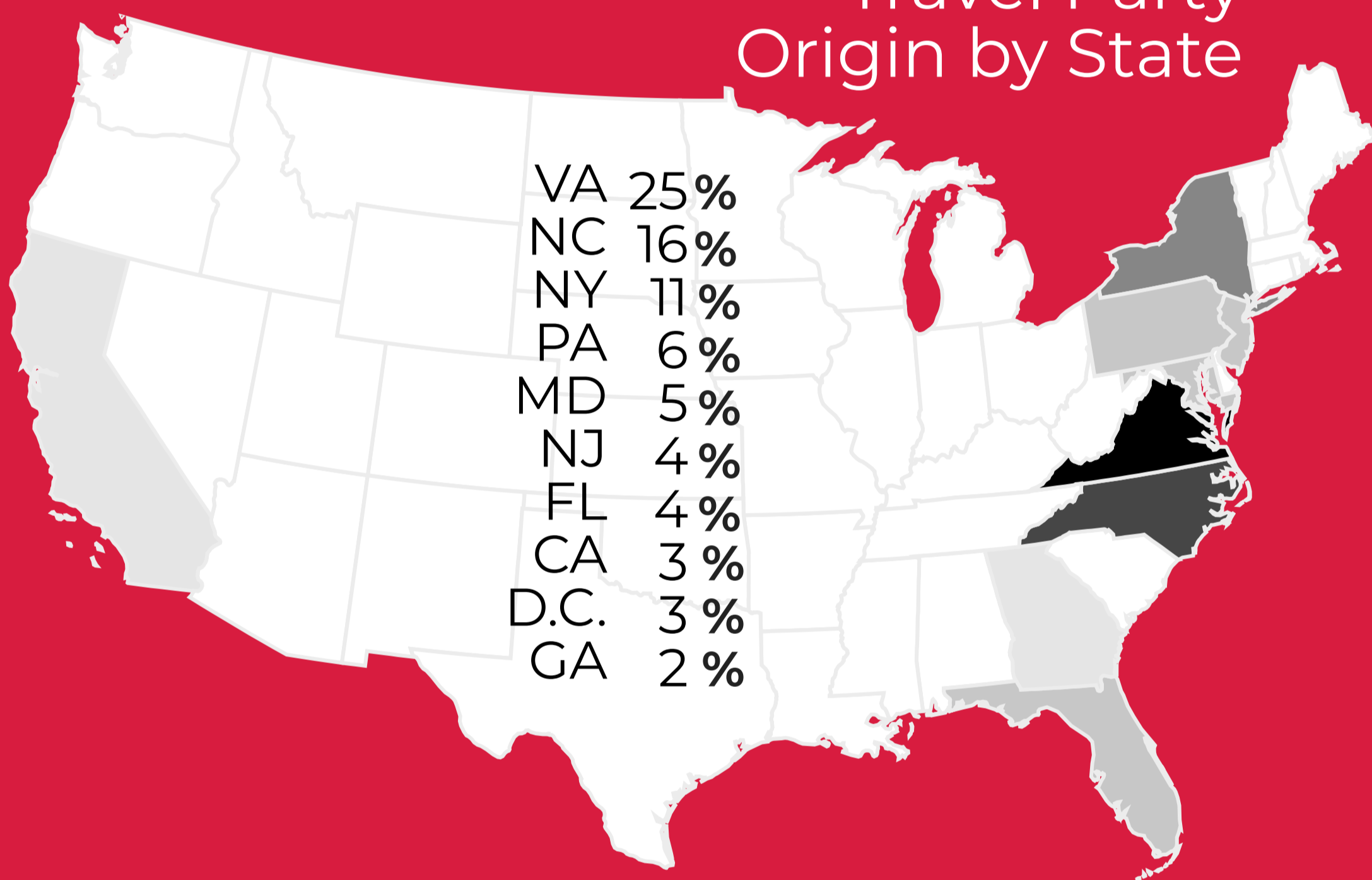
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

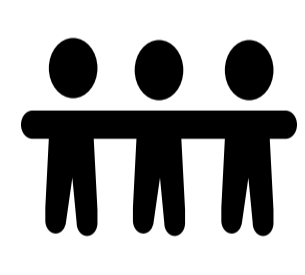


Travel Party Origin by DMA

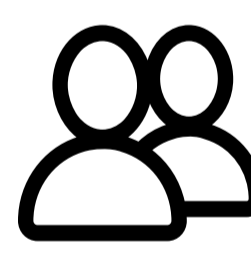
- Washington, DC (Hagerstown) 16 %
- New York 9 %
- Norfolk-Portsmouth-Newport News 6 %
- Raleigh-Durham (Fayetteville) 5 %
- Richmond-Petersburg 5 %
- Watertown 4 %
- Philadelphia 4 %
- Roanoke-Lynchburg 4 %
- Tri-Cities, TN-VA 3 %
- Baltimore 3 %



