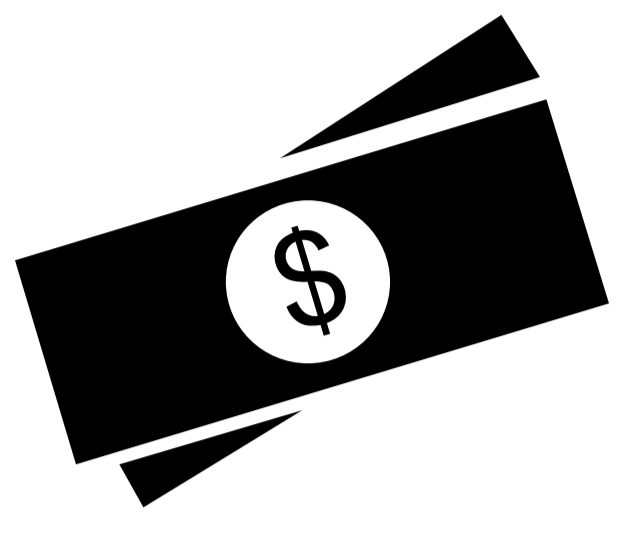




Music

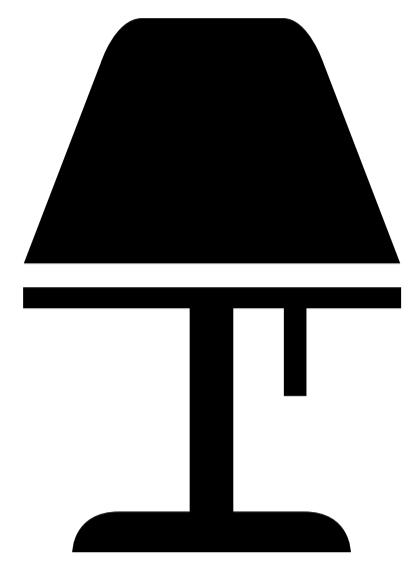


Average travel party spending:



