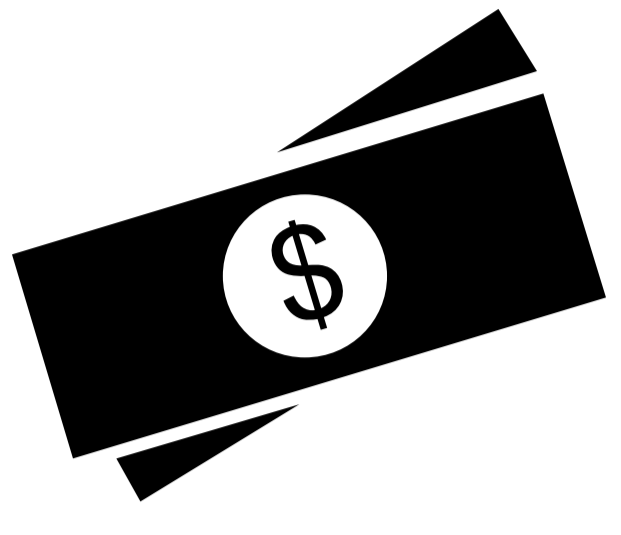




Overnight Travel

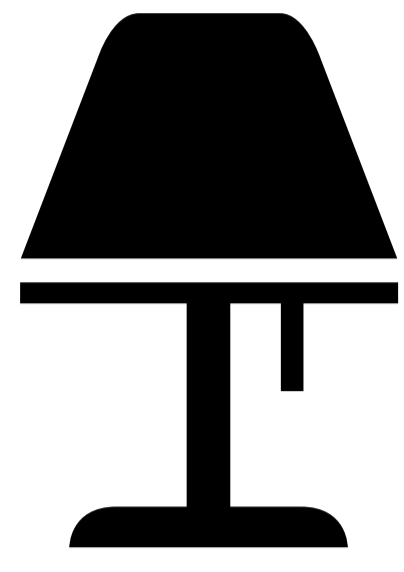


Average travel party spending:



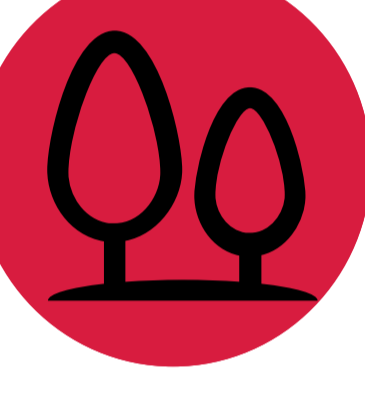
\$646

per trip



2.8

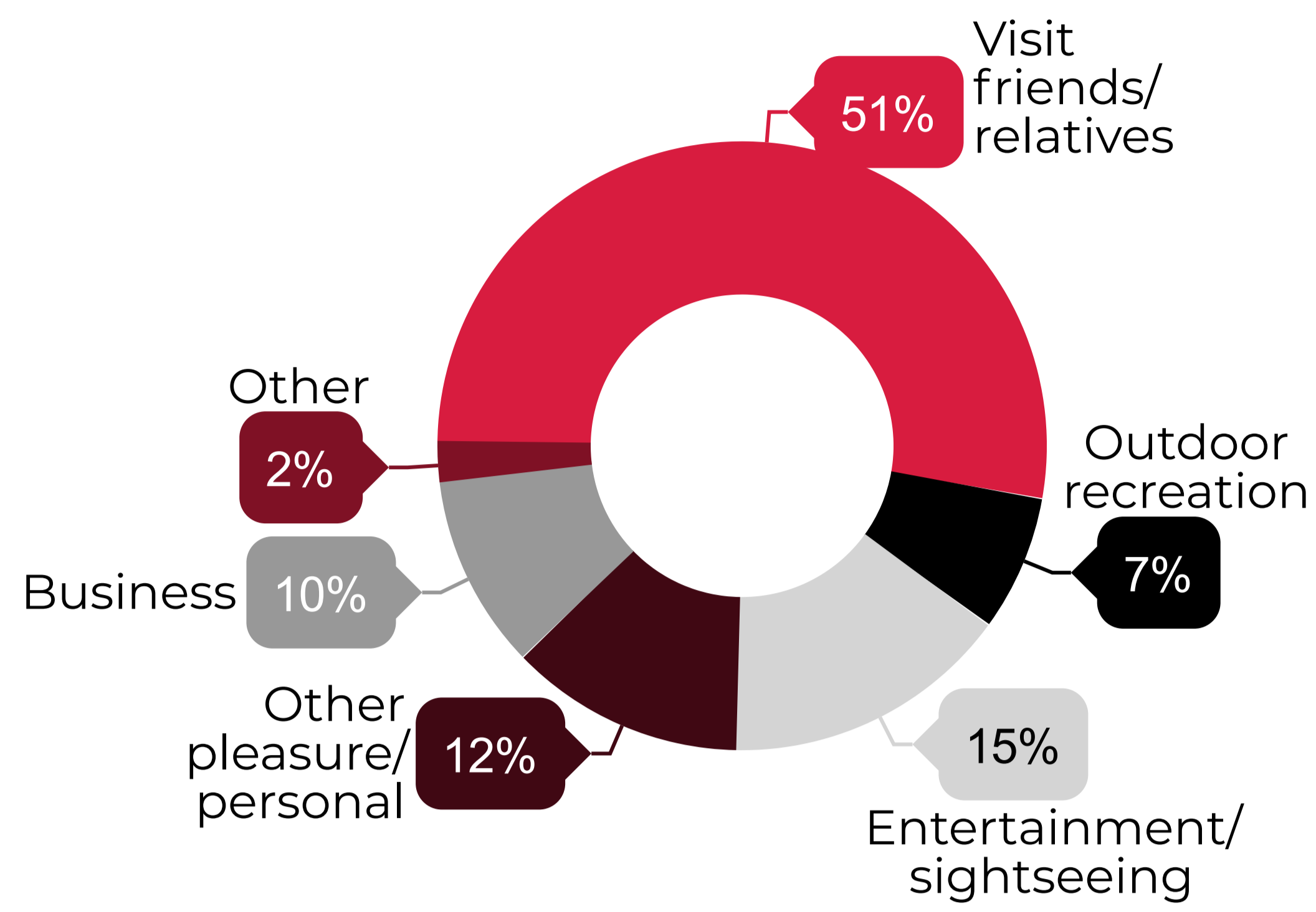
Nights



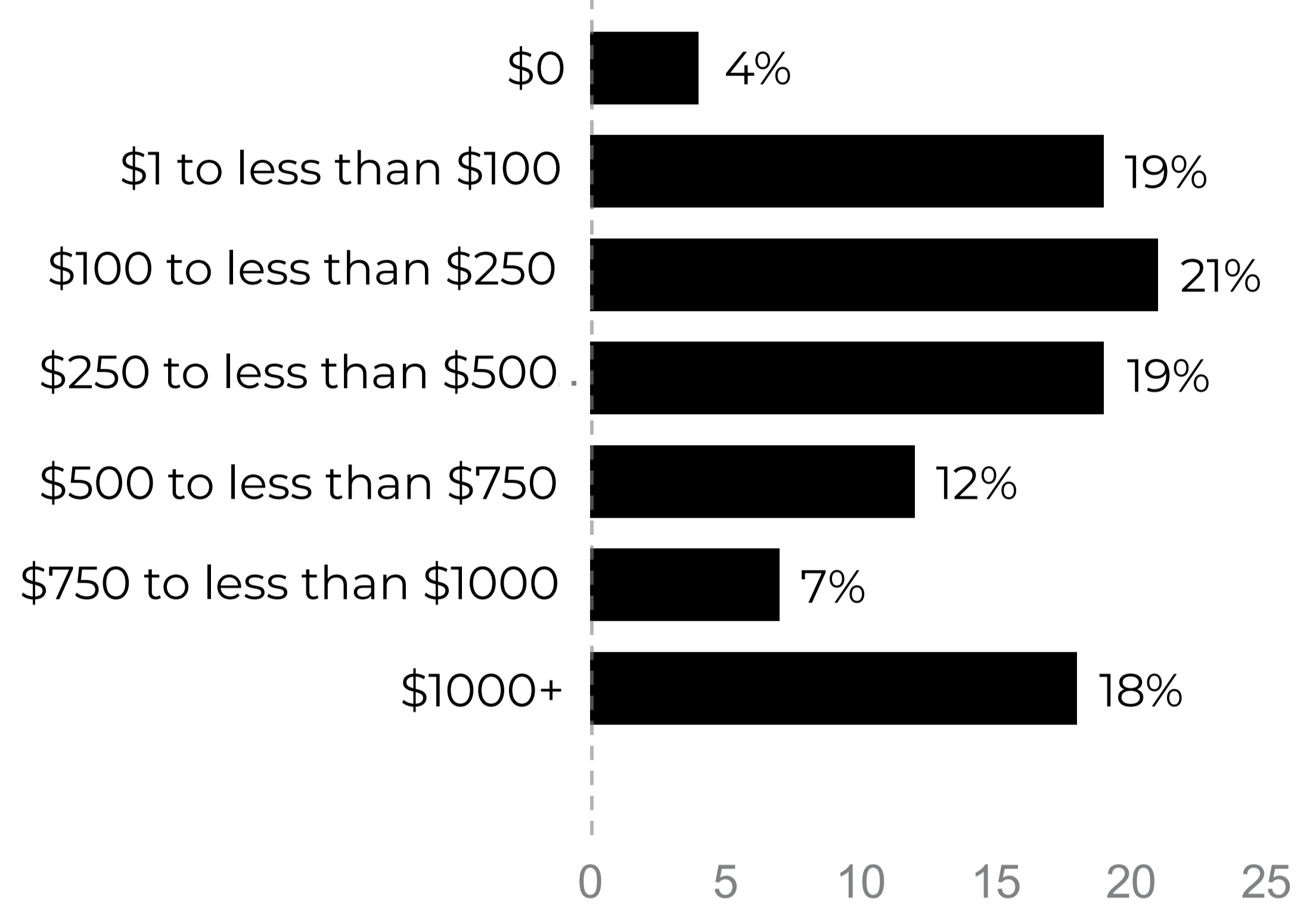
Top Activities:

- Visiting relatives 28%
- Shopping 22%
- Visiting friends 15%
- Fine dining 14%
- Rural sightseeing 13%
- Historic Sites/Churches 13%
- Museums 12%
- Beach 10%
- Urban sightseeing 9%
- State park/Monuments 9%

