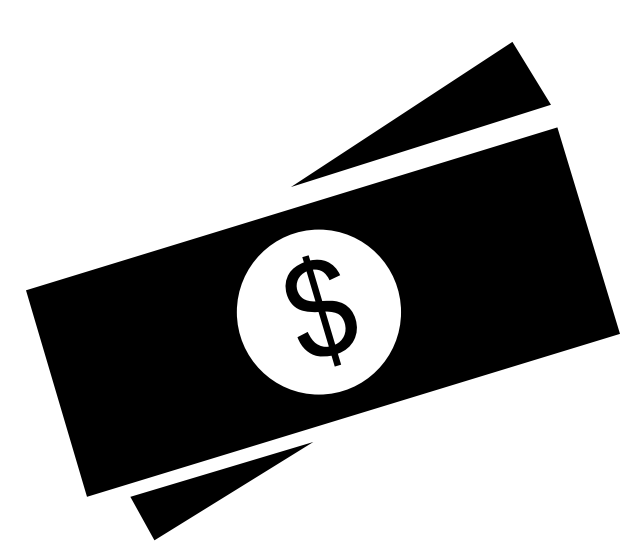




Sports, Recreation & Outdoors

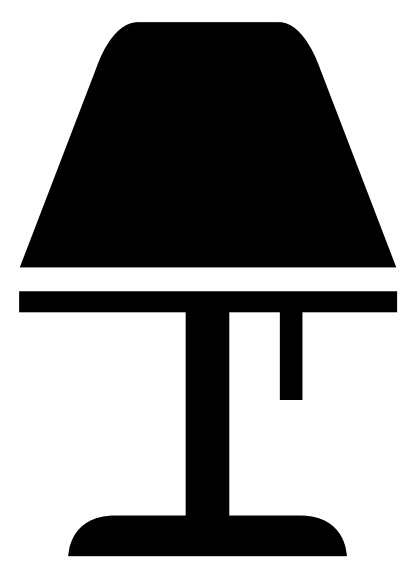


Average travel party spending:



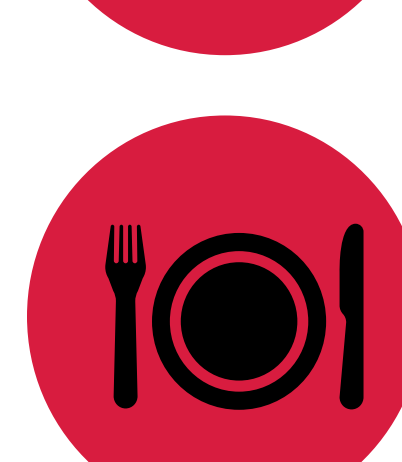
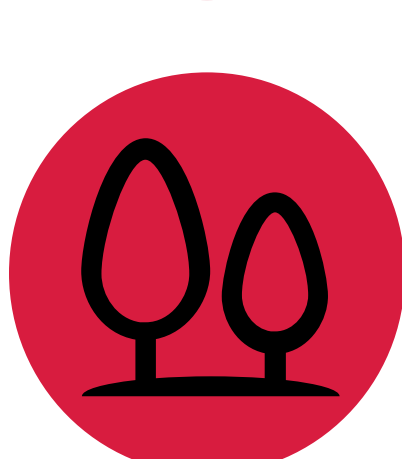
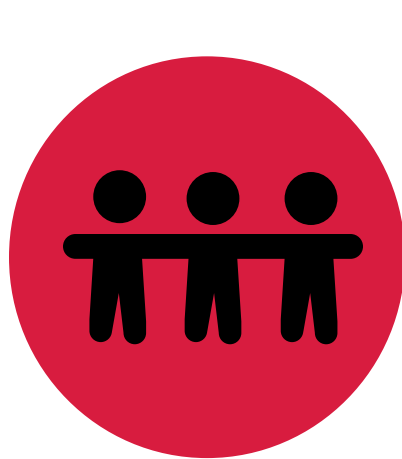
\$893