\$1,161

per trip



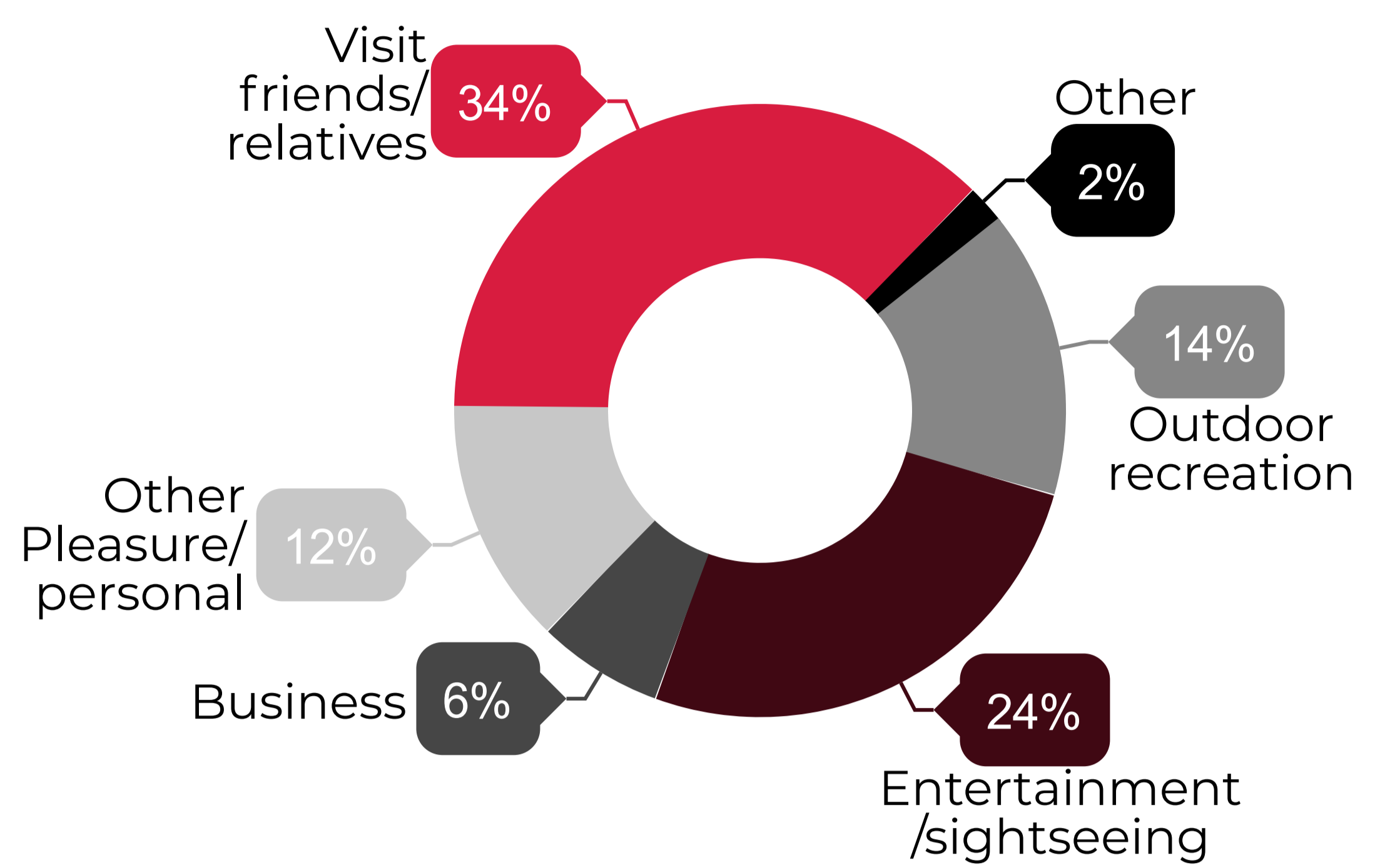
3.7