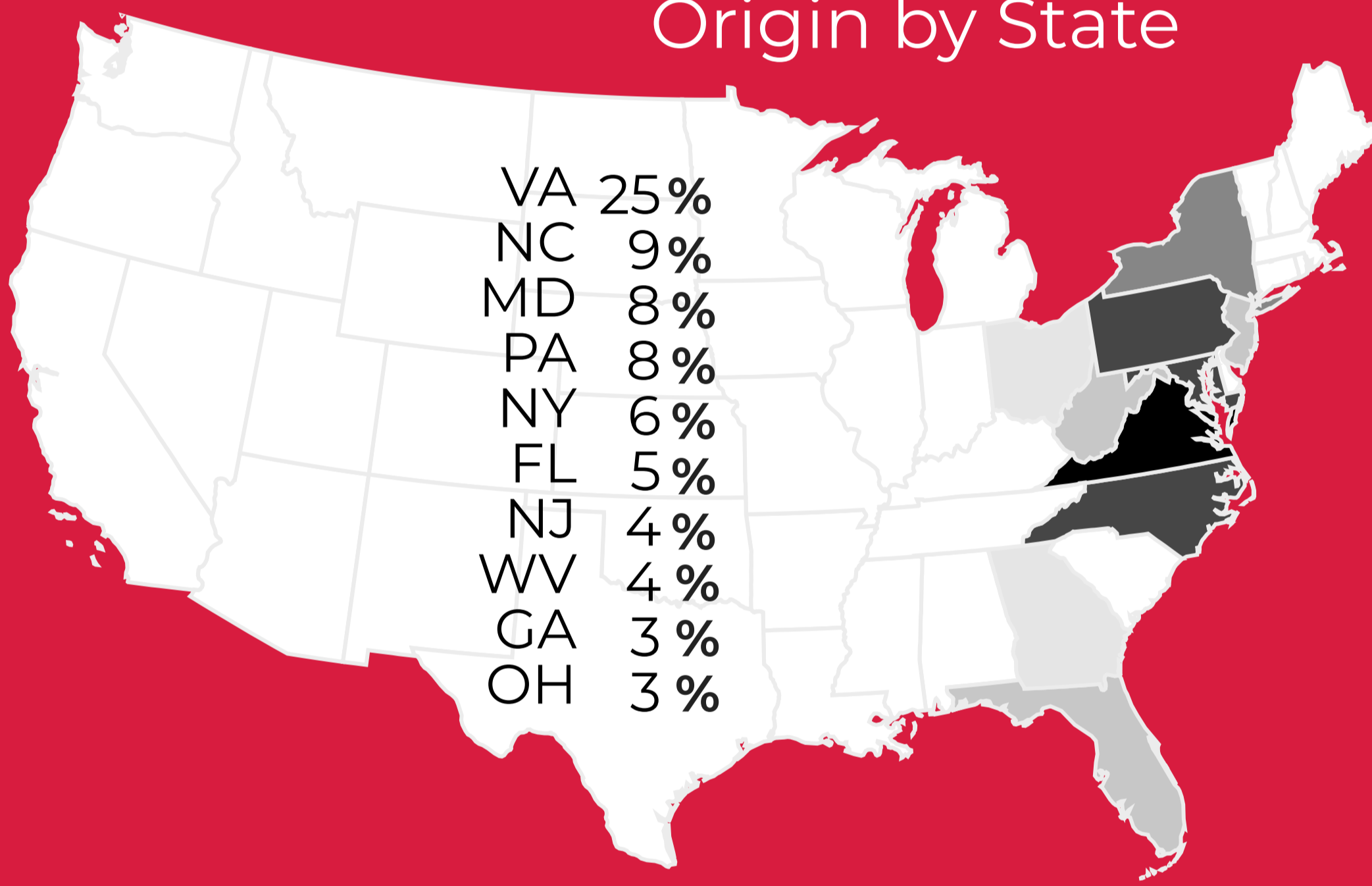
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

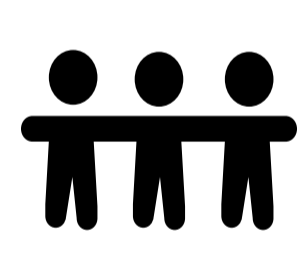


Travel Party Origin by DMA

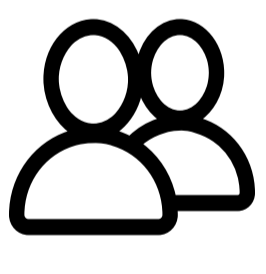
- Washington, DC (Hagerstown) 14%
- New York 6%
- Philadelphia 6%
- Richmond-Petersburg 6%
- Norfolk-Portsmouth-Newport News 5%
- Baltimore 4%
- Roanoke-Lynchburg 4%
- Charlotte 3%
- Raleigh-Durham(Fayetteville) 2%
- Pittsburgh 2%



