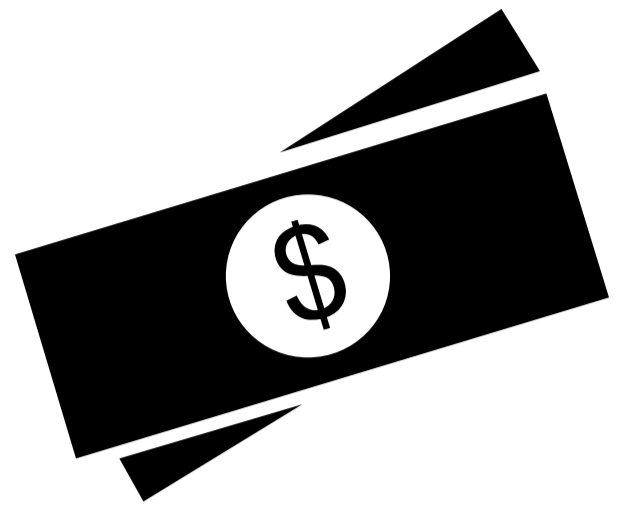




Wine

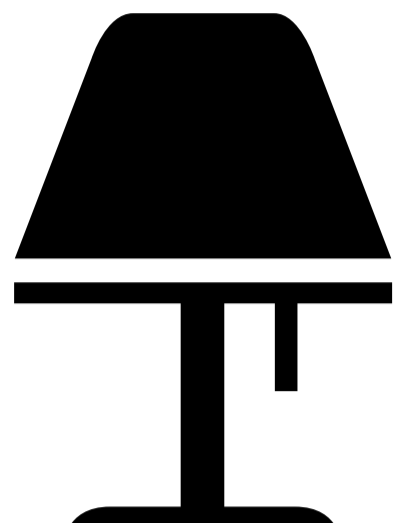


Average travel party spending:



\$982

per trip



3.6

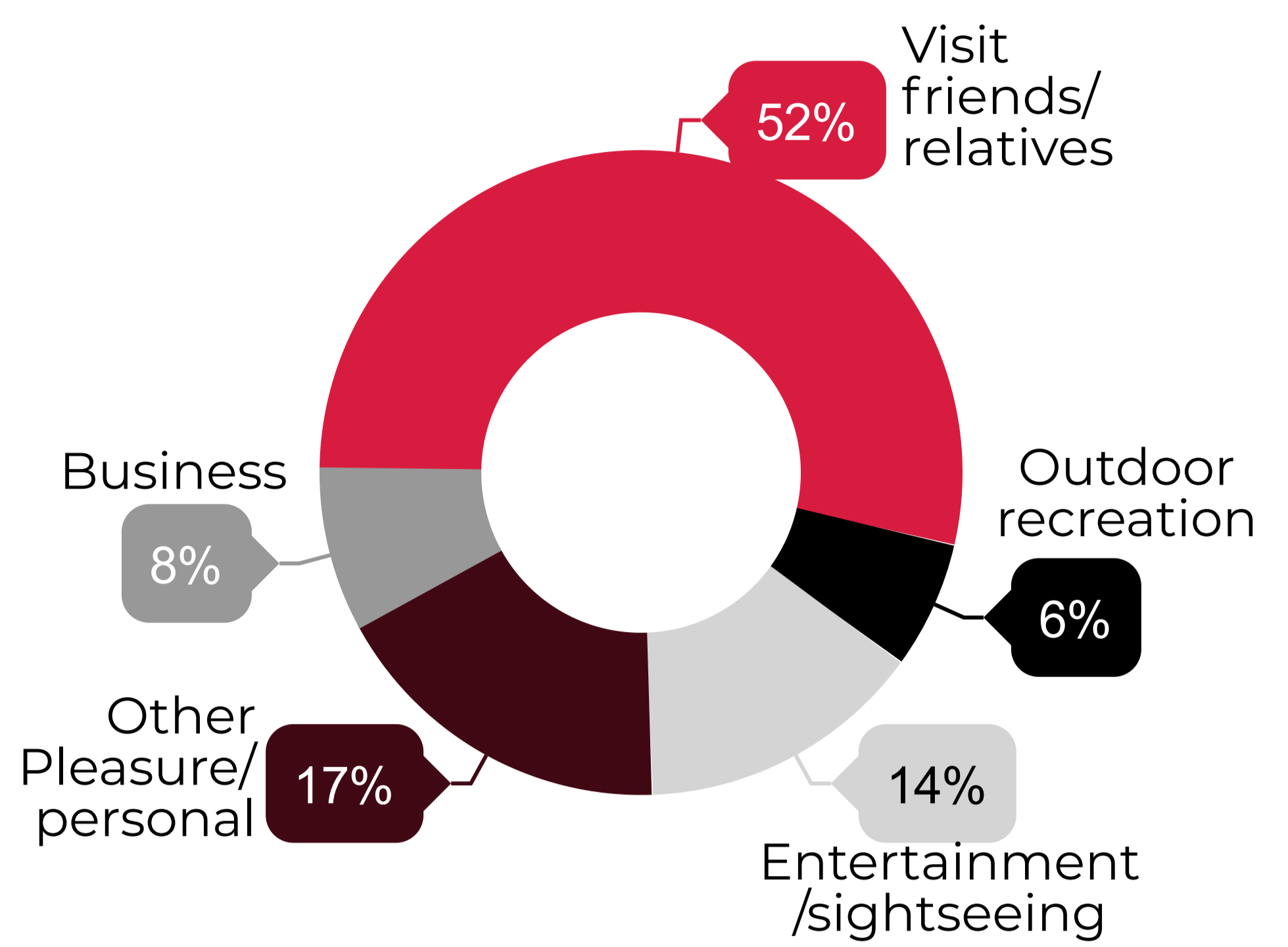
Nights



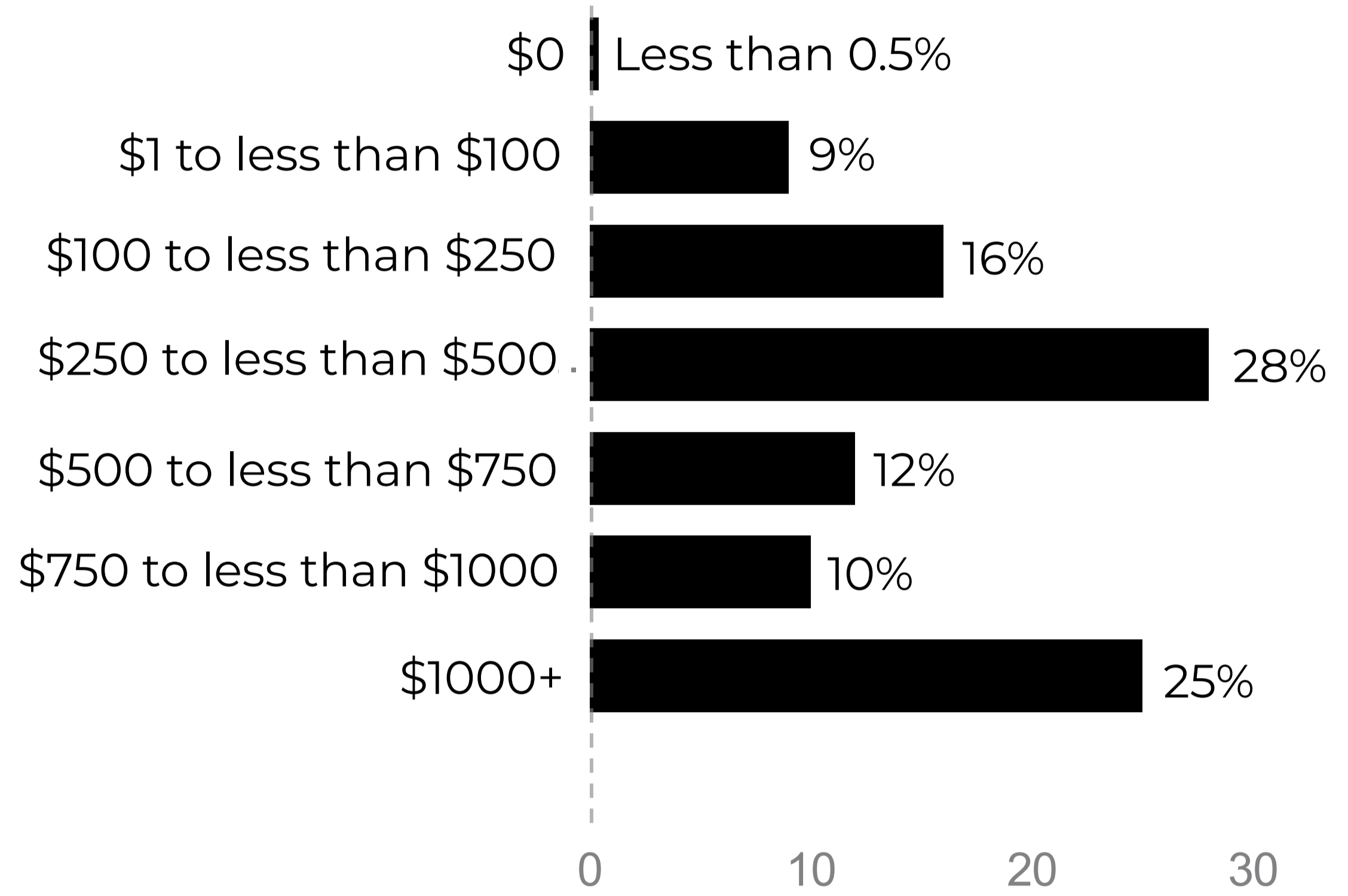
Top Activities:

Wine tasting/winery tour	100%
Shopping	35%
Rural sightseeing	33%
Visiting relatives	32%
Historic sites/churches	29%
Craft breweries	28%
Fine dining	26%
Visiting friends	23%
Museums	20%
Old homes/mansions	19%

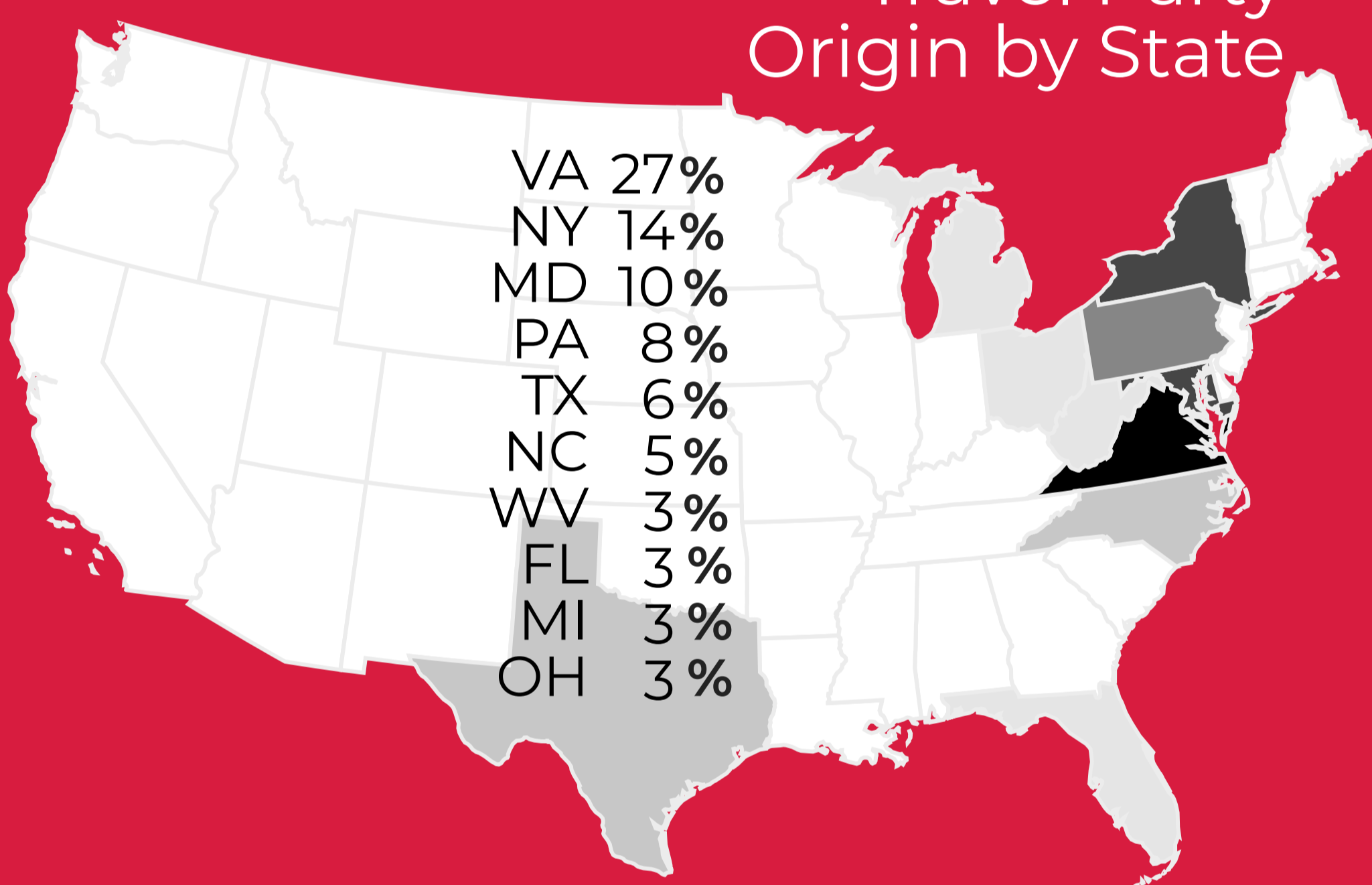
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

