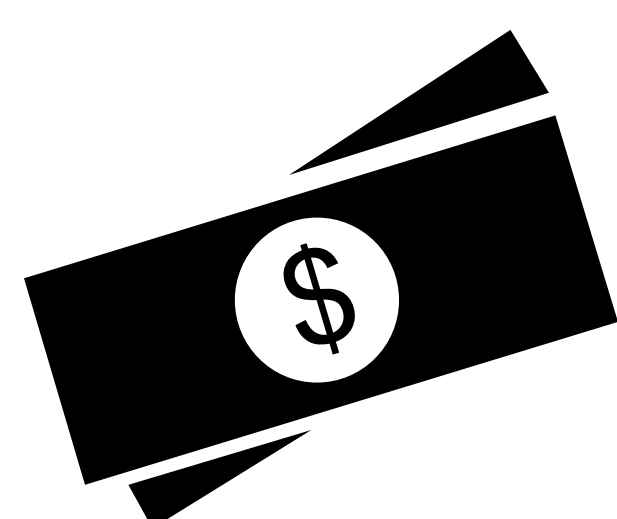




Fall Season

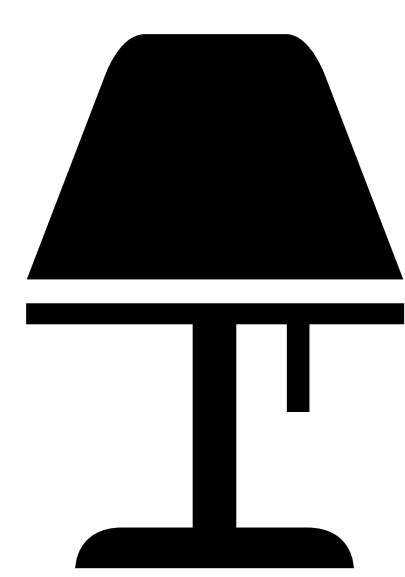


Average travel party spending:

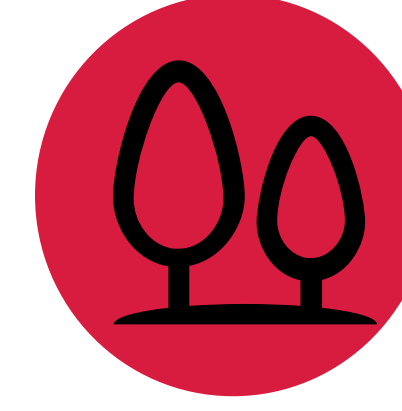
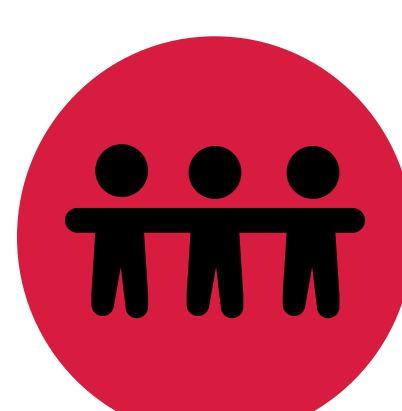