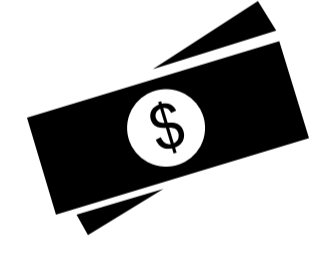
24%
Married



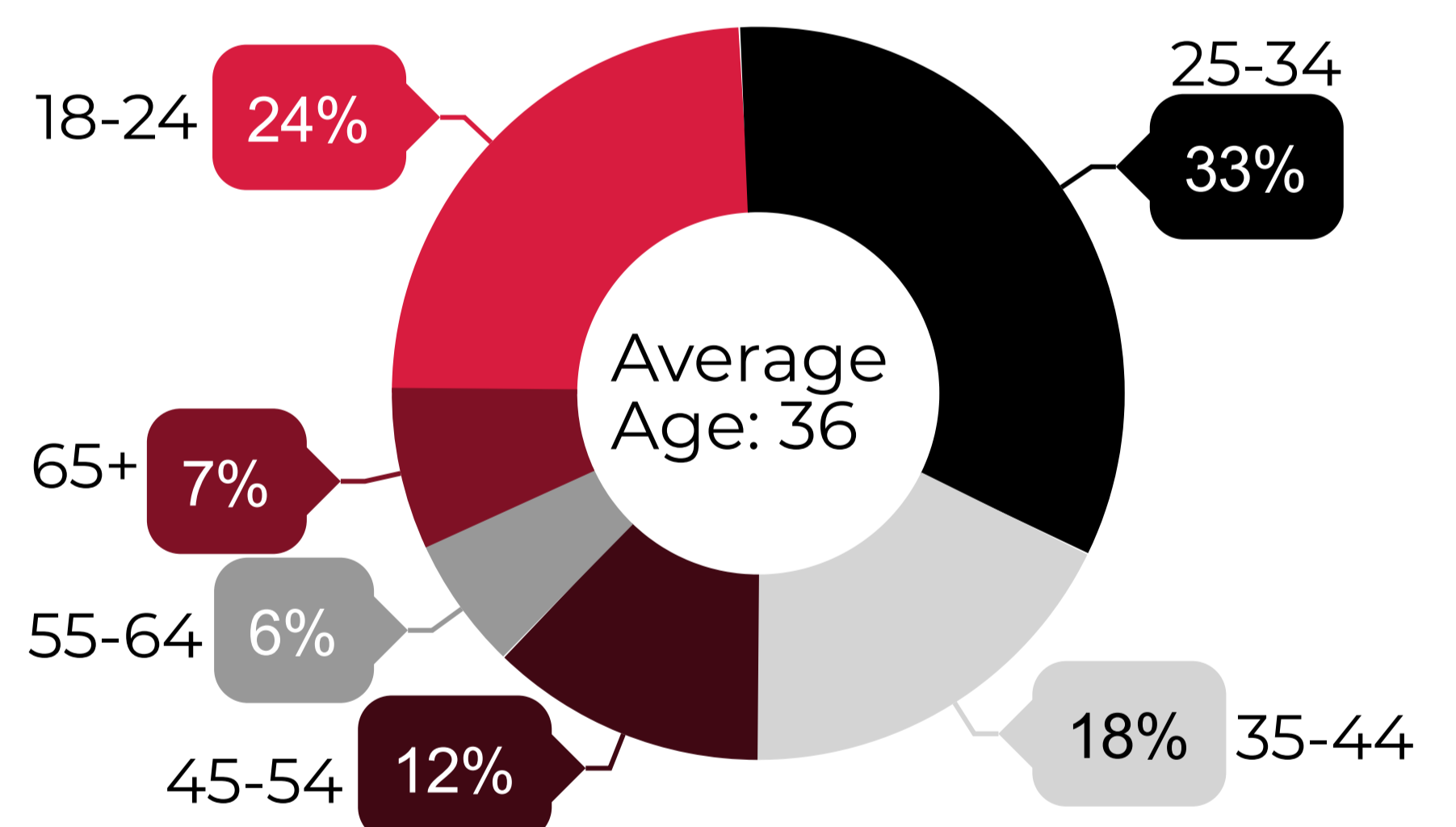
20%
Traveling with Children



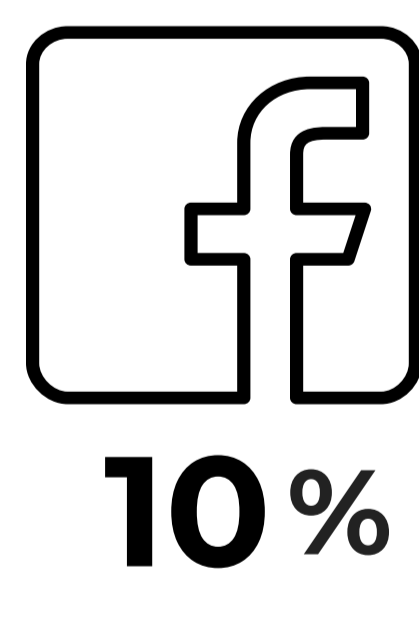
