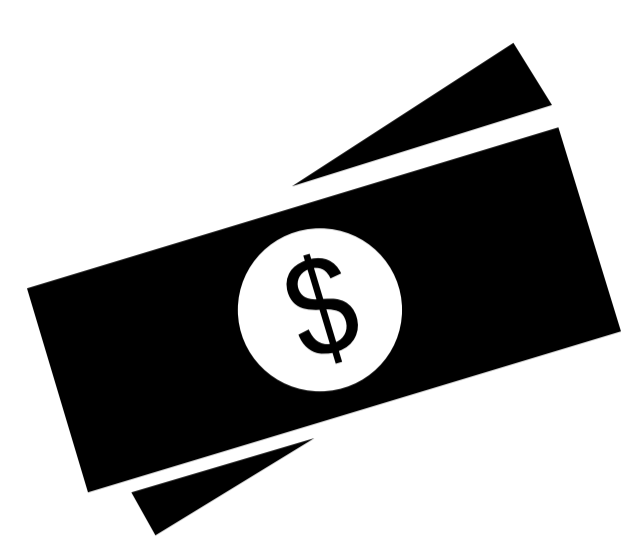




# Leisure

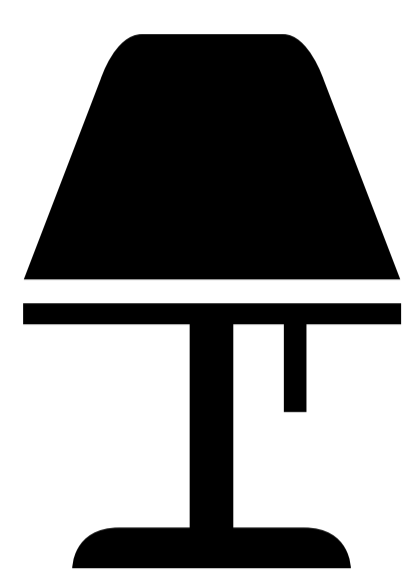


Average travel party spending:



\$533

per trip



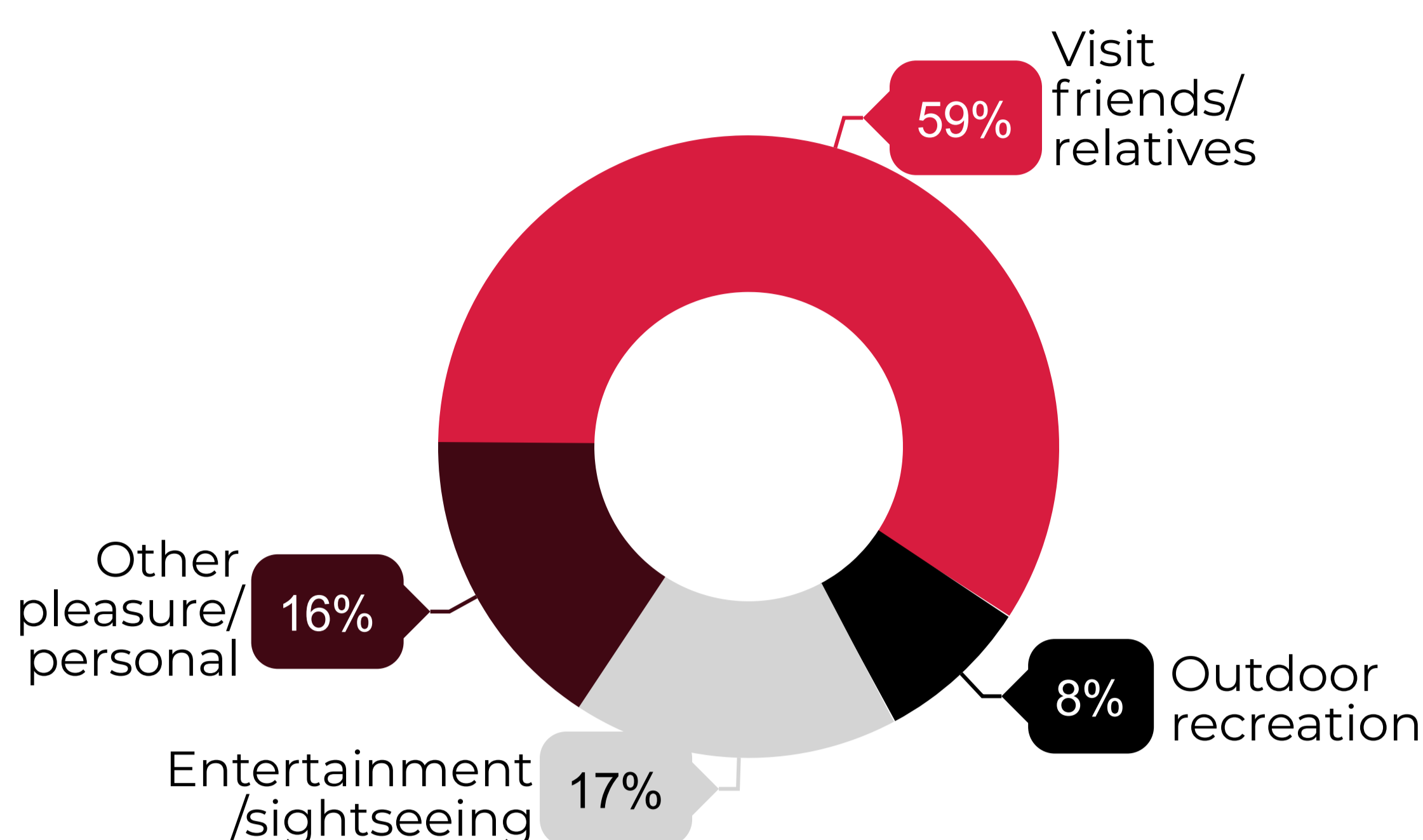
2.5  