per trip



3.5

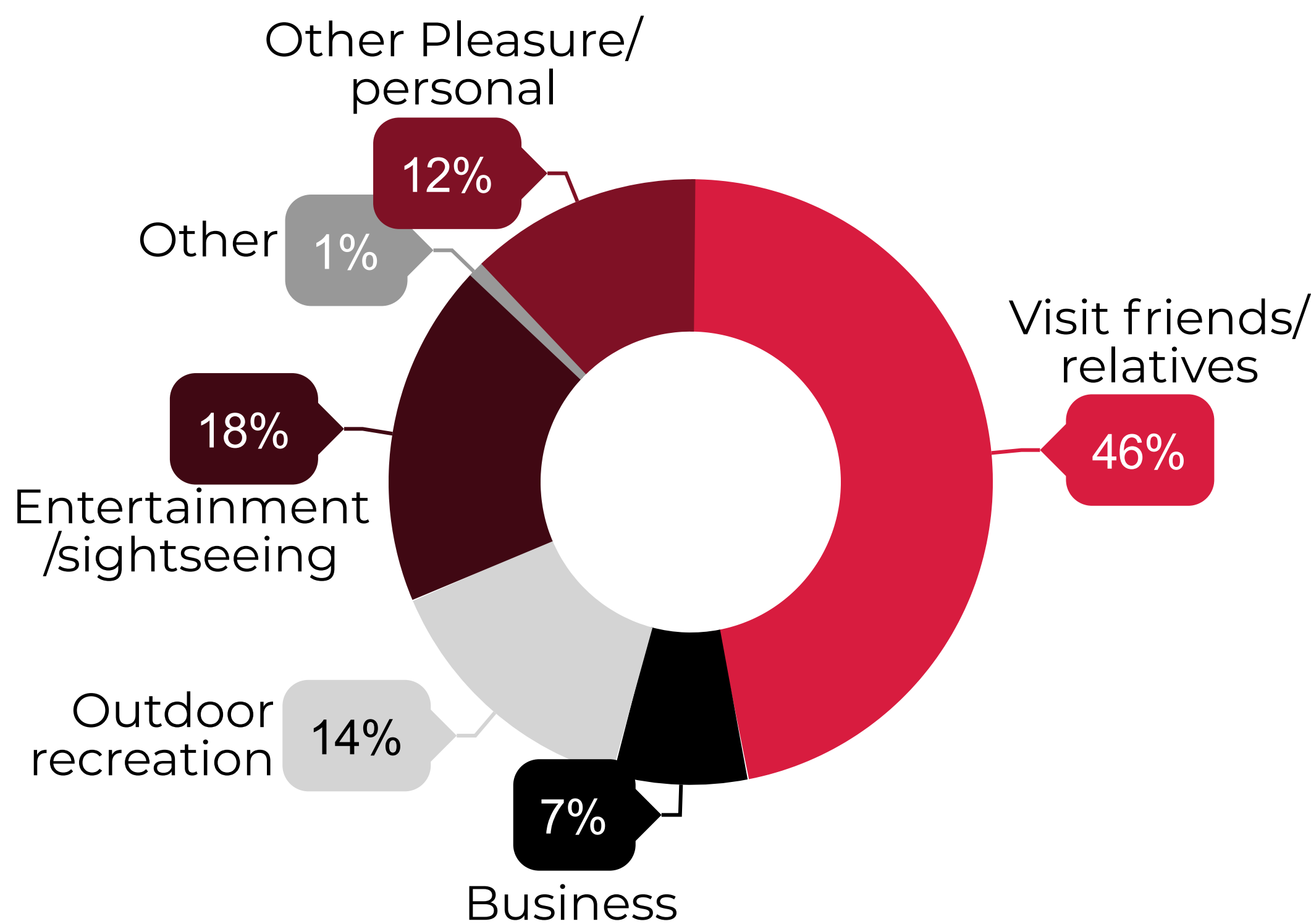
Nights



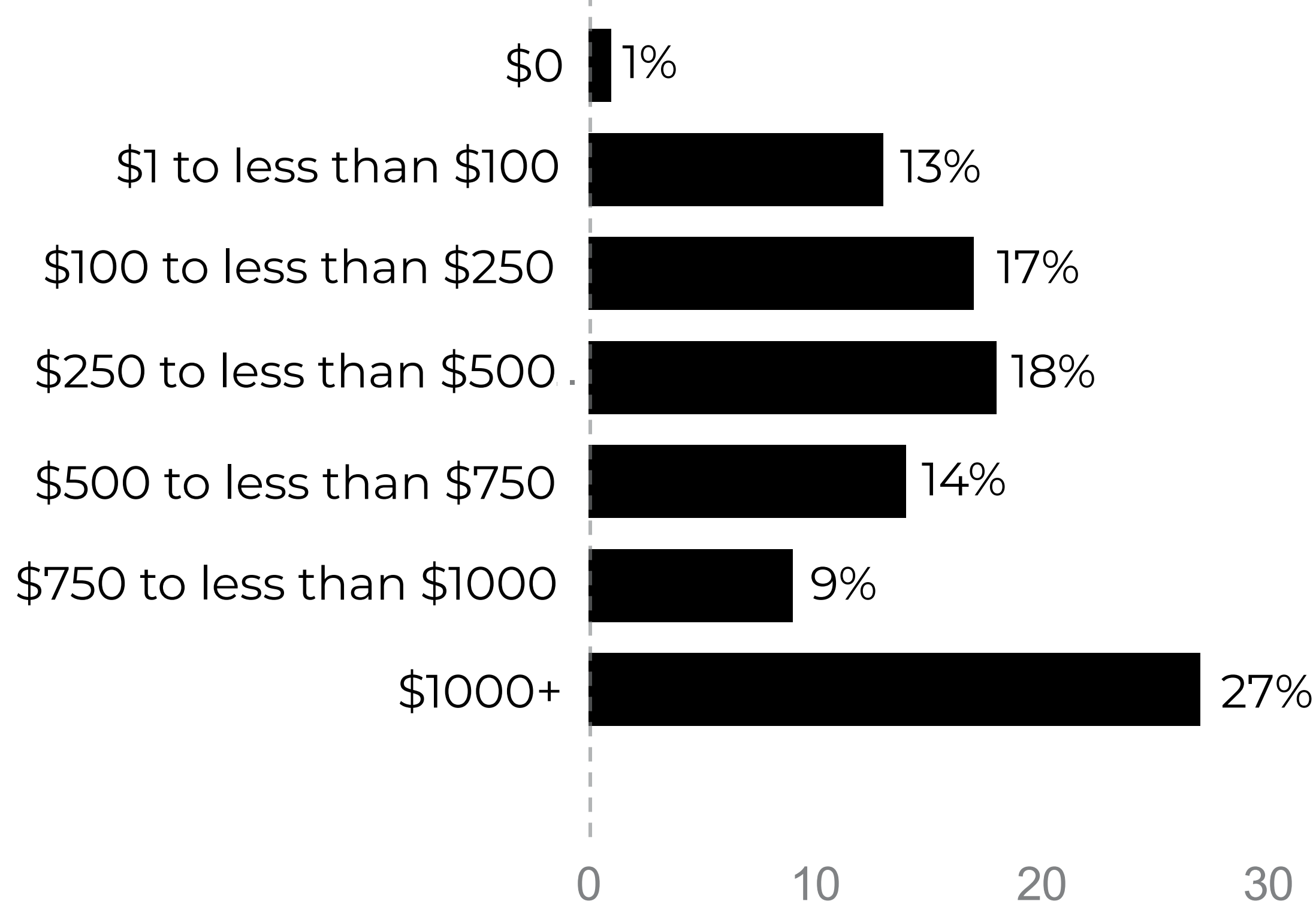
Top Activities:

- Shopping 31%
- Beach 29%
- Visiting relatives 28%
- State parks/monuments 26%
- Rural sightseeing 26%
- Historic sites/churches 23%
- Museums 18%
- Fine dining 18%
- Wildlife reviewing 18%
- Visiting friends 17%