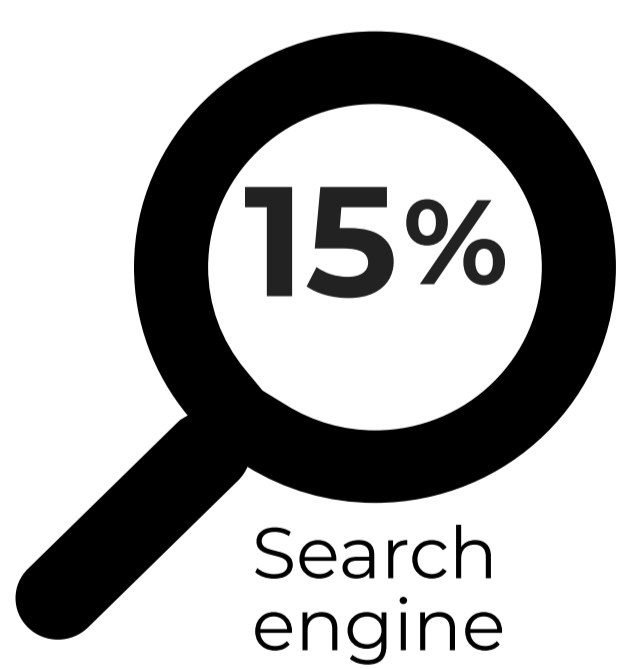
2.6
Average travel party size



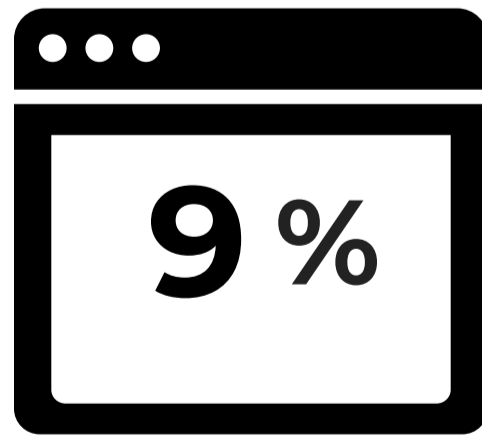
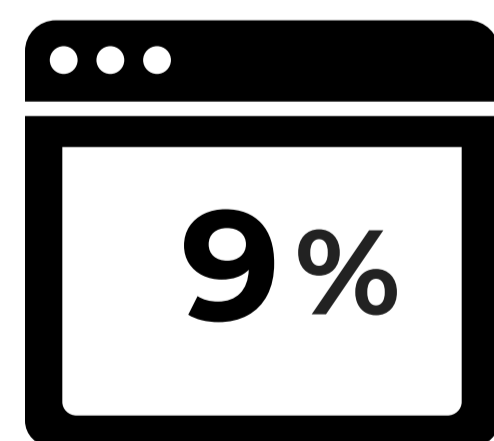
23%
Annual household income of 100K or more