Nights

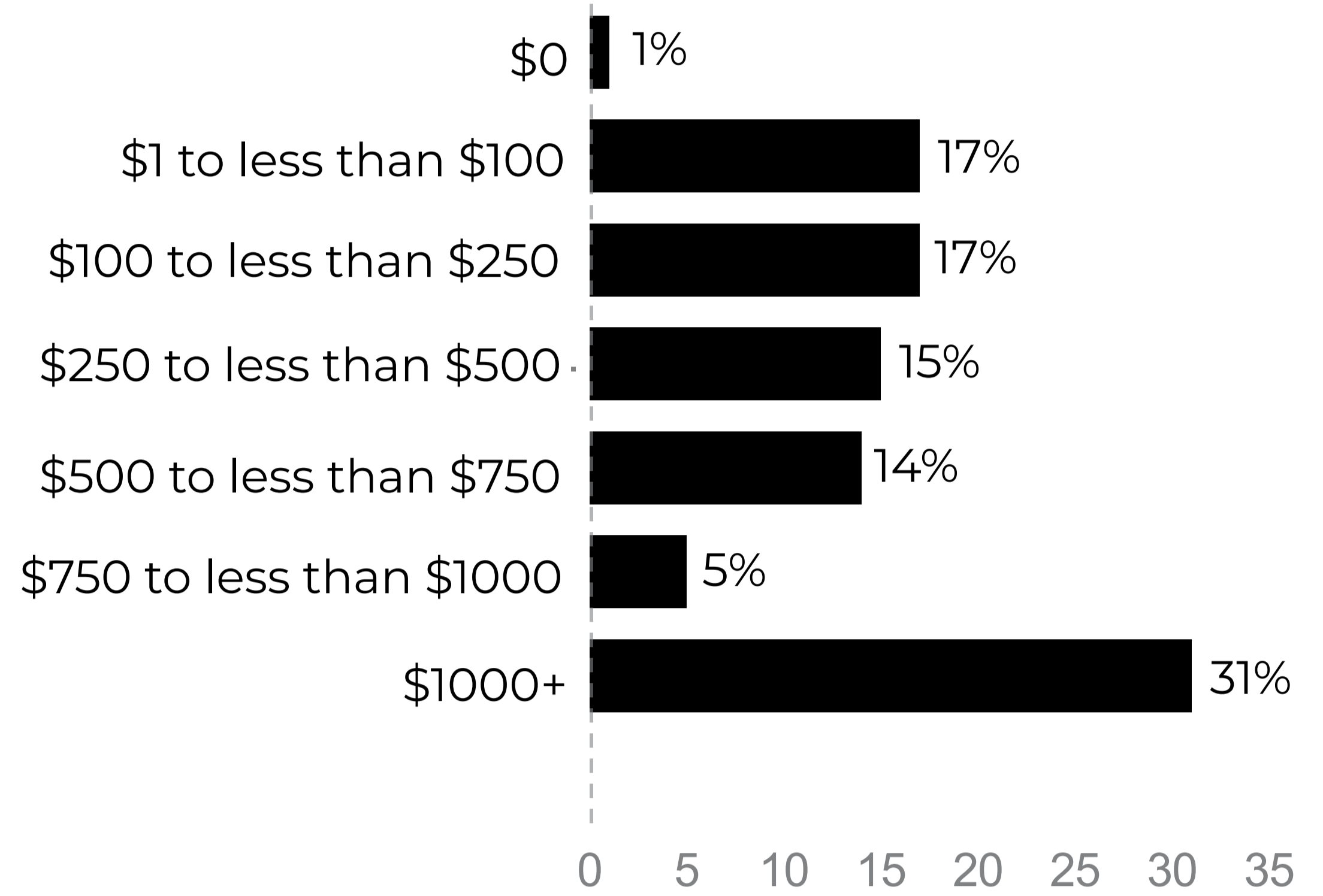
Top Activities:

- Musical performance/show 49%
- Musical theater 45%
- Shopping 35%
- Museums 31%
- Historic sites/churches 28%
- Fine dining 27%
- Visiting relatives 27%
- Beach 26%
- Rural sightseeing 24%
- Symphony/opera/concert 21%

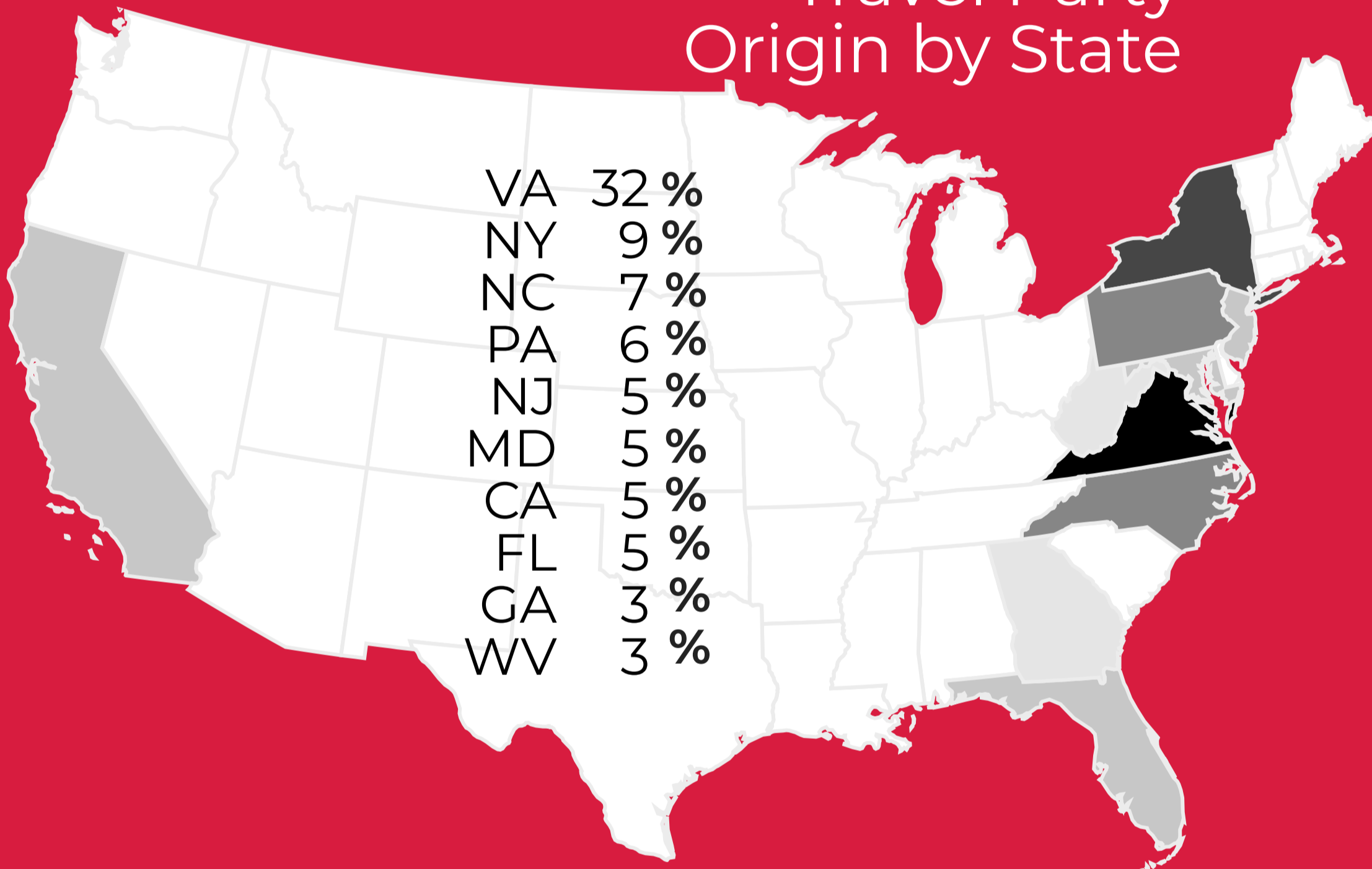
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