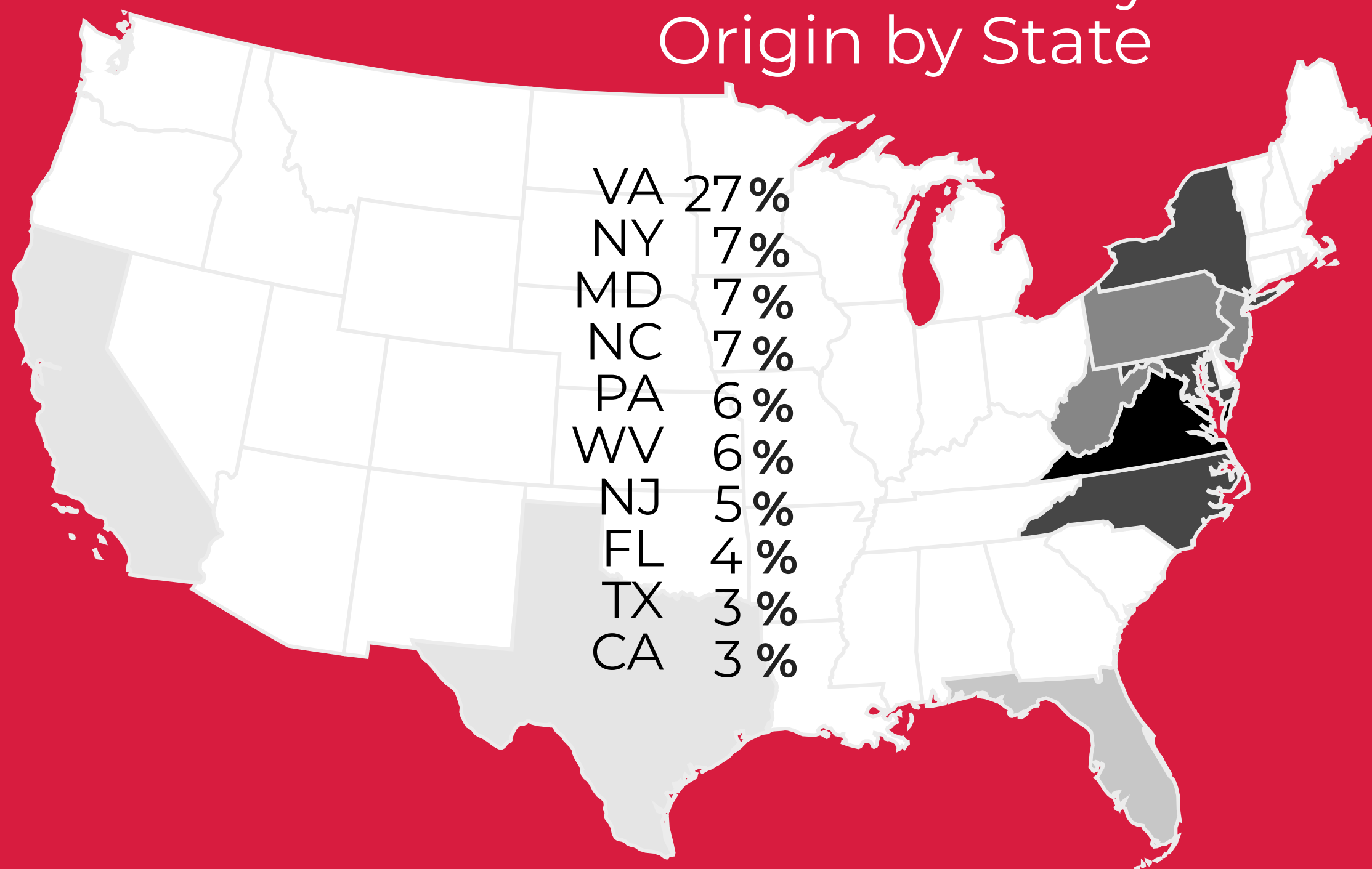
Primary Purpose of Trip



Travel Party Spending

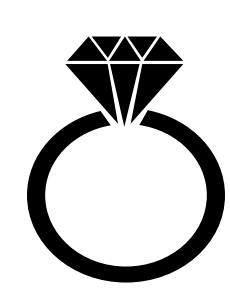


Travel Party Origin by State

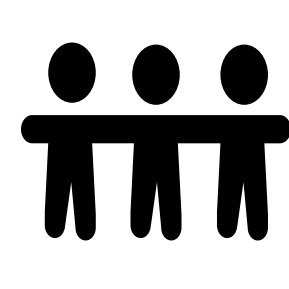


Travel Party Origin by DMA

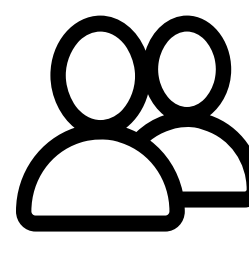
- Washington, DC (Hagerstown) 17%
- Philadelphia 6%
- New York 6%
- Norfolk-Portsmouth-Newport News 5%
- Richmond-Petersburg 5%
- Baltimore 5%
- Roanoke-Lynchburg 3%
- Raleigh-Durham (Fayetteville) 2%
- Pittsburgh 2%
- Charlotte 2%