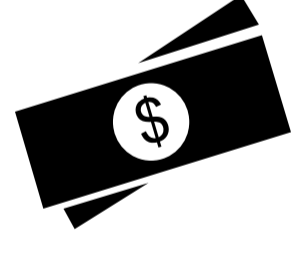
65% Married



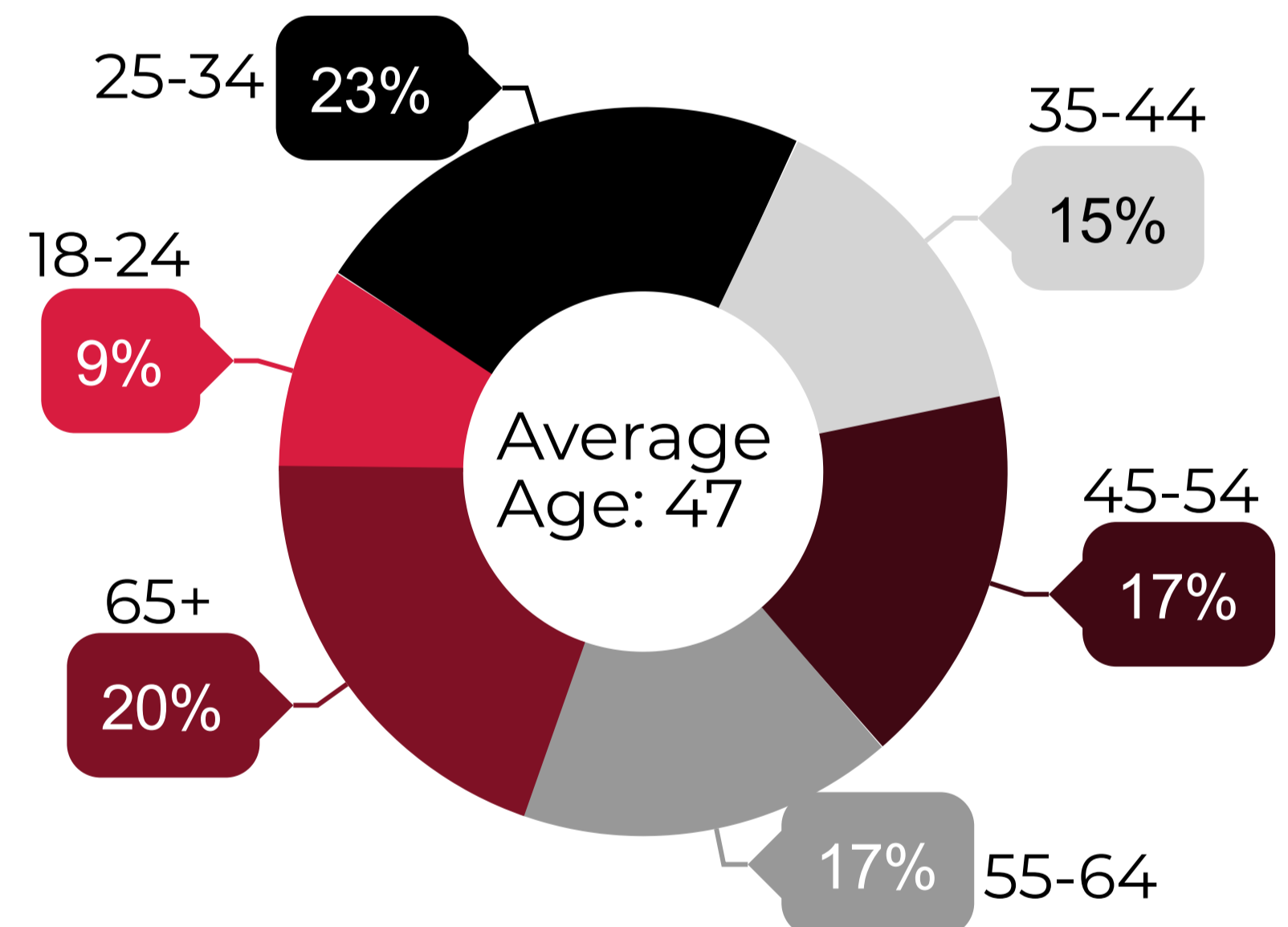
27% Traveling with Children