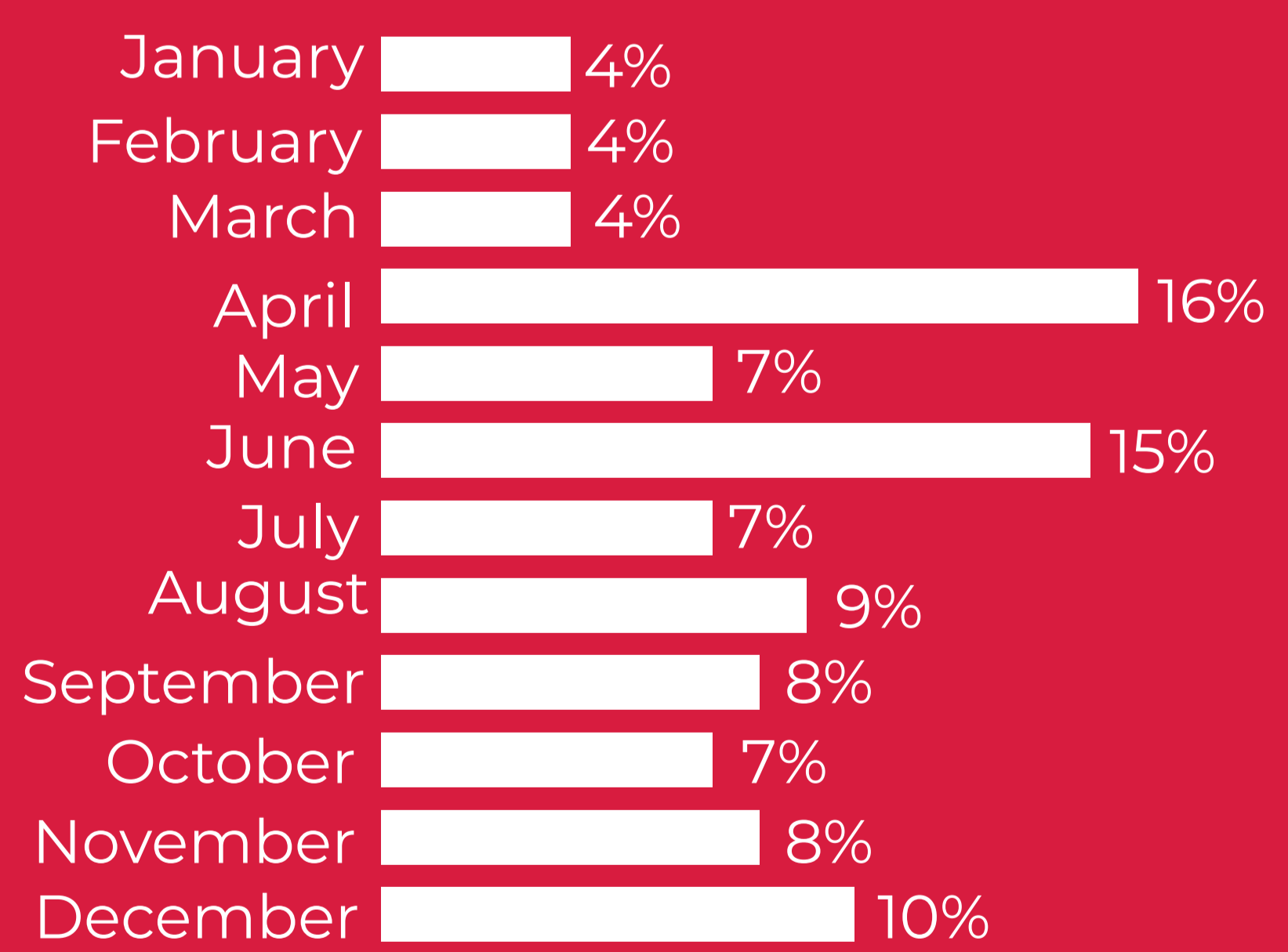
Planning Sources



29%
Use information from friends and relatives.



Month of Travel



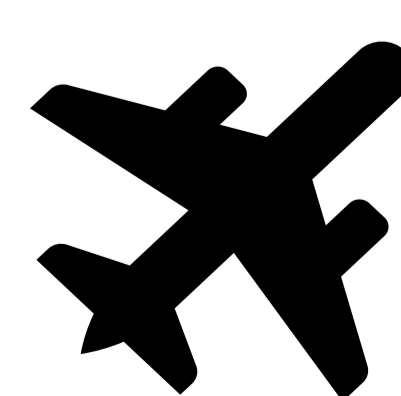
Planning Time



- 48% consider visiting Virginia less than a month before their visit
- 61% decide visiting Virginia less than a month before their visit



79%
Travel by owned auto or rental cars



10%
Travel by plane