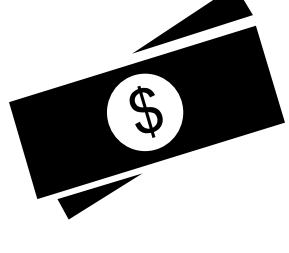
68%
Married



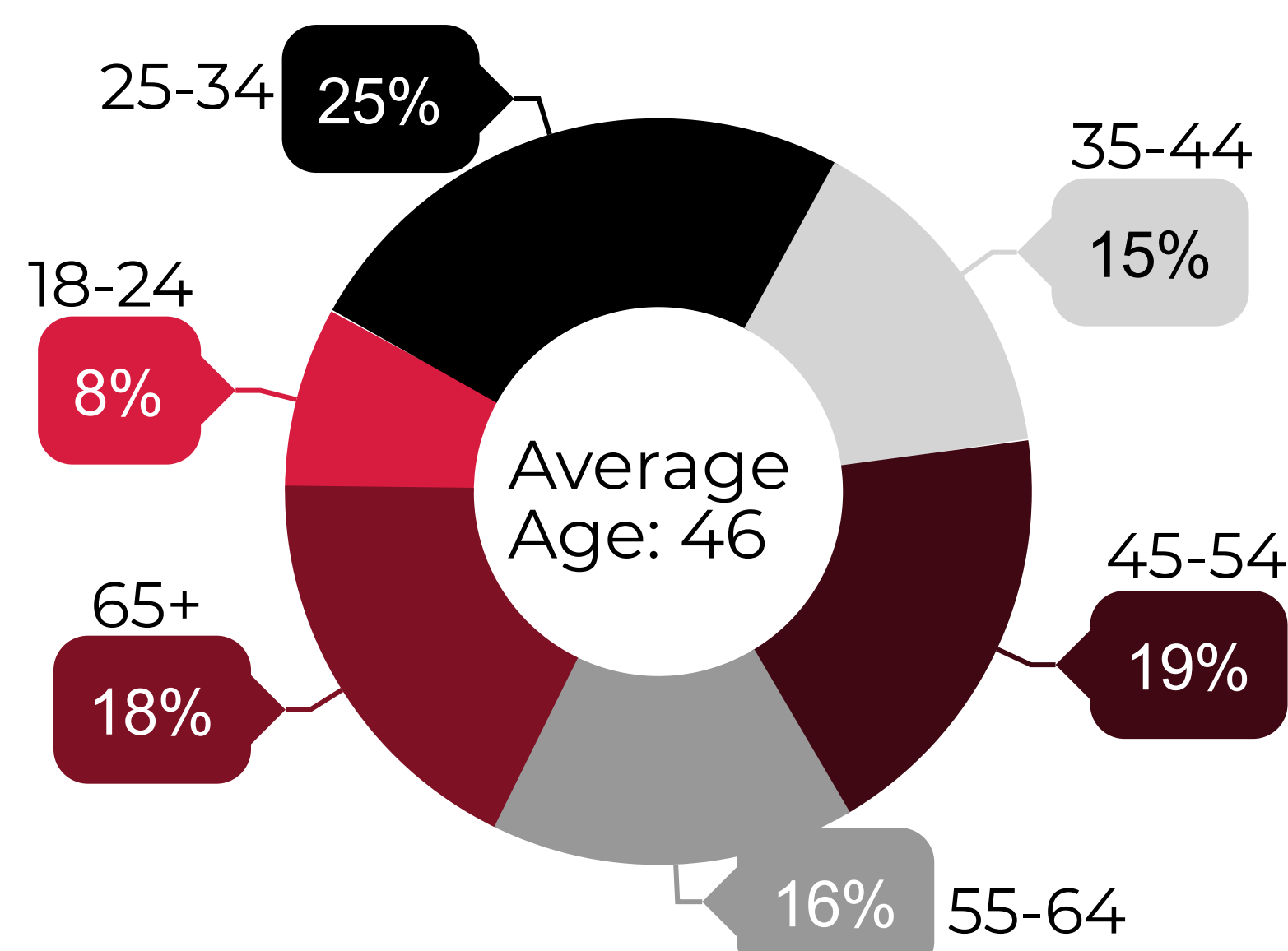
40%
Traveling with Children



