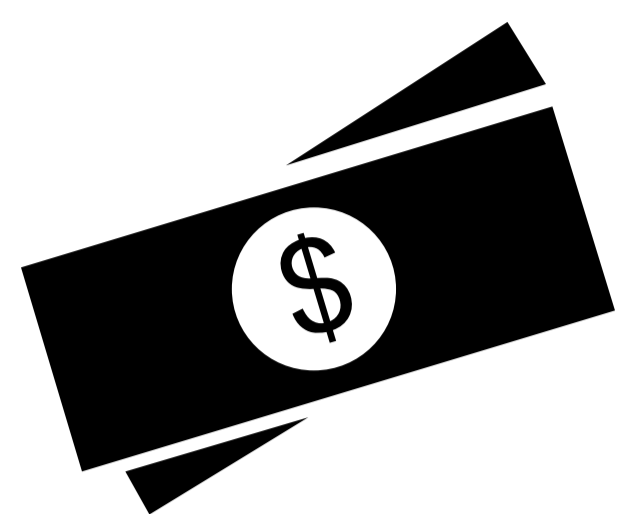




Libations

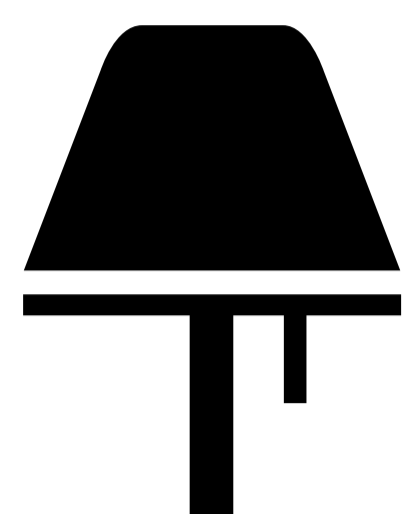


Average travel party spending:



\$1,065

per trip



3.6

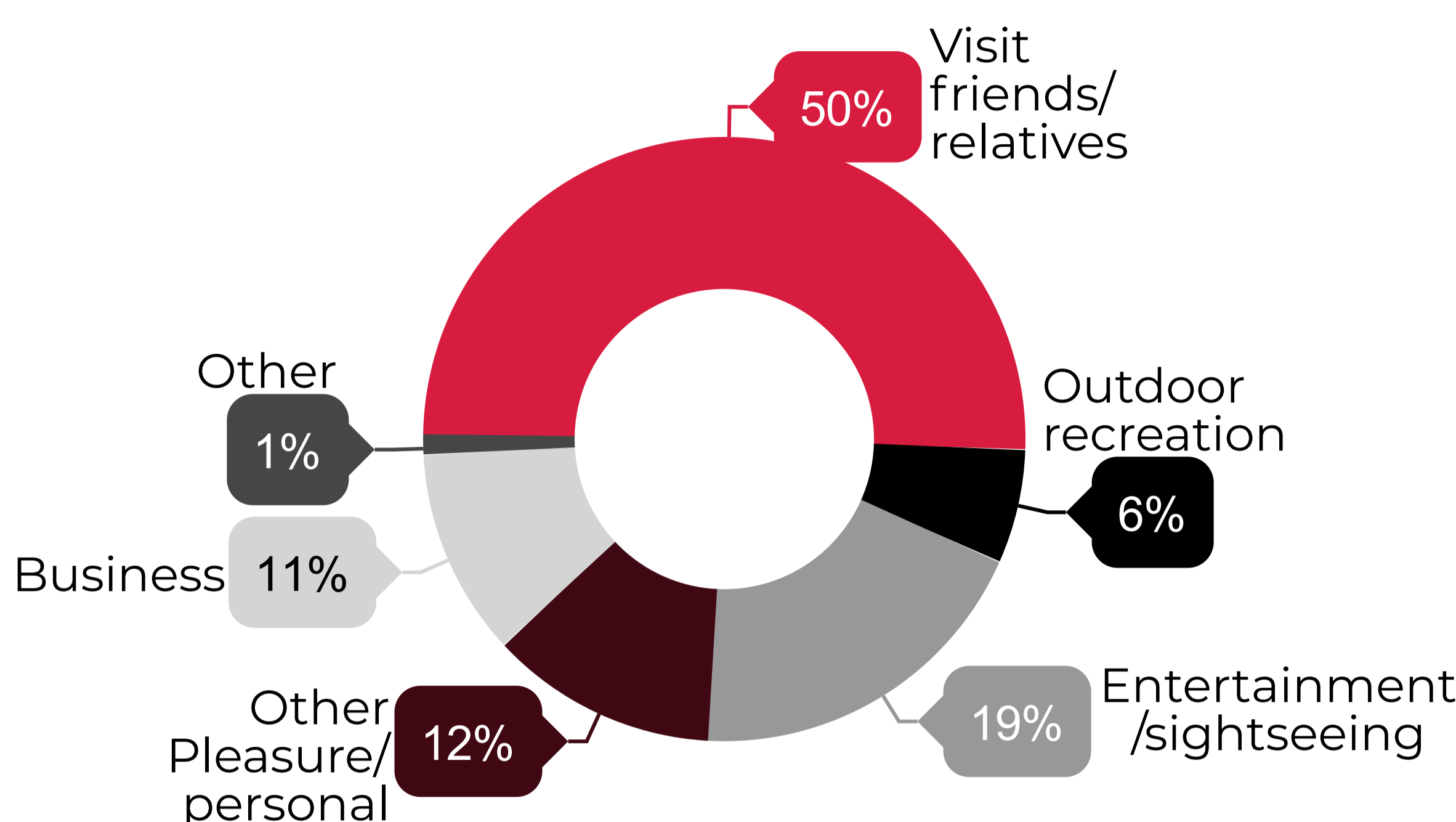
Nights



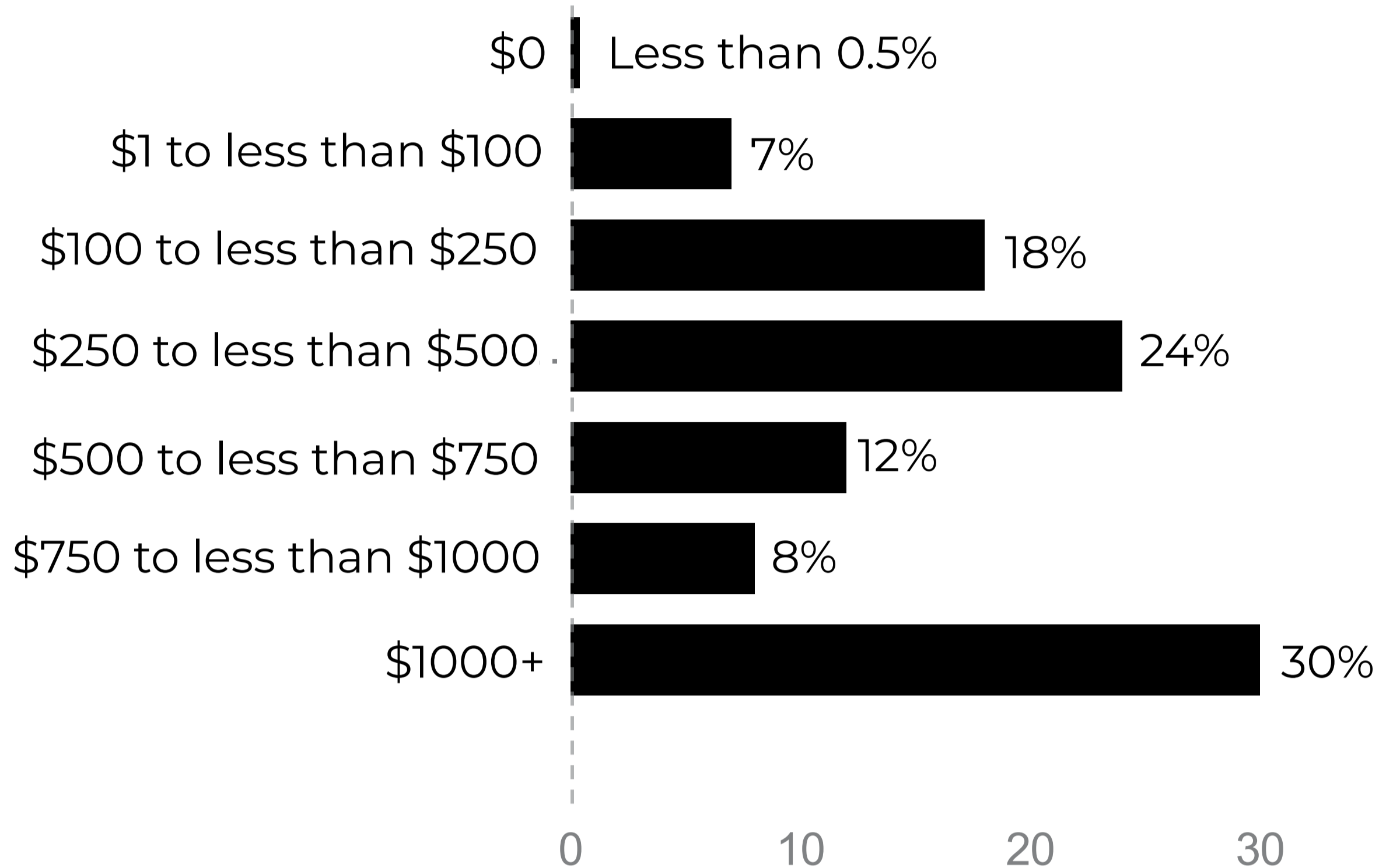
Top Activities:

Craft breweries	58%
Wine tasting/winery tour	55%
Shopping	31%
Visiting relatives	30%
Rural sightseeing	28%
Historic sites/churches	28%
Fine dining	24%
Visiting friends	21%
Urban sightseeing	21%
Museums	19%
Distilleries	14%

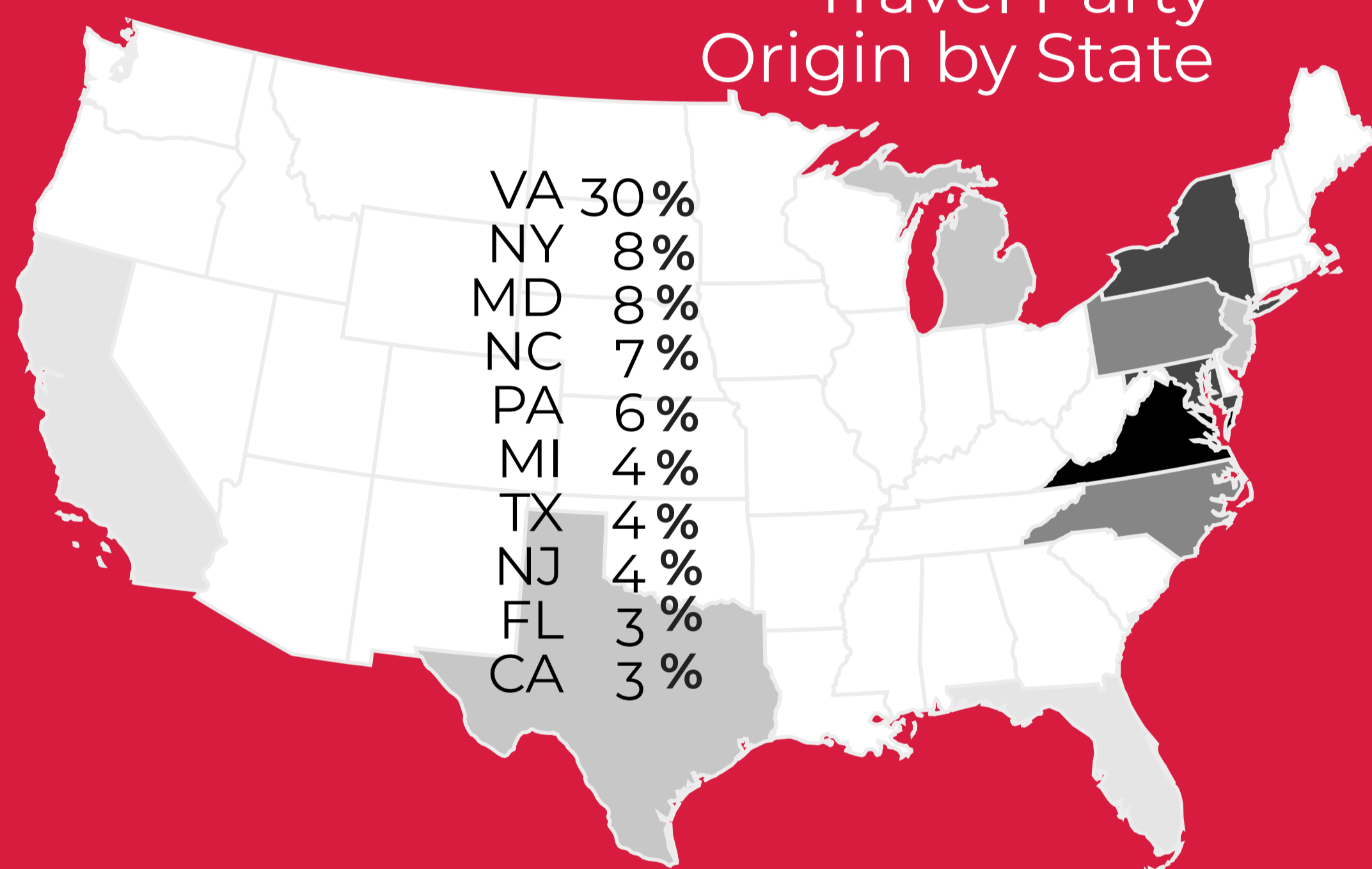
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