2.7 Average travel party size

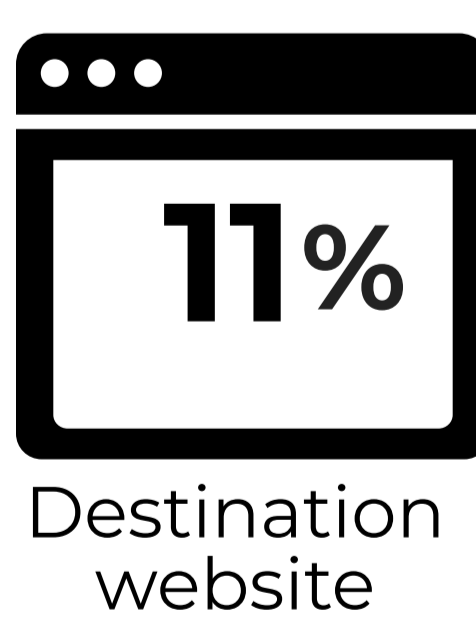
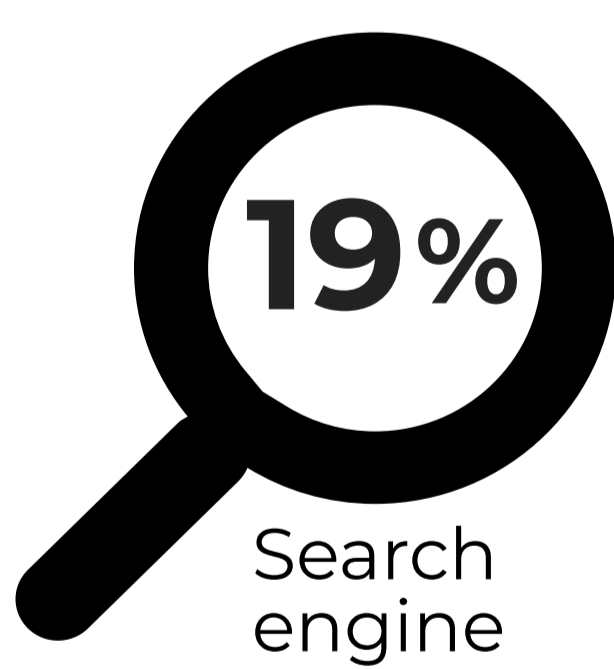