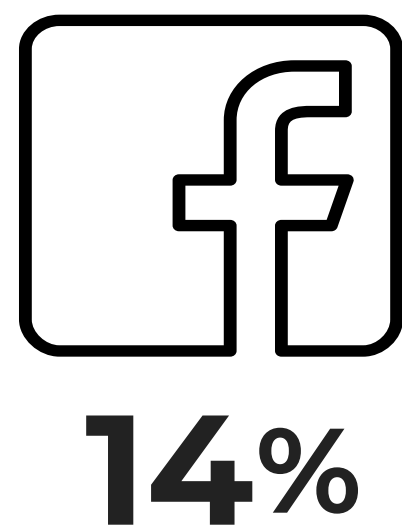
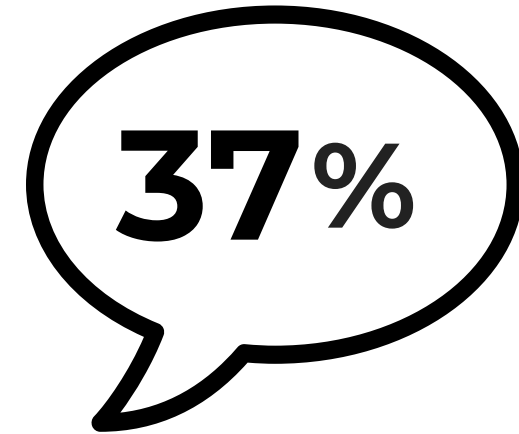
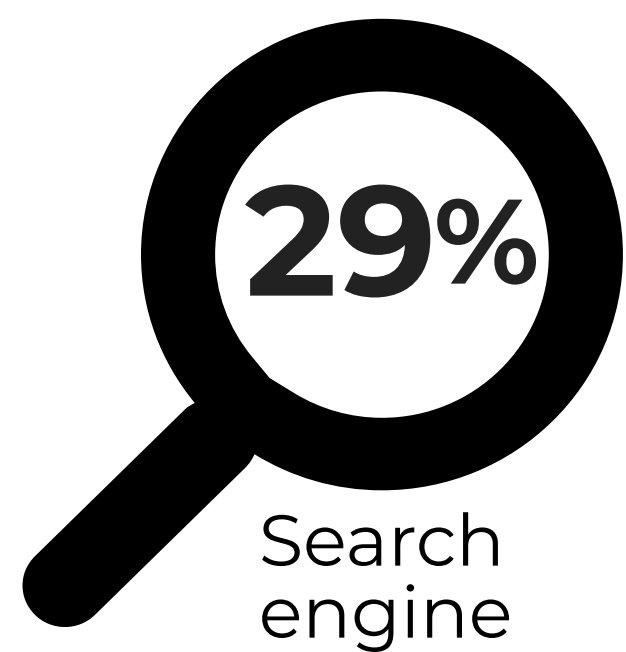
3.0
Average travel party size