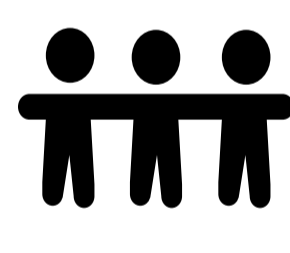


Travel Party Origin by DMA

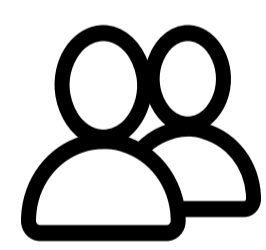
Washington, DC (Hagerstown)	17%
Richmond-Petersburg	12%
New York	8%
Norfolk-Portsmouth-Newport News	5%
Philadelphia	5%
Roanoke-Lynchburg	5%
Charlotte	4%
Baltimore	4%
Pittsburg	3%
Detroit	3%



65%
Married



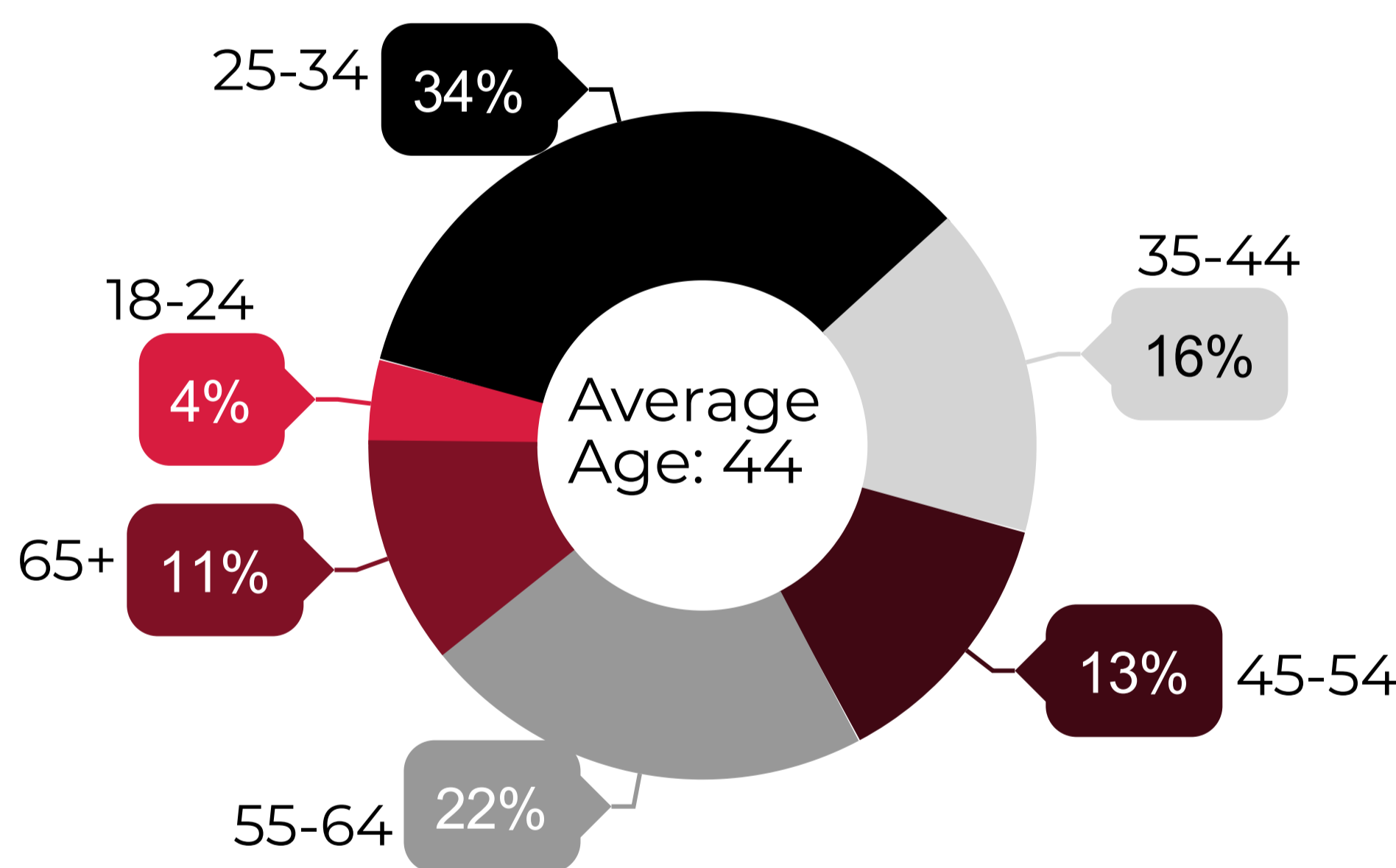
23%
Traveling with Children



2.5
Average travel party size

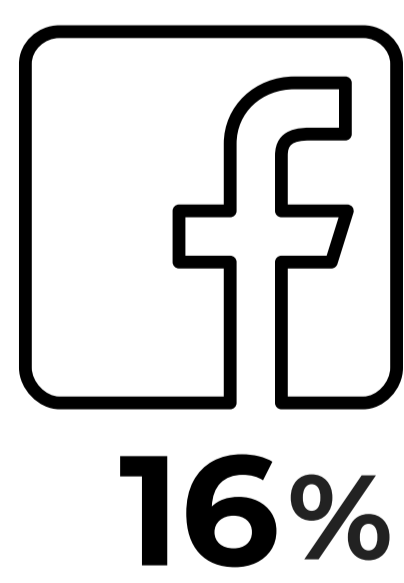
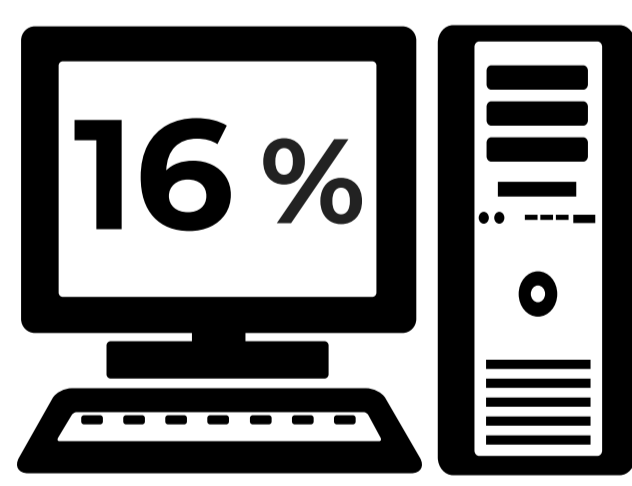
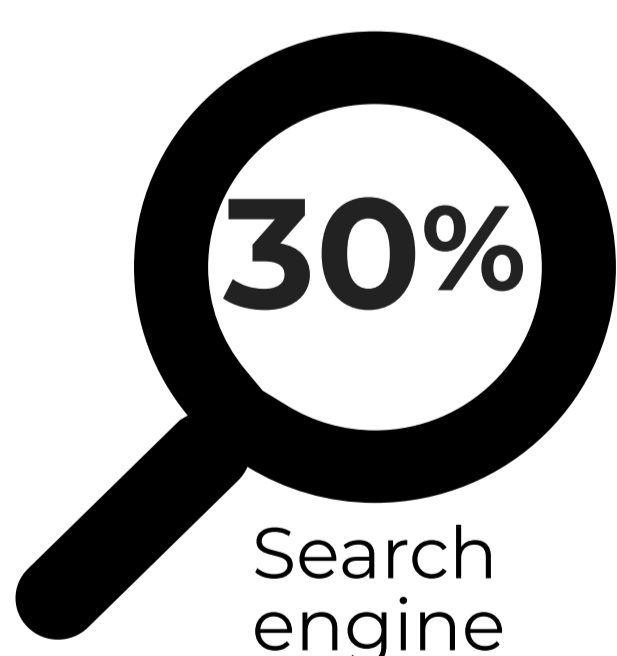