\$495

per trip



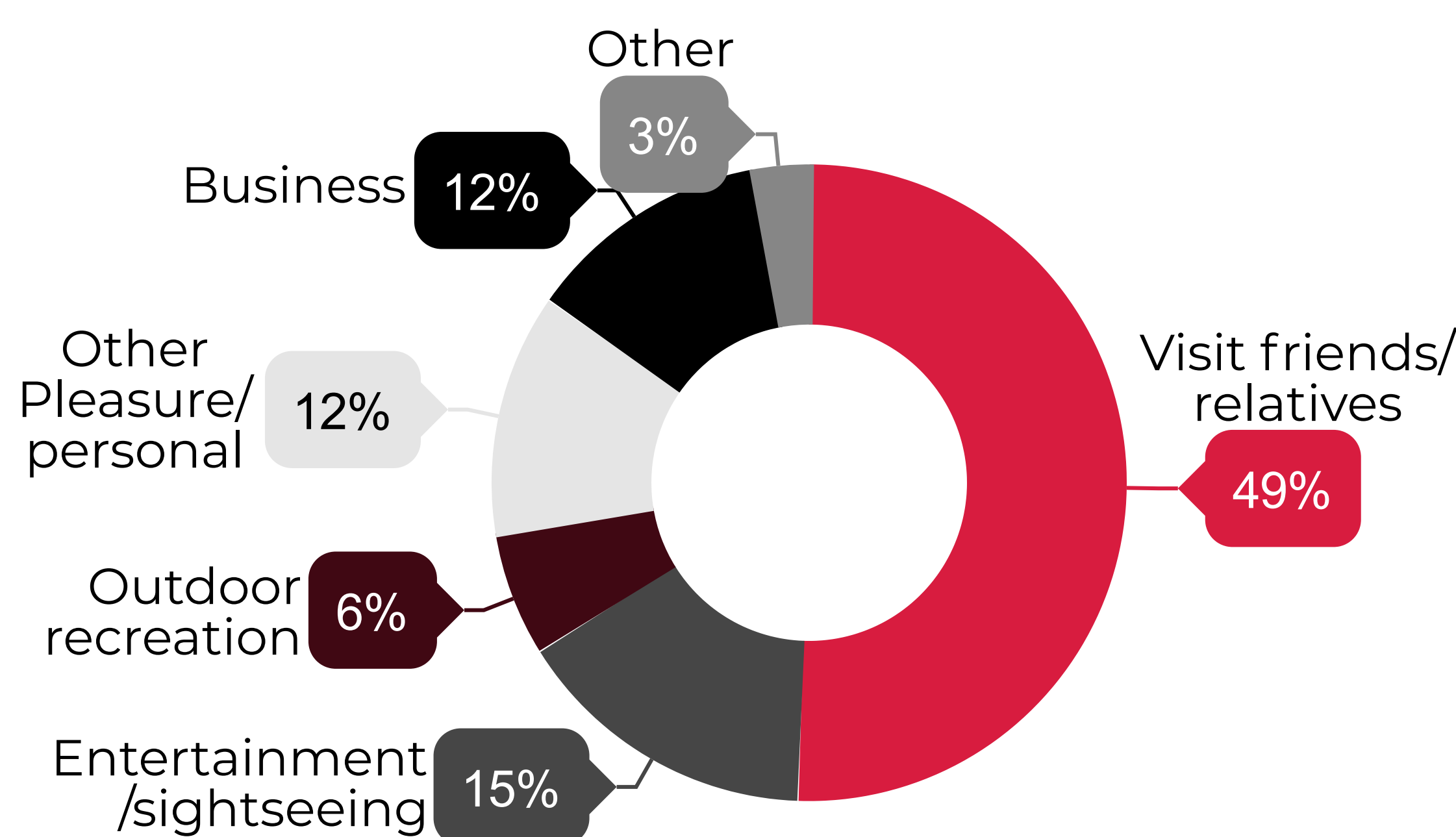
2.5
Nights



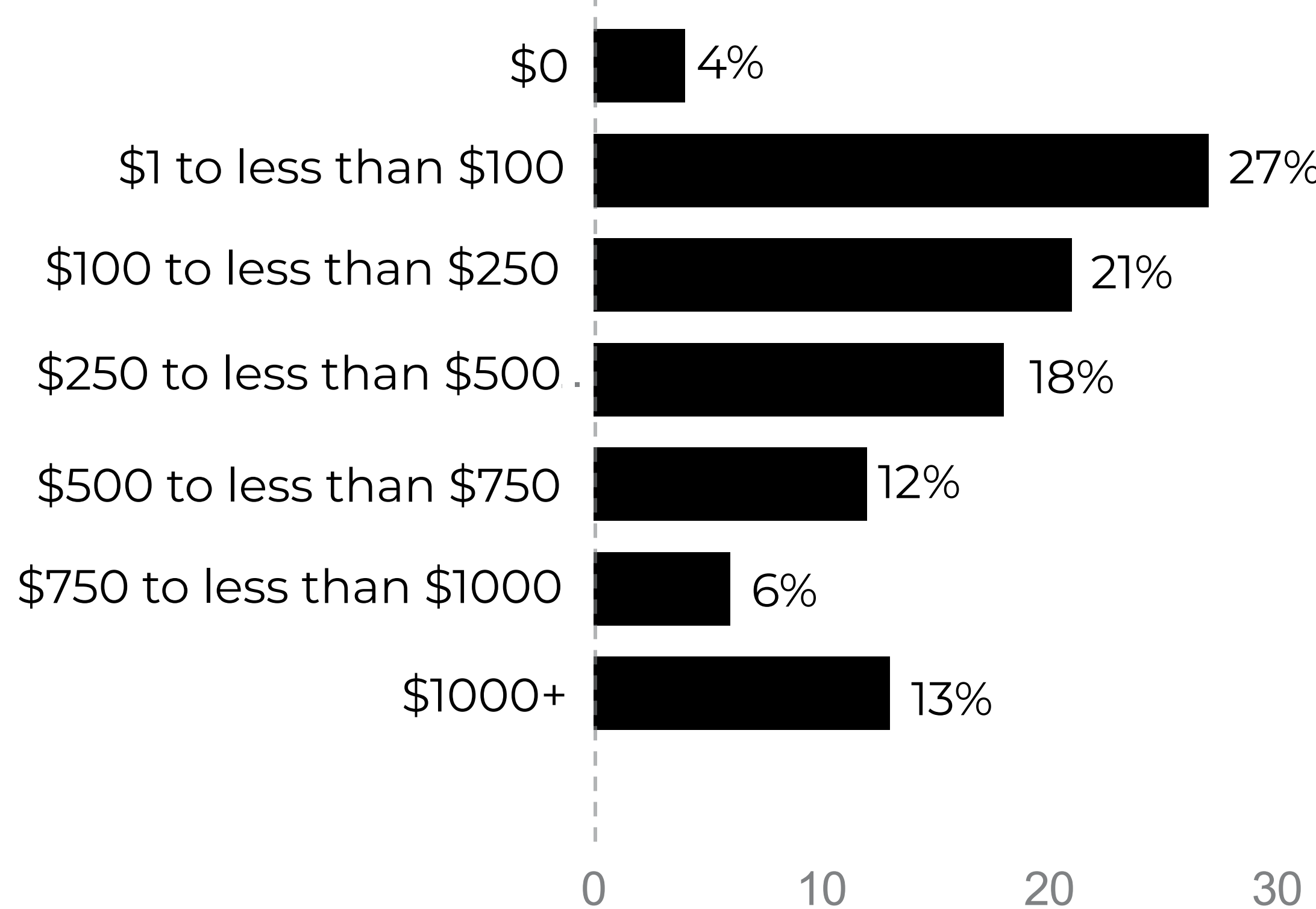
Top Activities:

- Visiting relatives 29%
- Shopping 21%
- Visiting friends 16%
- Rural sightseeing 14%
- Historic sites/churches 13%
- Fine dining 11%
- Museums 11%
- National parks 9%
- Urban sightseeing 8%
- State parks/monuments 7%