43% Annual household income of 100K or more

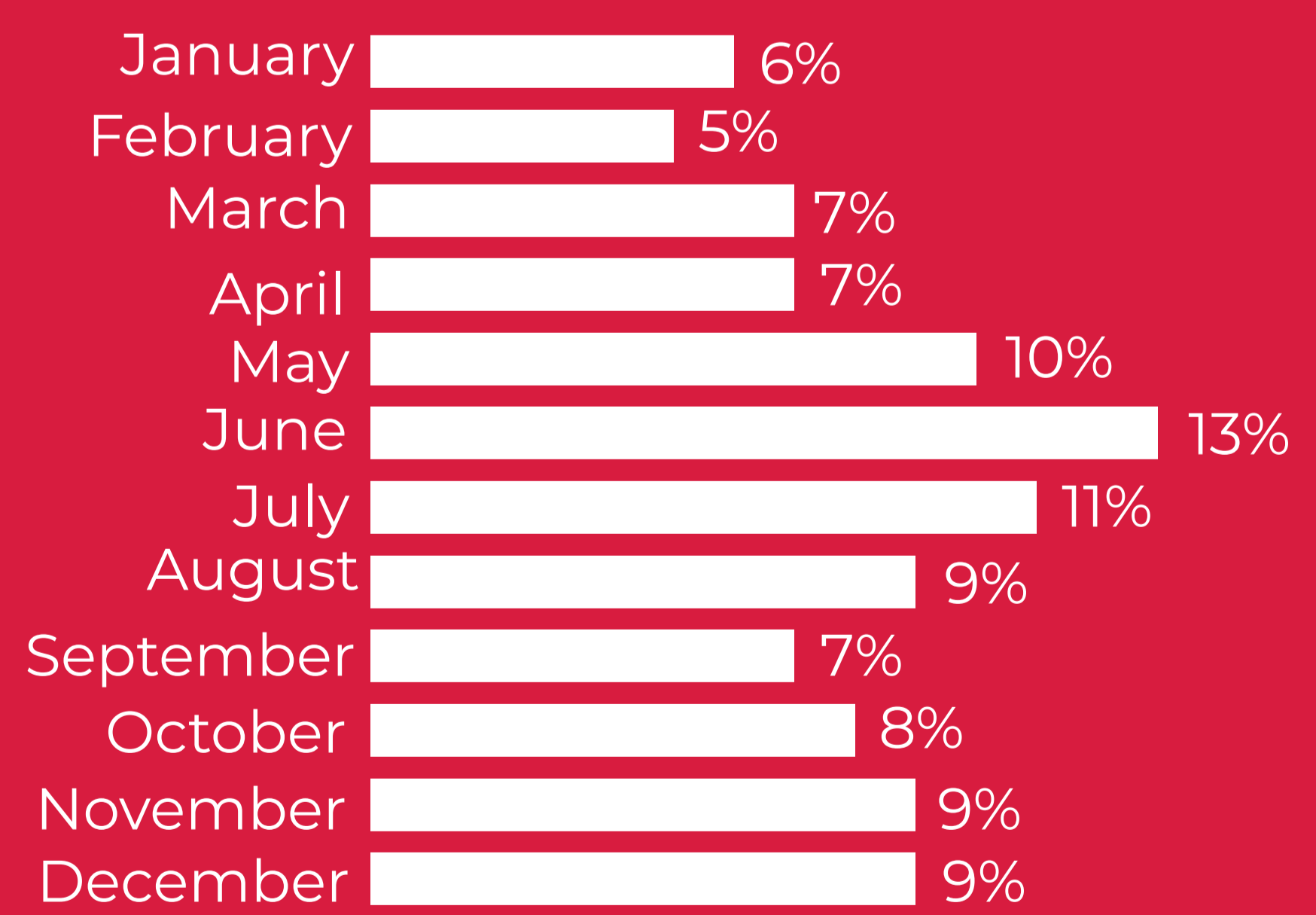


Planning Sources

30% Use information from friends and relatives.



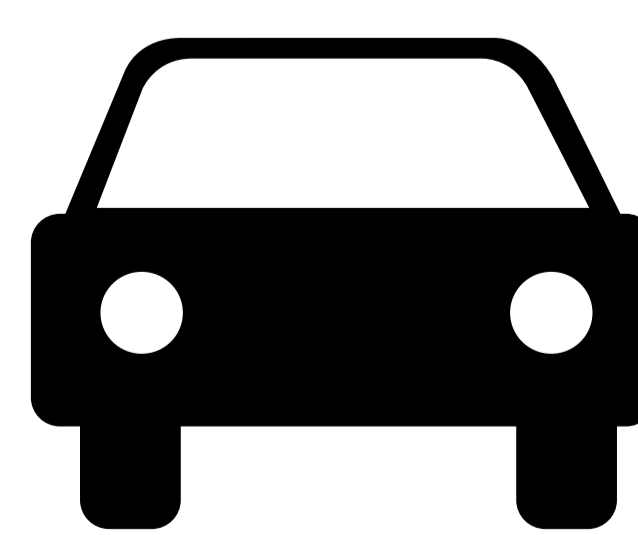
Month of Travel



Planning Time



34% consider visiting Virginia less than a month before their visit
 47% decide visiting Virginia less than a month before their visit



84% Travel by owned auto or rental cars



9% Travel by plane