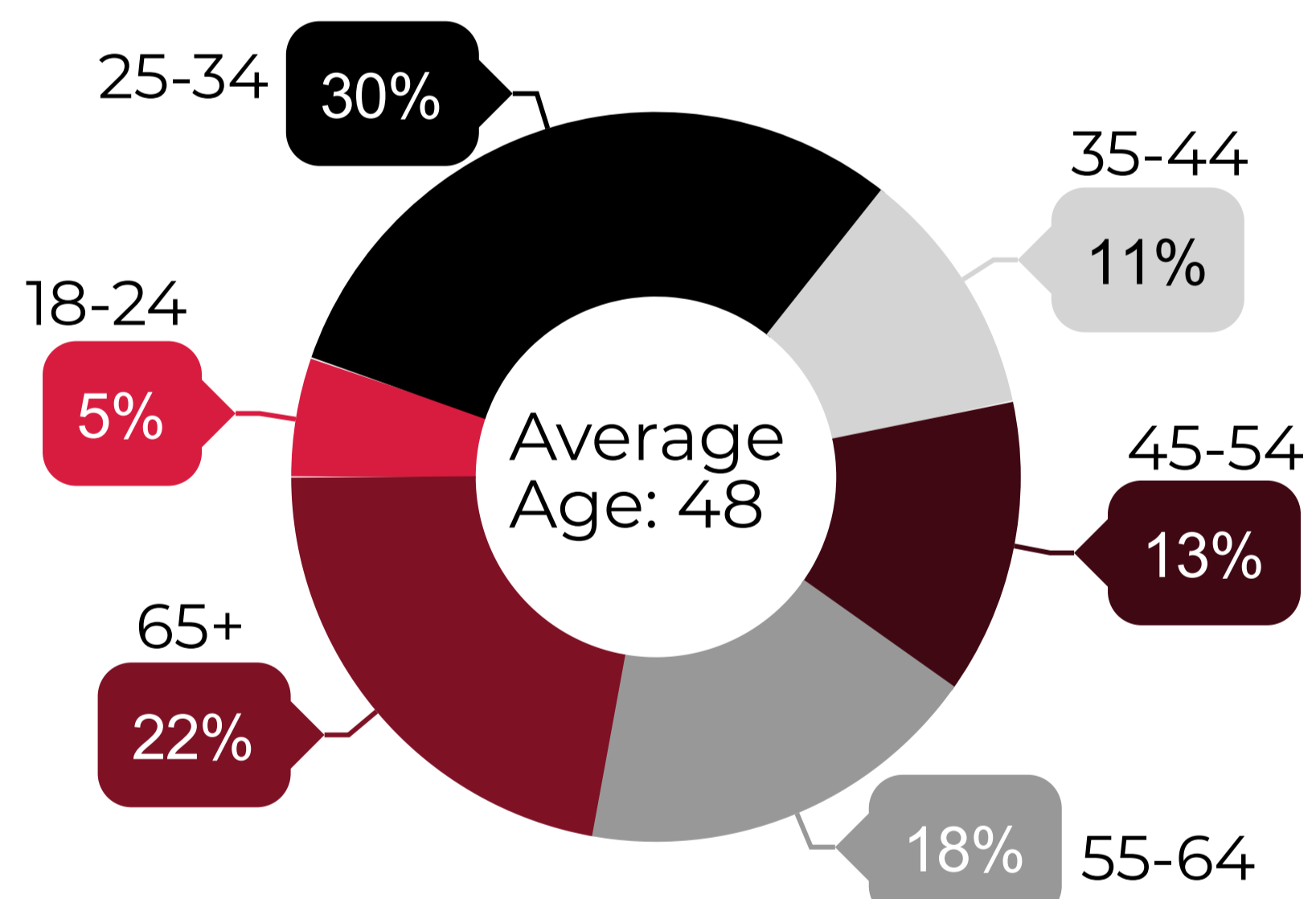
Washington, DC (Hagerstown)	20%
New York	7%
Baltimore	6%
Richmond-Petersburg	6%
Norfolk-Portsmouth-Newport News	5%
Philadelphia	5%
Dallas-Ft. Worth	4%
Buffalo	3%
Pittsburgh	3%
Albany-Schenectady-Troy	3%

70% Married

18% Traveling with children

2.5 Average travel party size

46% Annual household income of 100K or more



Planning Sources

34% Use information from friends and relatives.