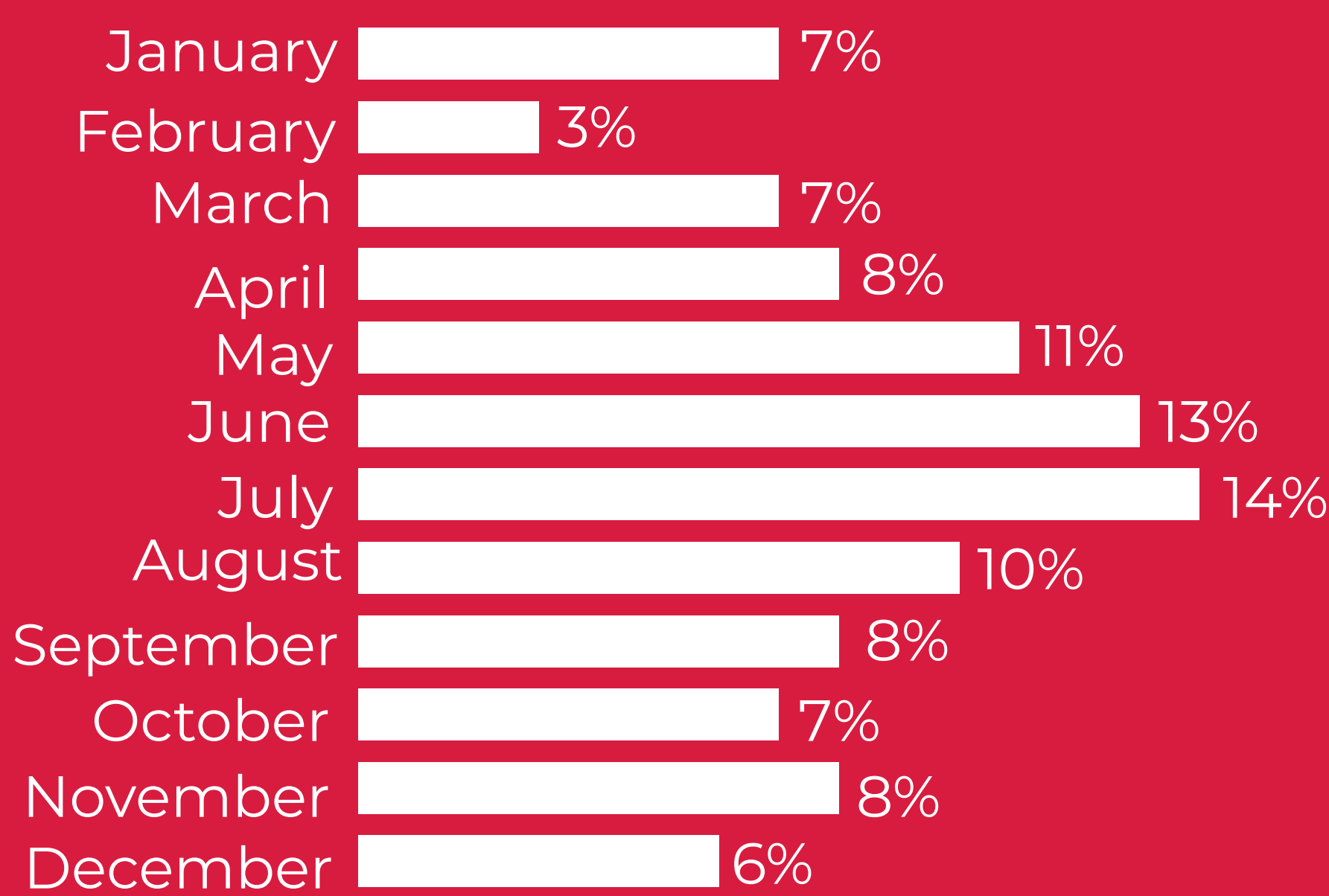
44%
Annual household income of 100K or more



Planning Sources



Month of Travel



Planning Time



32% consider visiting Virginia less than a month before their visit
46% decide visiting Virginia less than a month before their visit



86%
Travel by owned auto or rental cars



6%
Travel by plane