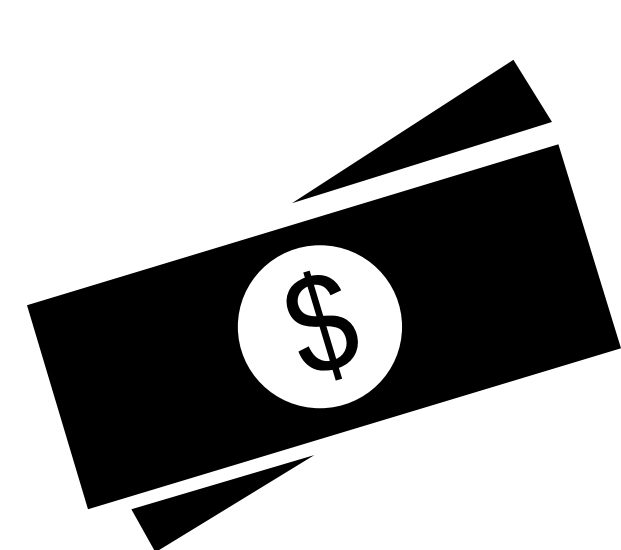




Paid Accommodations

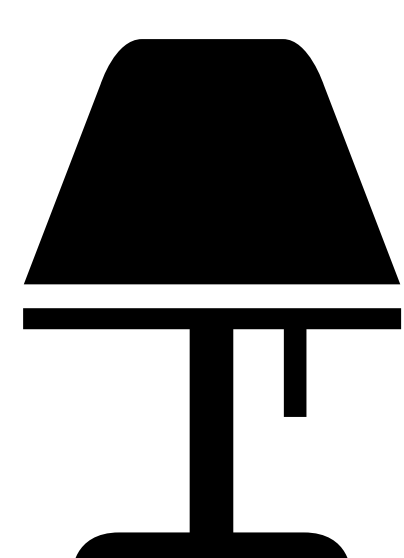


Average travel party spending:



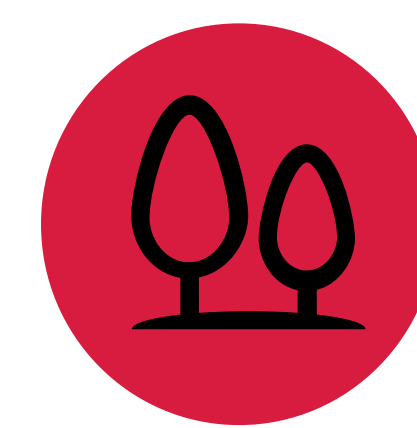
\$928

per trip



3.3

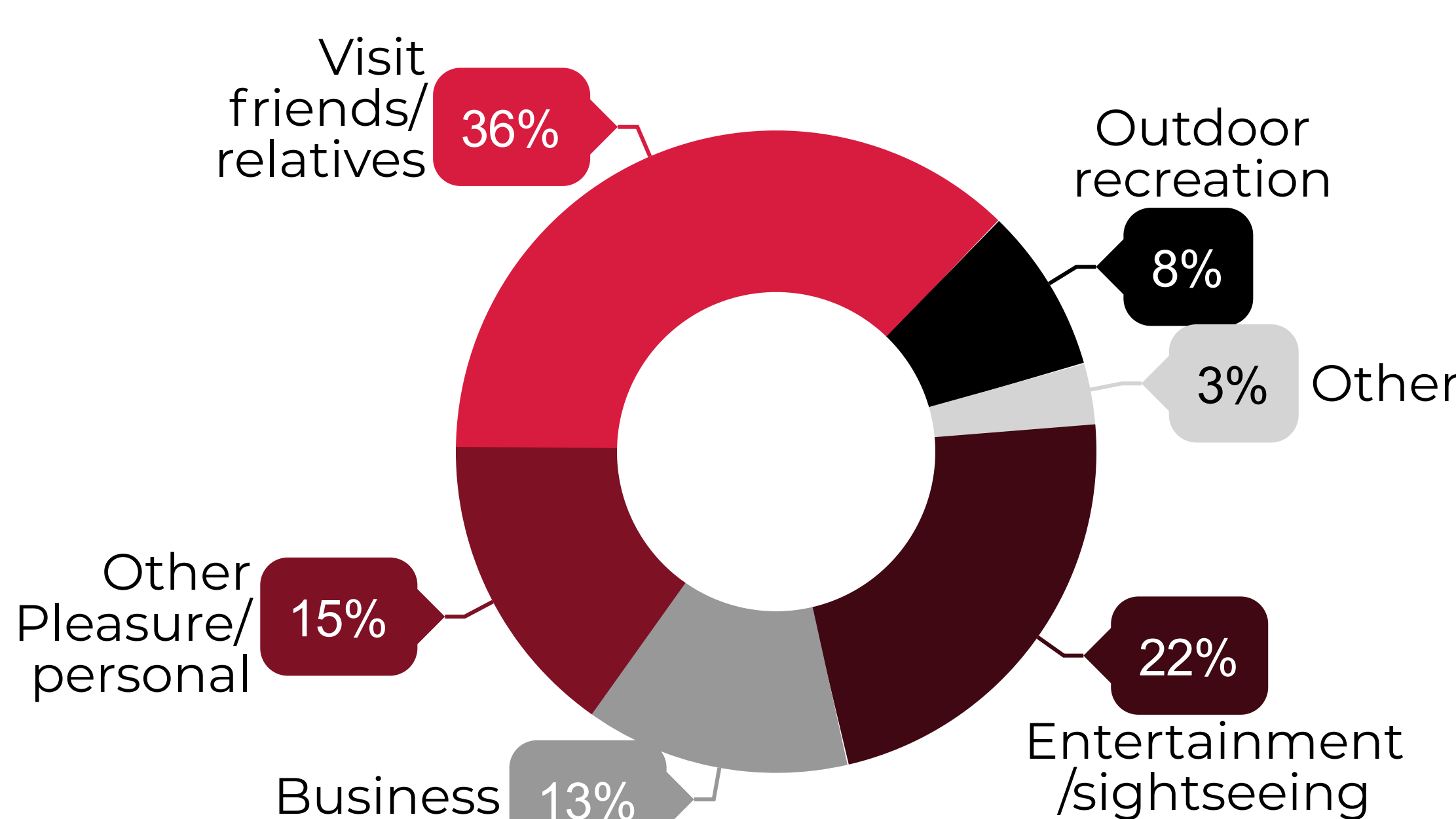