Nights



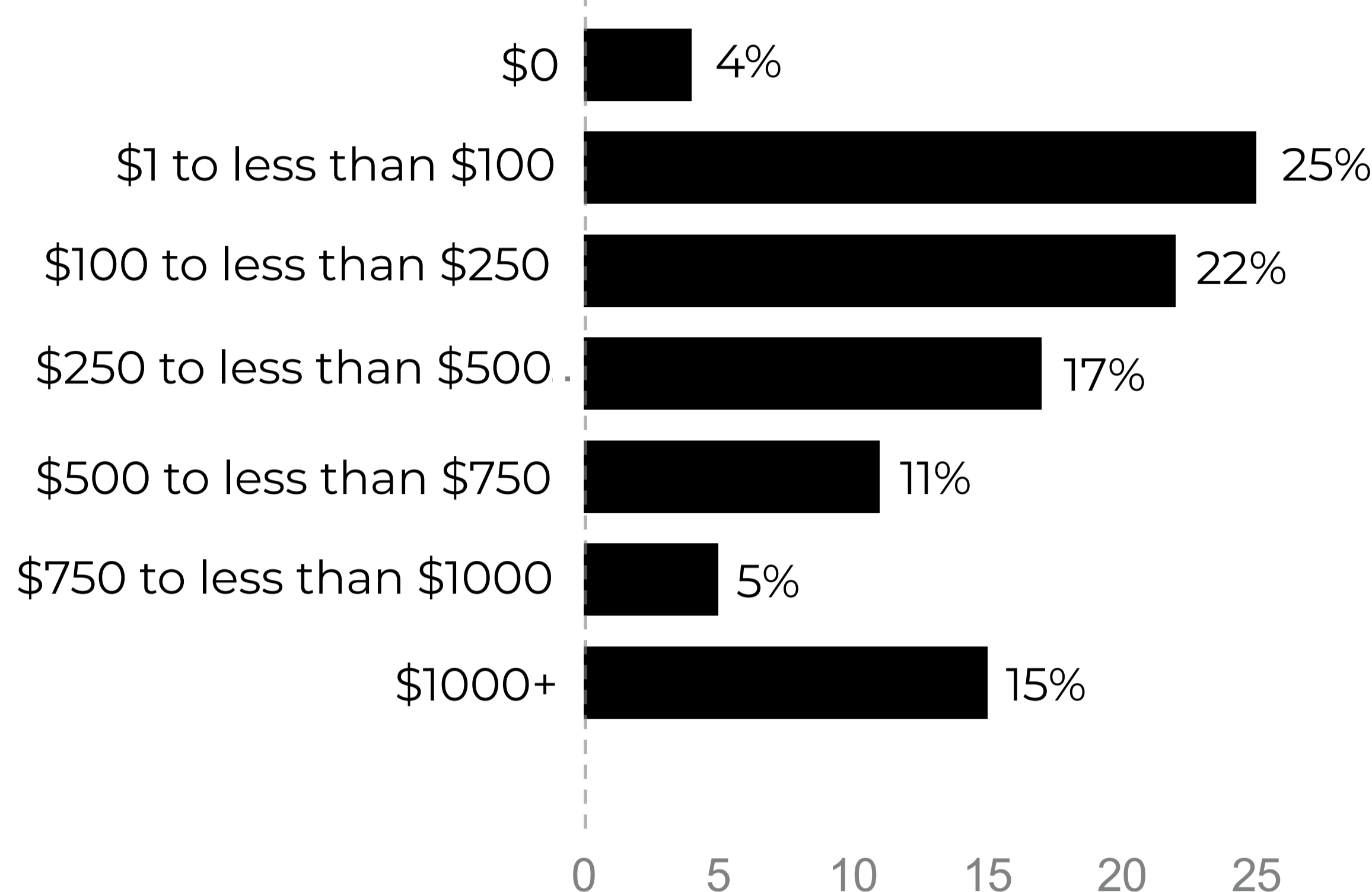
## Top Activities:

Visiting relatives	30 %
Shopping	24 %
Visiting Friends	15 %
Rural sightseeing	14 %
Historic sites/churches	12 %
Fine dining	12 %
Museums	11 %
Beach	10 %
Urban sightseeing	8 %
State parks/monuments	8 %

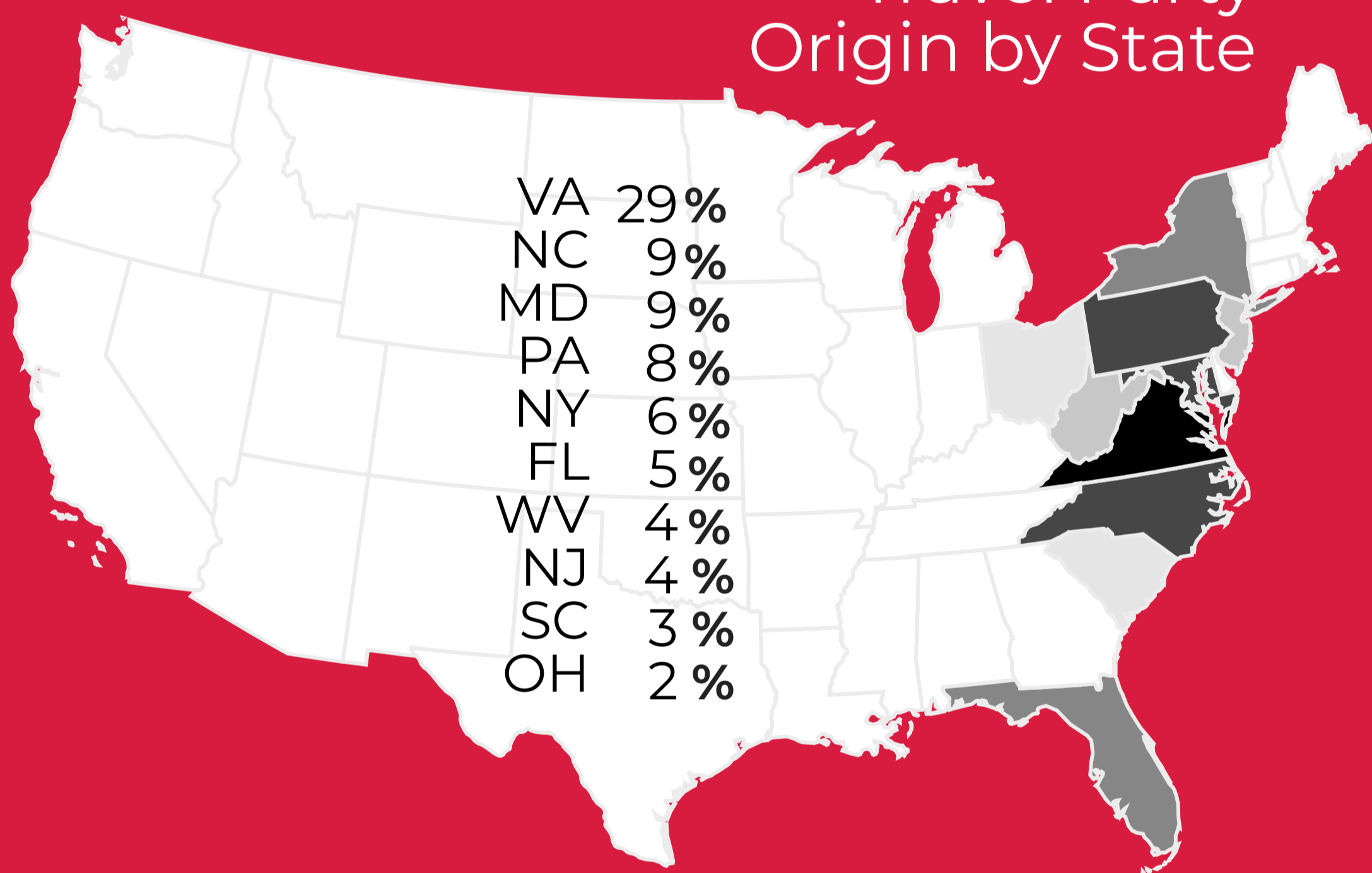
## Primary Purpose of Trip



## Travel Party Spending



## Travel Party Origin by State

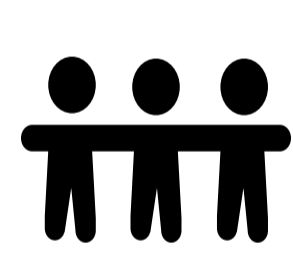


## Travel Party Origin by DMA

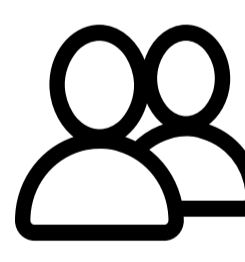
Washington, DC (Hagerstown)	16 %
Norfolk-Portsmouth-Newport News	7 %
Richmond-Petersburg	7 %
Philadelphia	6 %
New York	6 %
Roanoke-Lynchburg	5 %
Baltimore	4 %
Charlotte	3 %
Raleigh-Durham (Fayetteville)	3 %
Tri-Cities, TN-VA	2 %