39%
Annual household income of 100K or more

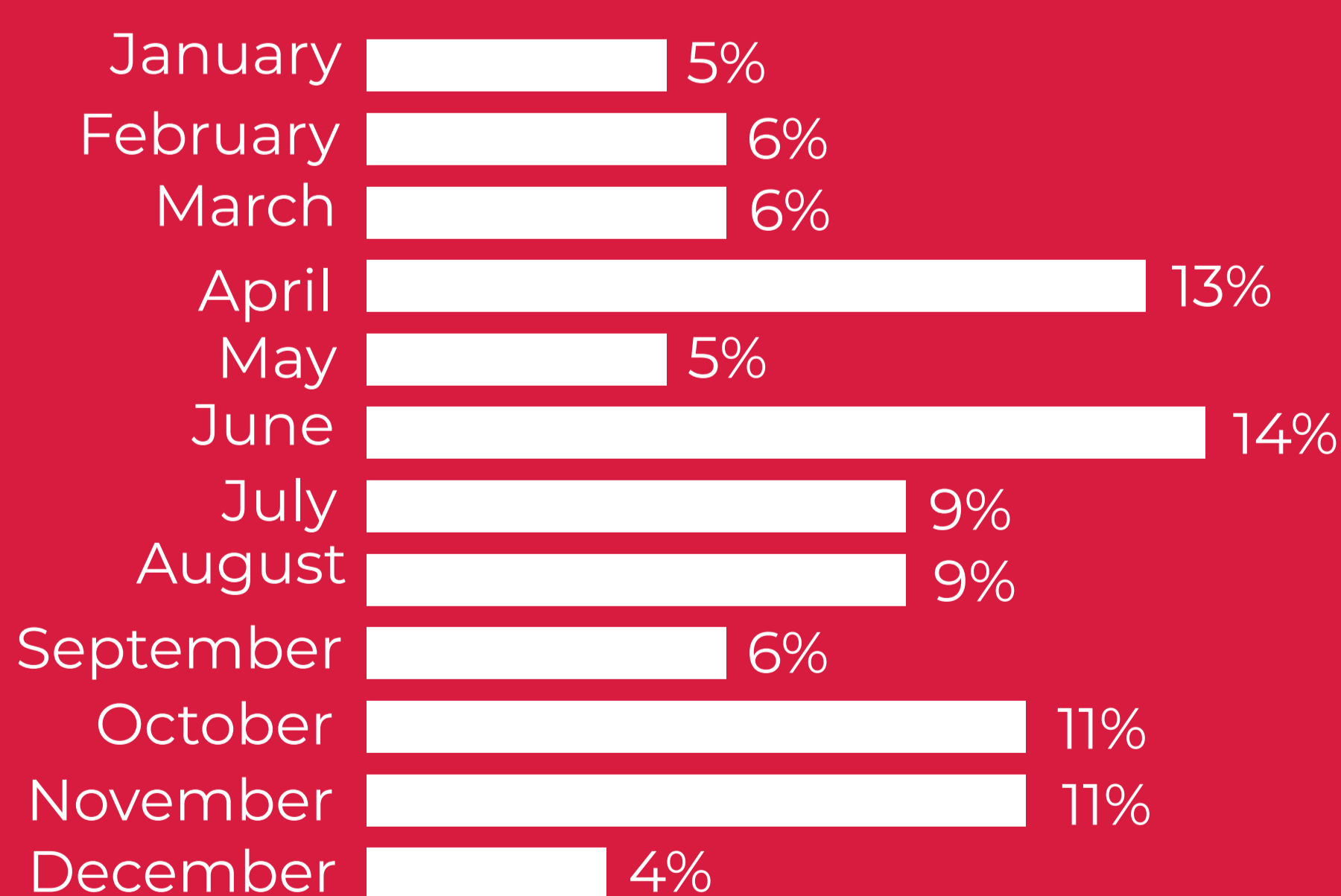


Planning Sources

34%
Use information from friends and relatives.



Month of Travel



Planning Time



32% consider visiting Virginia less than a month before their visit

45% decide visiting Virginia less than a month before their visit



82%

Travel by owned auto or rental cars



11%

Travel by plane