Nights



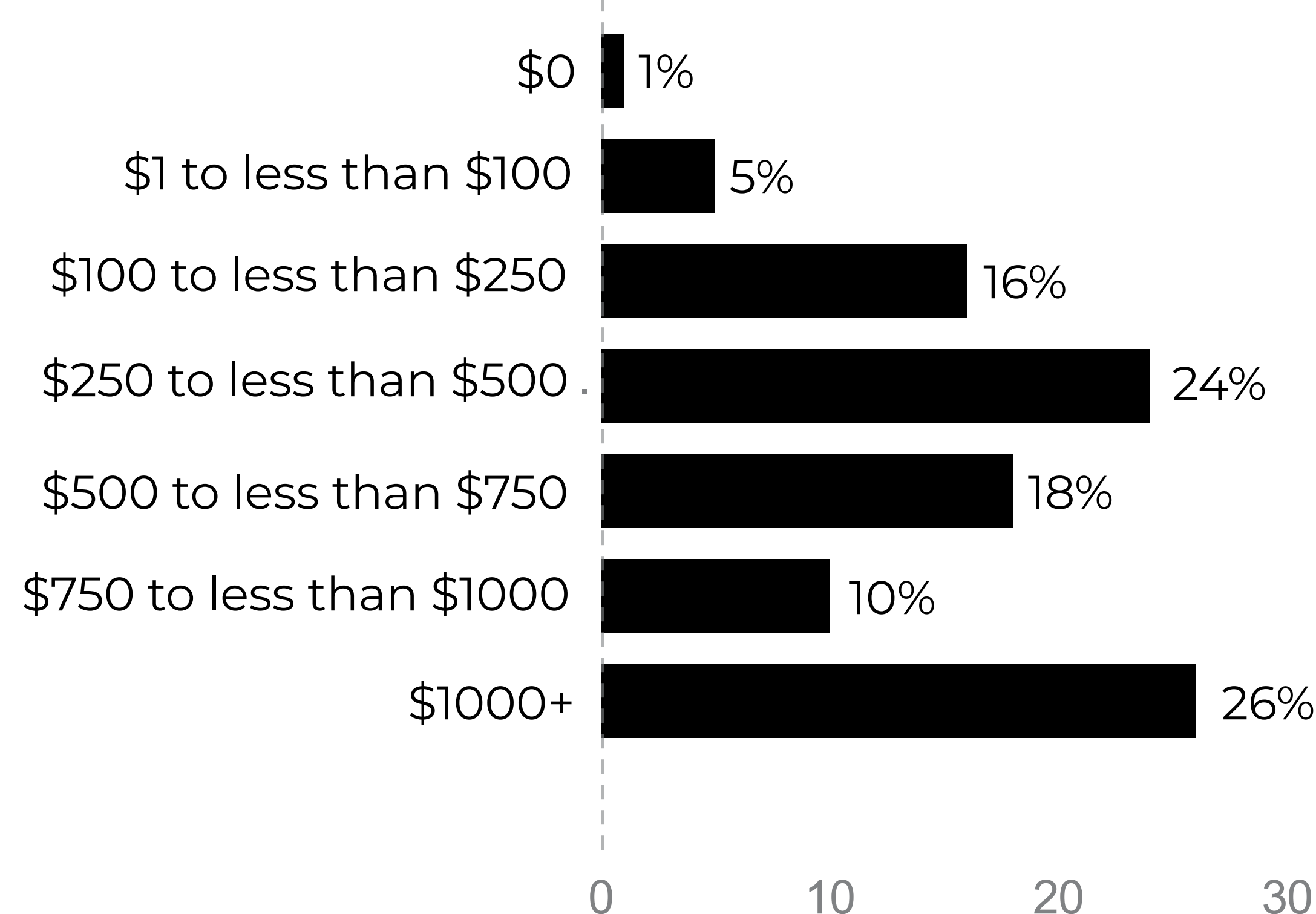
Top Activities:

- Shopping 25 %
- Visiting relatives 20 %
- Historic sites/churches 19 %
- Fine dining 17 %
- Museums 15 %
- Rural sightseeing 15 %
- Beach 13 %
- Visiting friends 13 %
- Urban sightseeing 10 %
- National park/monuments 10 %

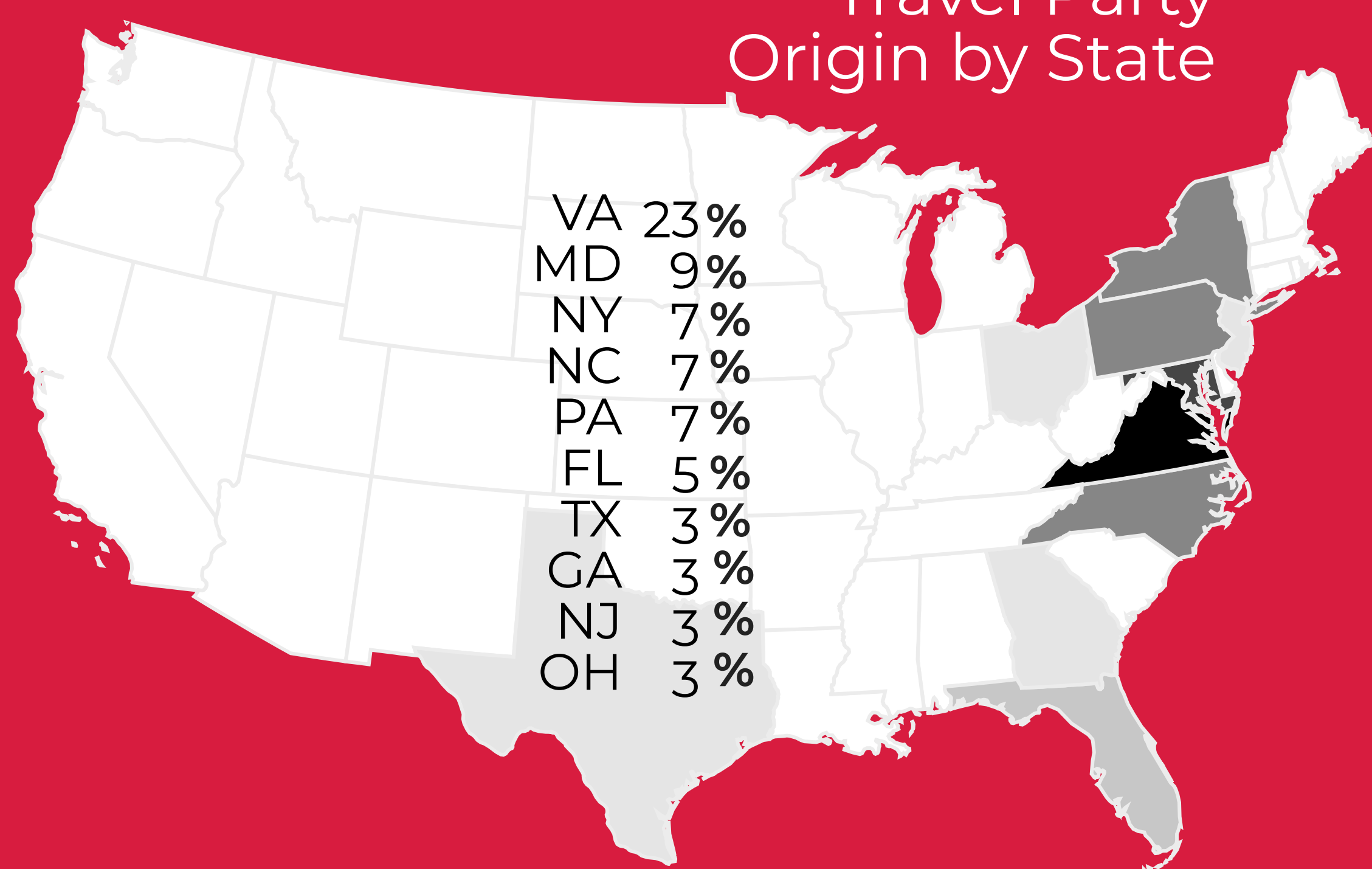
Primary Purpose of Trip



Travel Party Spending

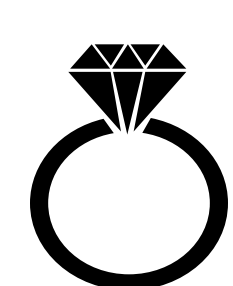


Travel Party Origin by State

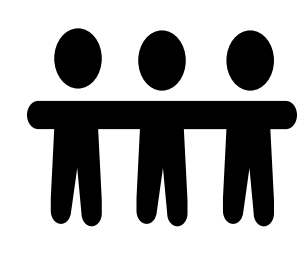


Travel Party Origin by DMA

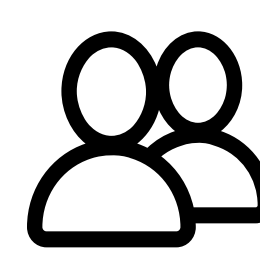
- Washington, DC (Hagerstown) 15 %
- New York 6 %
- Richmond-Petersburg 6 %
- Philadelphia 5 %
- Baltimore 5 %
- Norfolk-Portsmouth-Newport News 5 %
- Roanoke-Lynchburg 3 %
- Charlotte 3 %
- Pittsburgh 2 %
- Raleigh-Durham (Fayetteville) 2 %