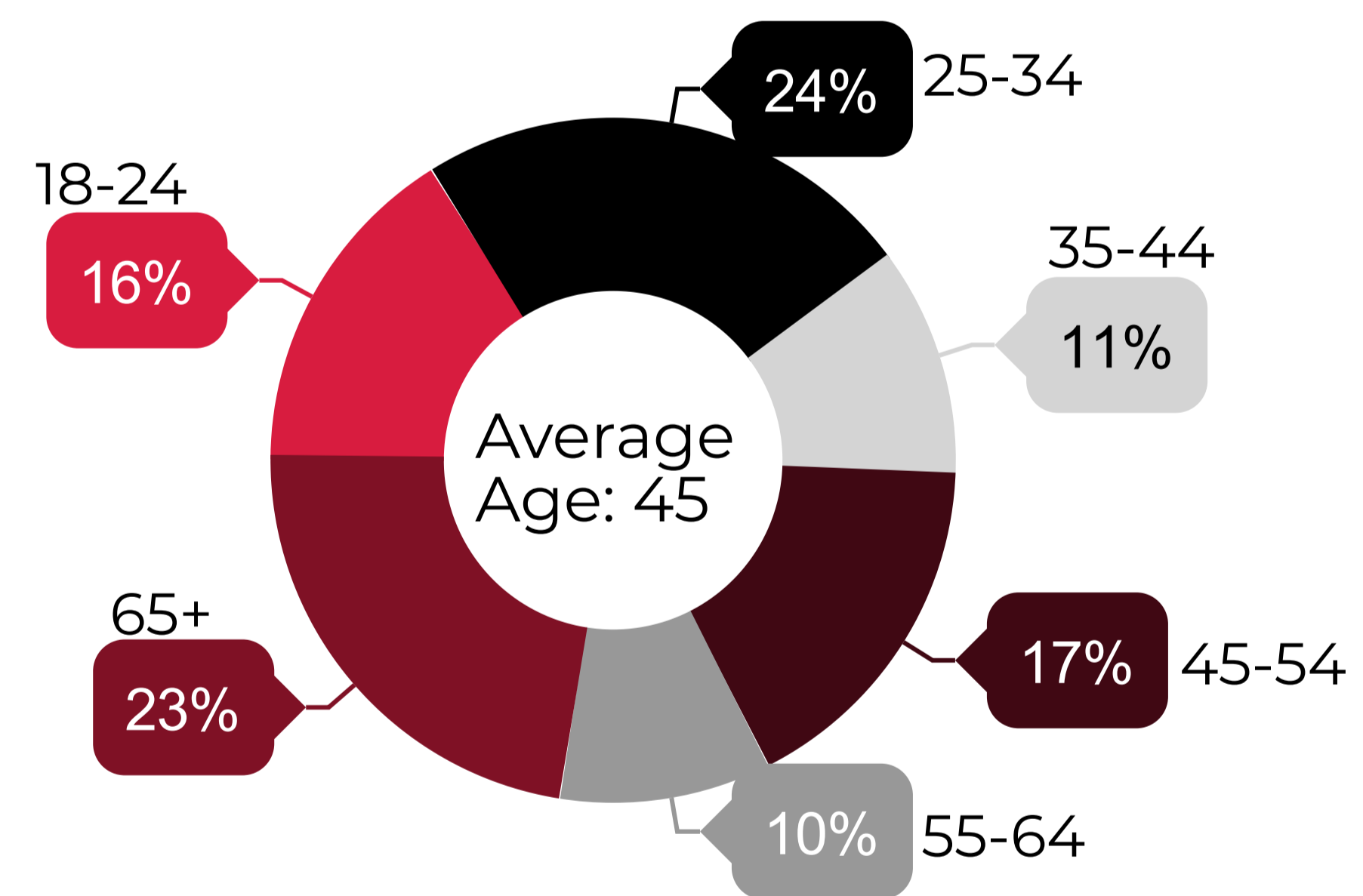
- Washington, DC (Hagerstown) 17%
- New York 12%
- Richmond-Petersburg 8%
- Norfolk Portsmouth-Newport News 8%
- Philadelphia 5%
- Roanoke-Lynchburg 3%
- Atlanta 3%
- Greensboro-High Point-Winston Salem 3%
- Baltimore 3%
- Los Angeles 3%