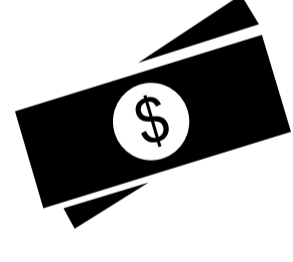
**65 %**  
Married



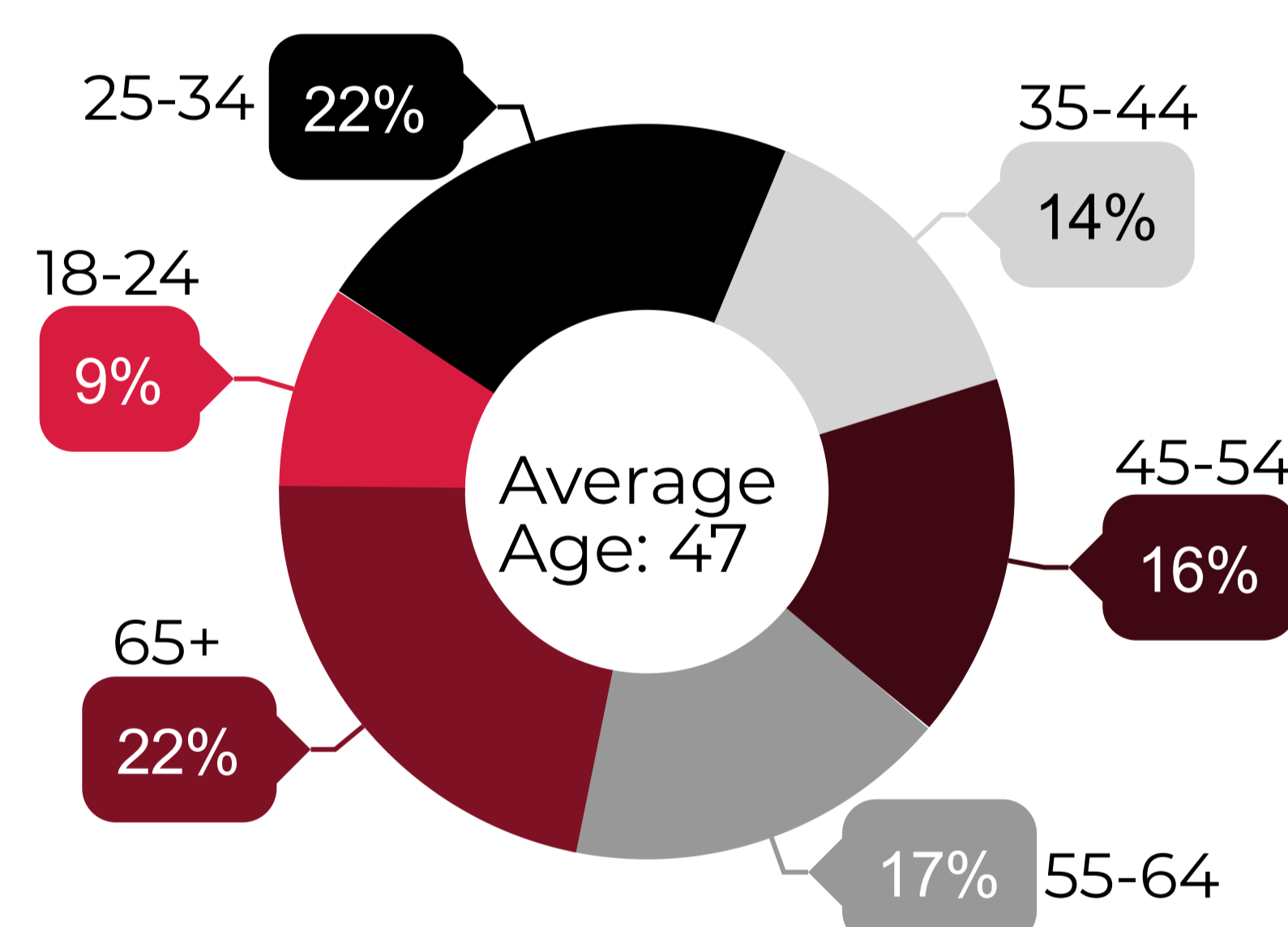
**29 %**  
Traveling with Children



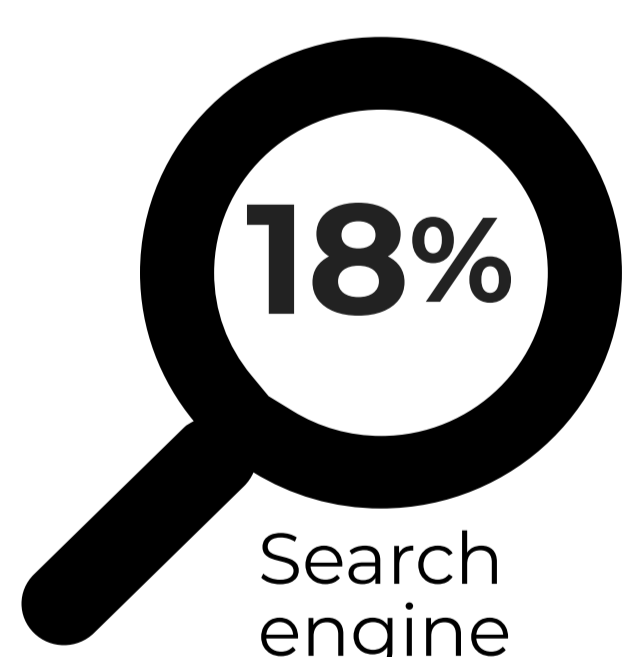
**2.7**  
Average travel party size



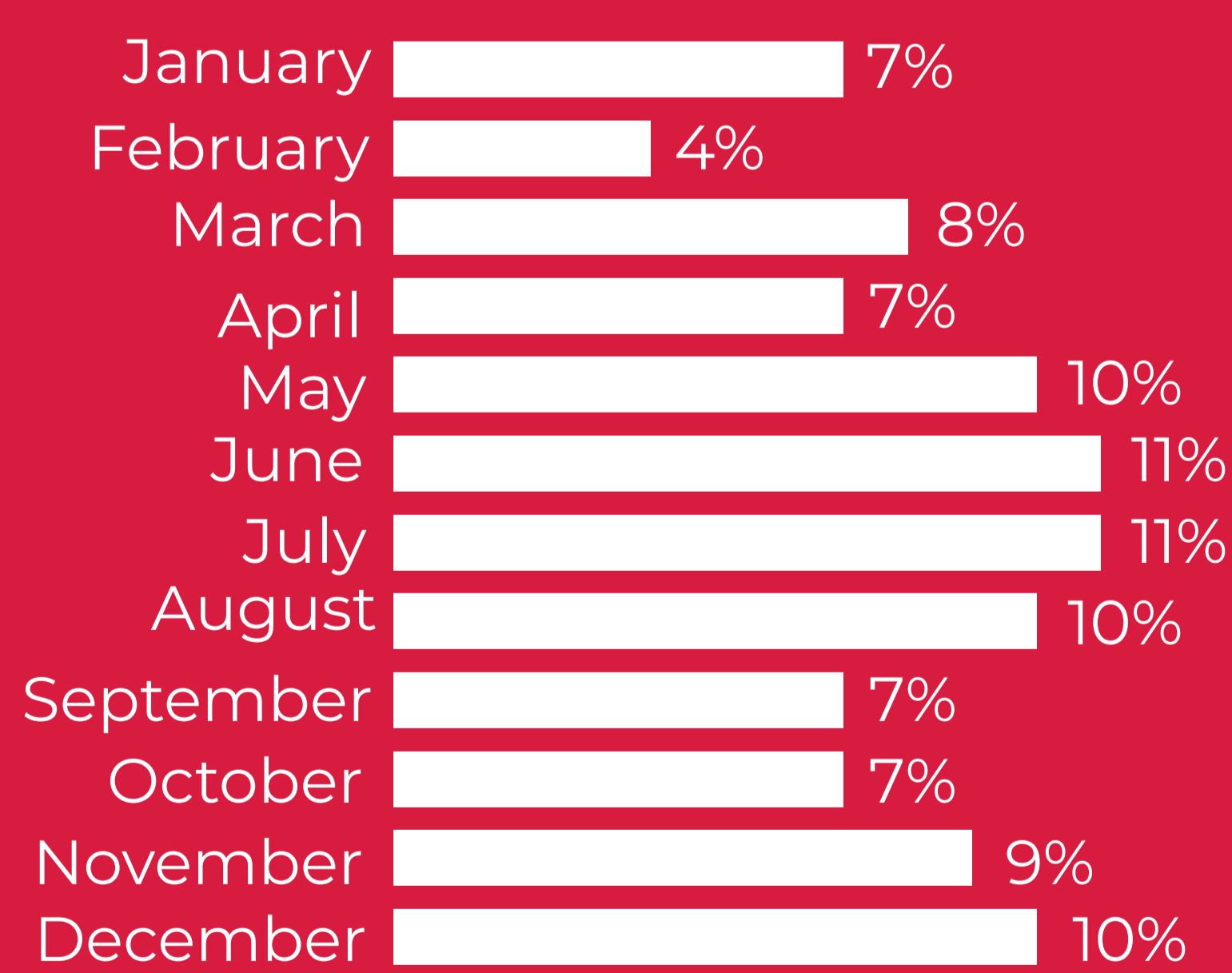
**41%**  
Annual household income of 100K or more