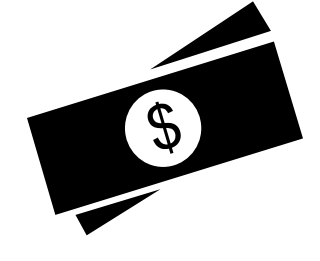
68%
Married



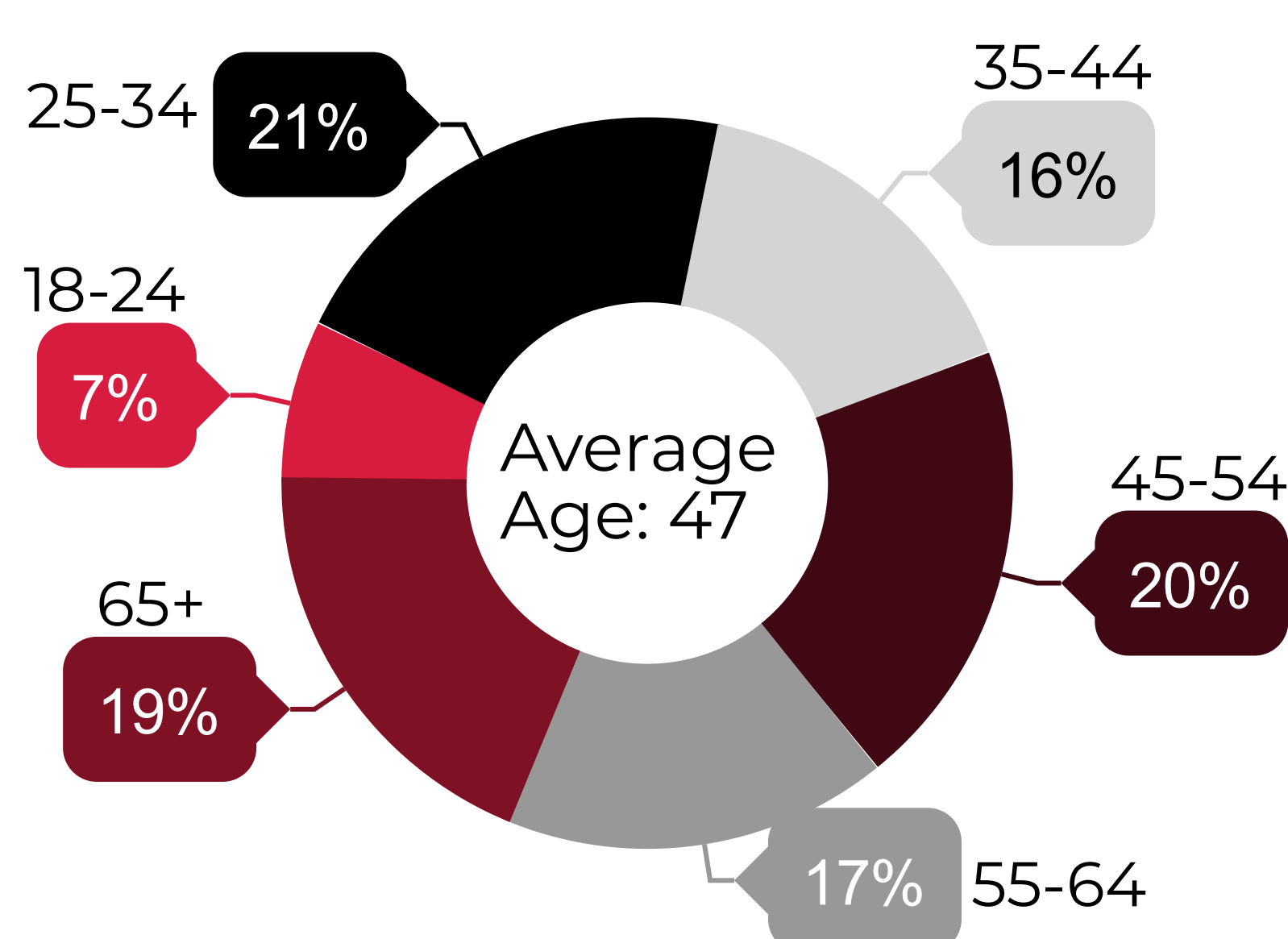
29%
Traveling with Children



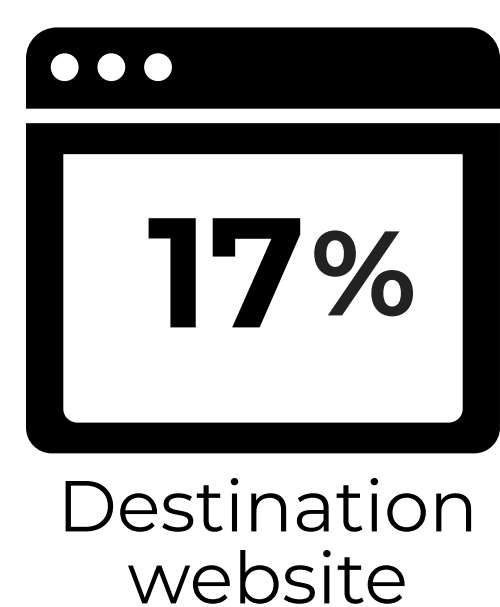
2.8
Average travel party size



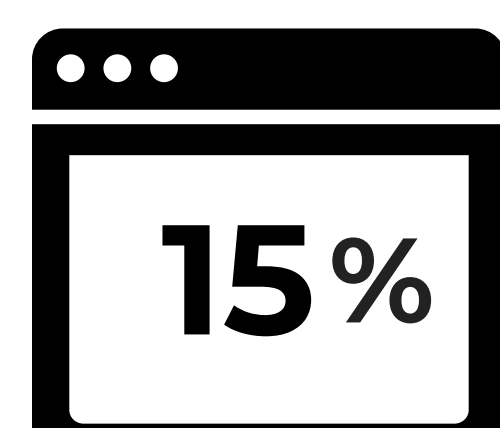
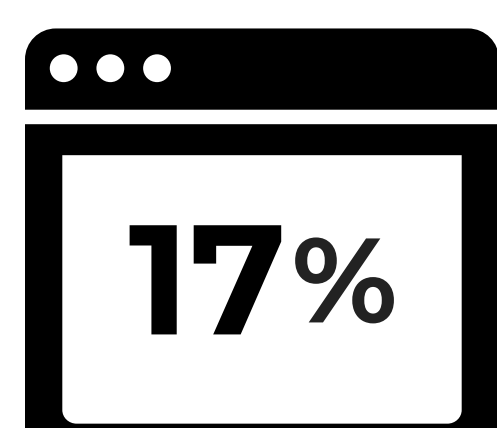
48%
Annual household income of 100K or more