60% Married

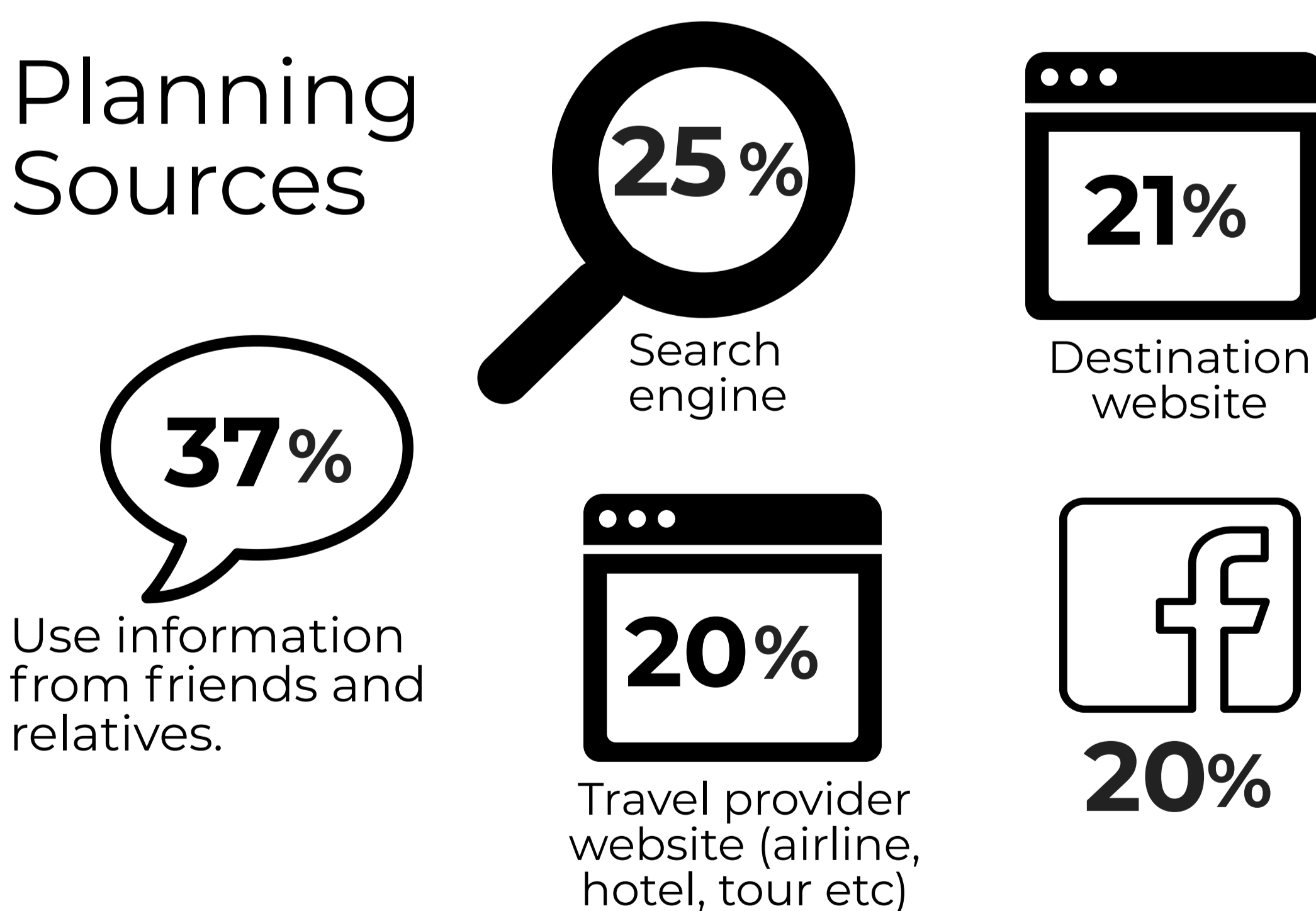
34% Traveling with Children

3.1 Average travel party size

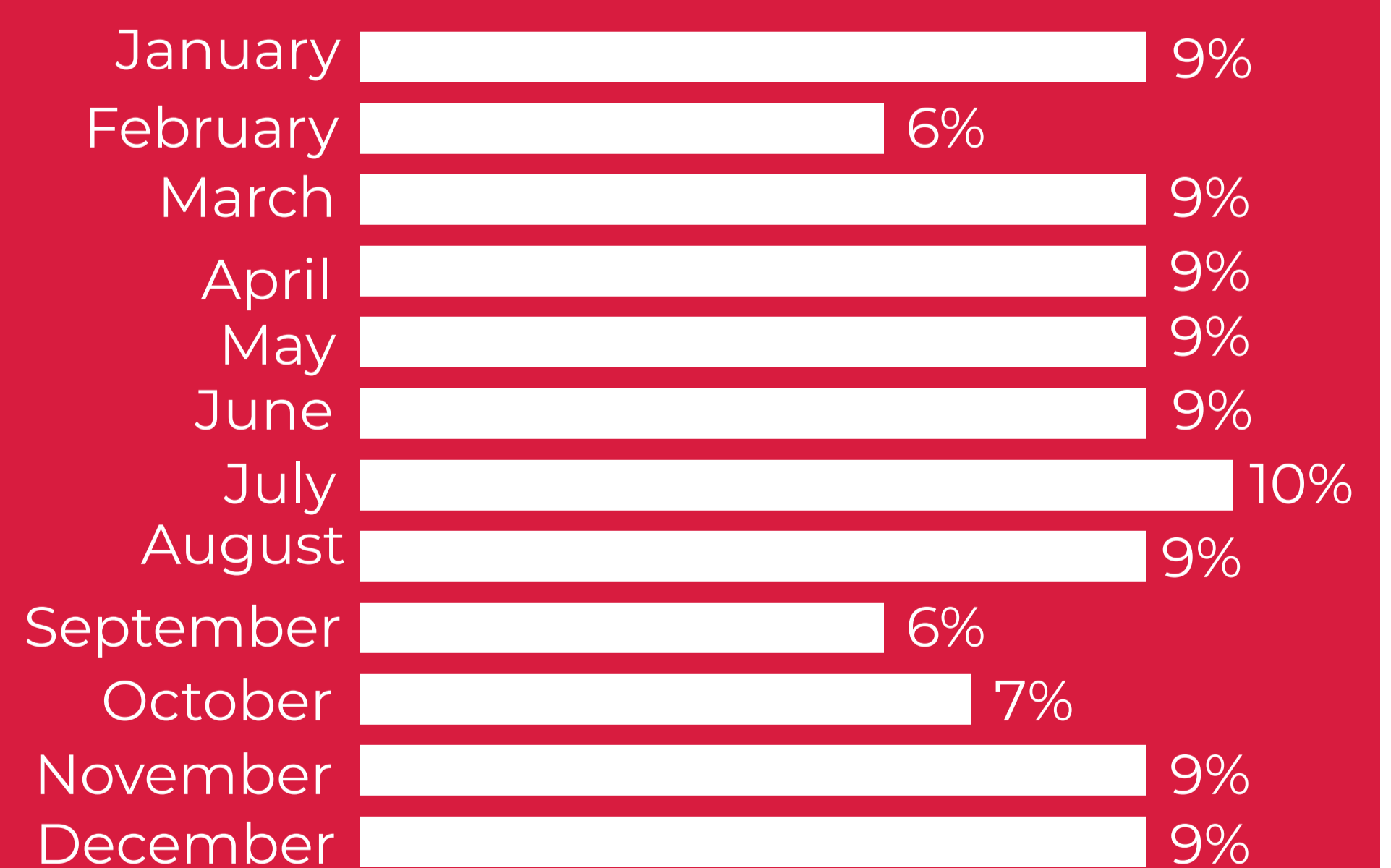
41% Annual household income of 100K or more



Planning Sources



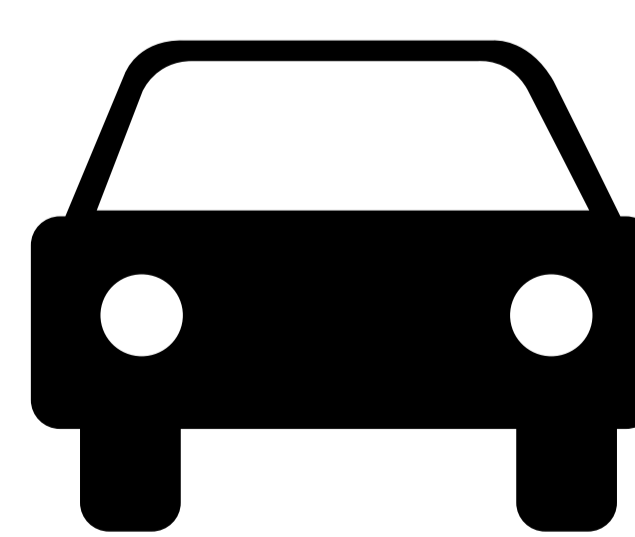
Month of Travel



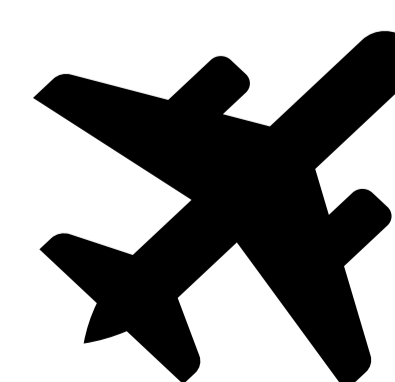
Planning Time



- 27% consider visiting Virginia less than a month before their visit
- 35% decide visiting Virginia less than a month before their visit



75% Travel by owned auto or rental cars



7% Travel by plane