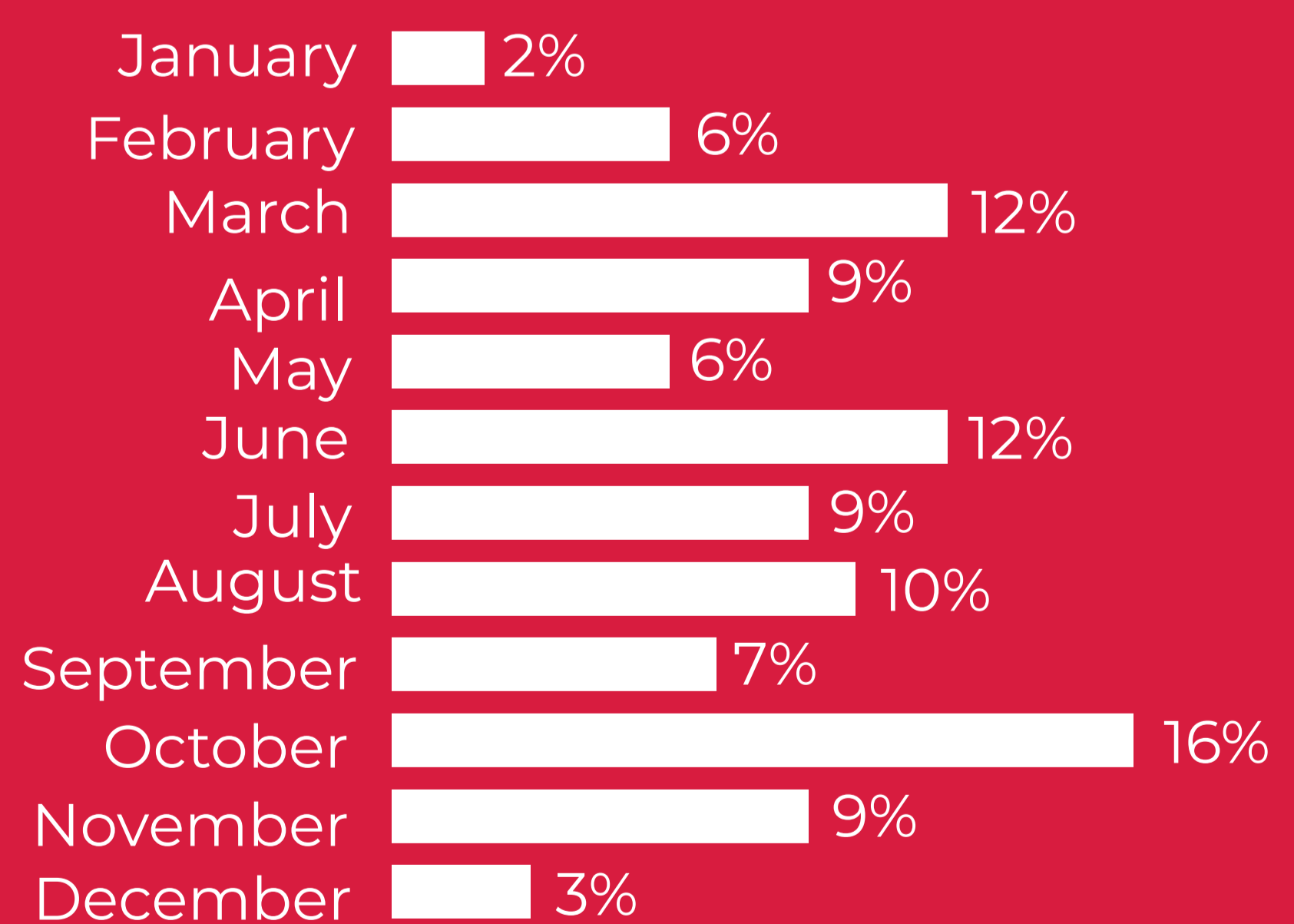
34% Search engine

19% Travel provider website

20% Online full service travel website

18%

Month of Travel



Planning Time



33% consider visiting Virginia less than a month before their visit

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



84%

Travel by owned auto or rental cars



11%

Travel by plane