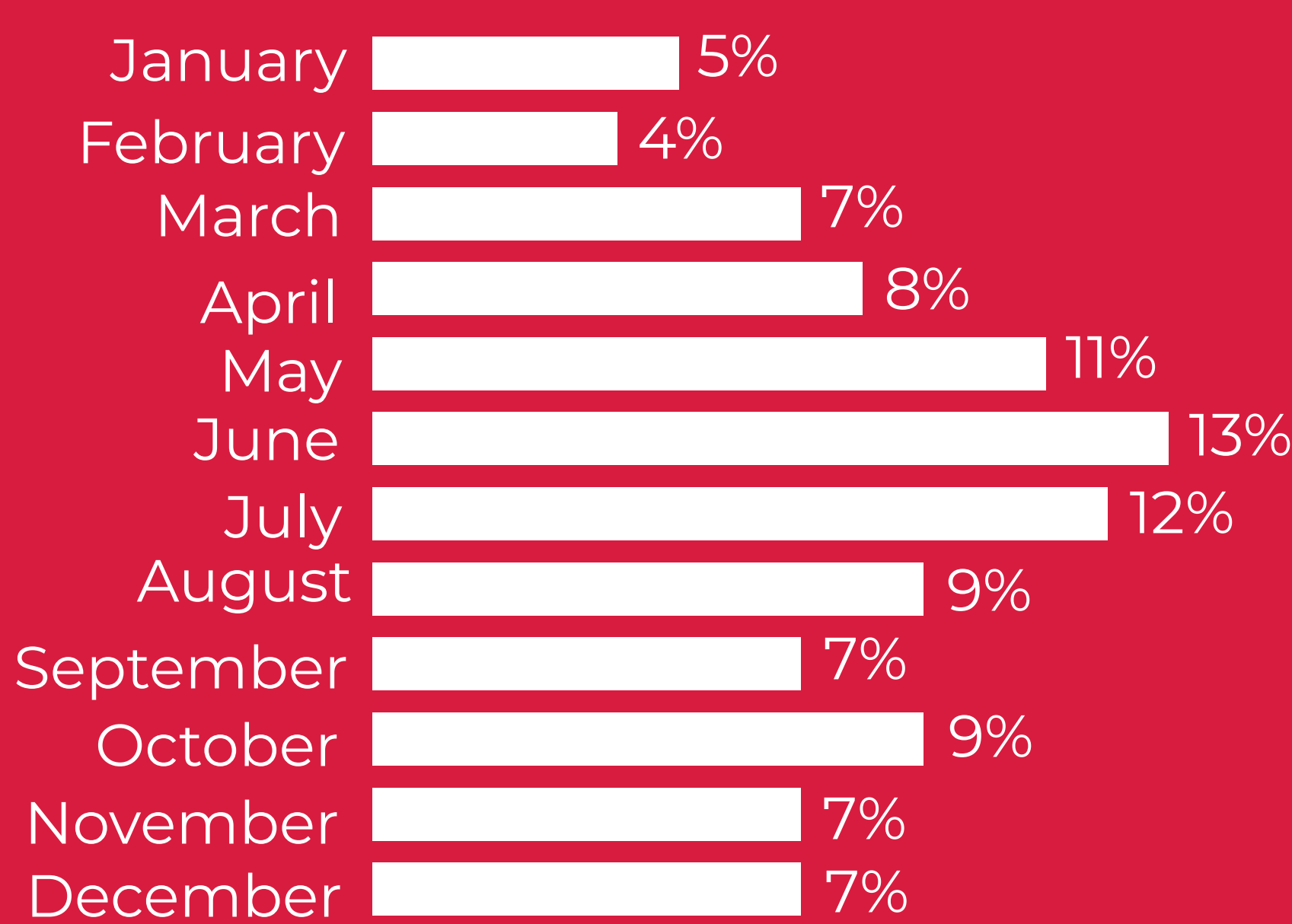
Planning Sources



28%
Use information from friends and relatives.



Month of Travel



Planning Time



31% consider visiting Virginia less than a month before their visit
43% decide visiting Virginia less than a month before their visit



85%
Travel by owned auto or rental cars



9%
Travel by plane