## Planning Sources



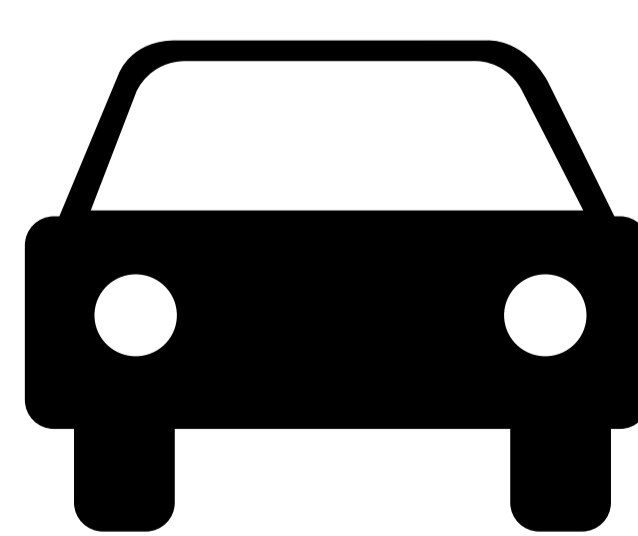
## Month of Travel



## Planning Time



40% consider visiting Virginia less than a month before their visit  
51% decide visiting Virginia less than a month before their visit



**89%**  
Travel by owned auto or rental cars



**6%**  
Travel by plane