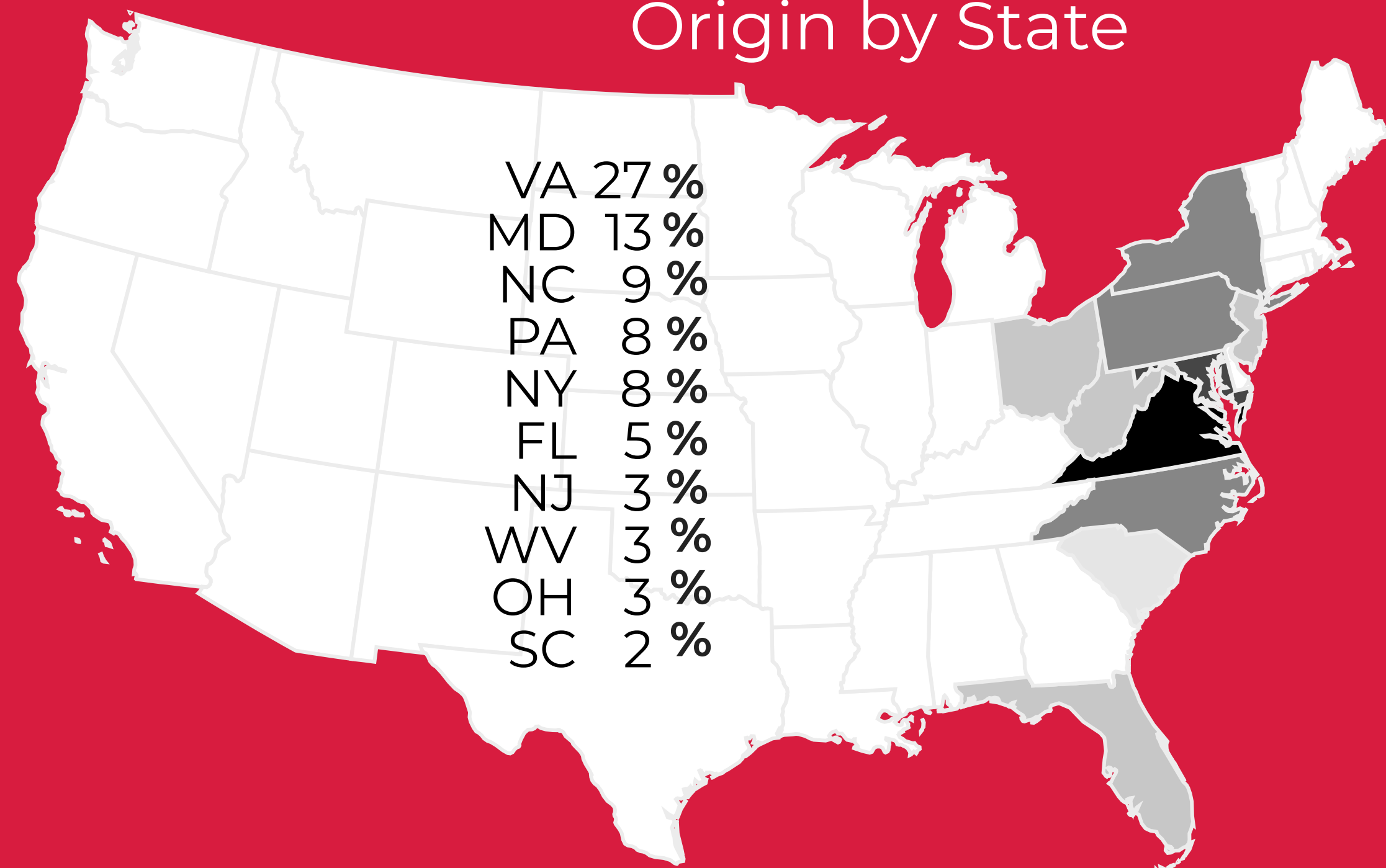
Primary Purpose of Trip



Travel Party Spending

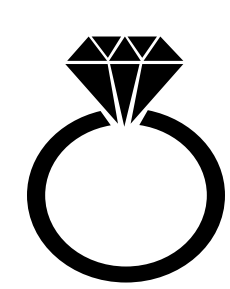


Travel Party Origin by State

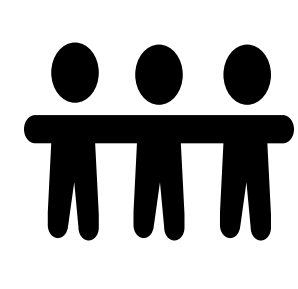


Travel Party Origin by DMA

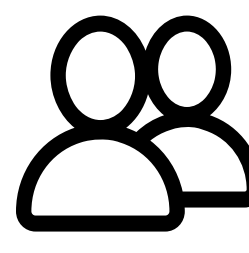
- Washington, DC (Hagerstown) 16%
- Richmond/Petersburg 9%
- Baltimore 7%
- Norfolk-Portsmouth-Newport News 7%
- Philadelphia 5%
- New York 4%
- Raleigh/Durham (Fayetteville) 3%
- Pittsburgh 3%
- Buffalo 2%
- Charlotte 2%



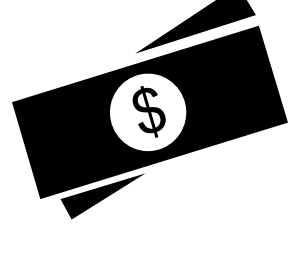
58%
Married



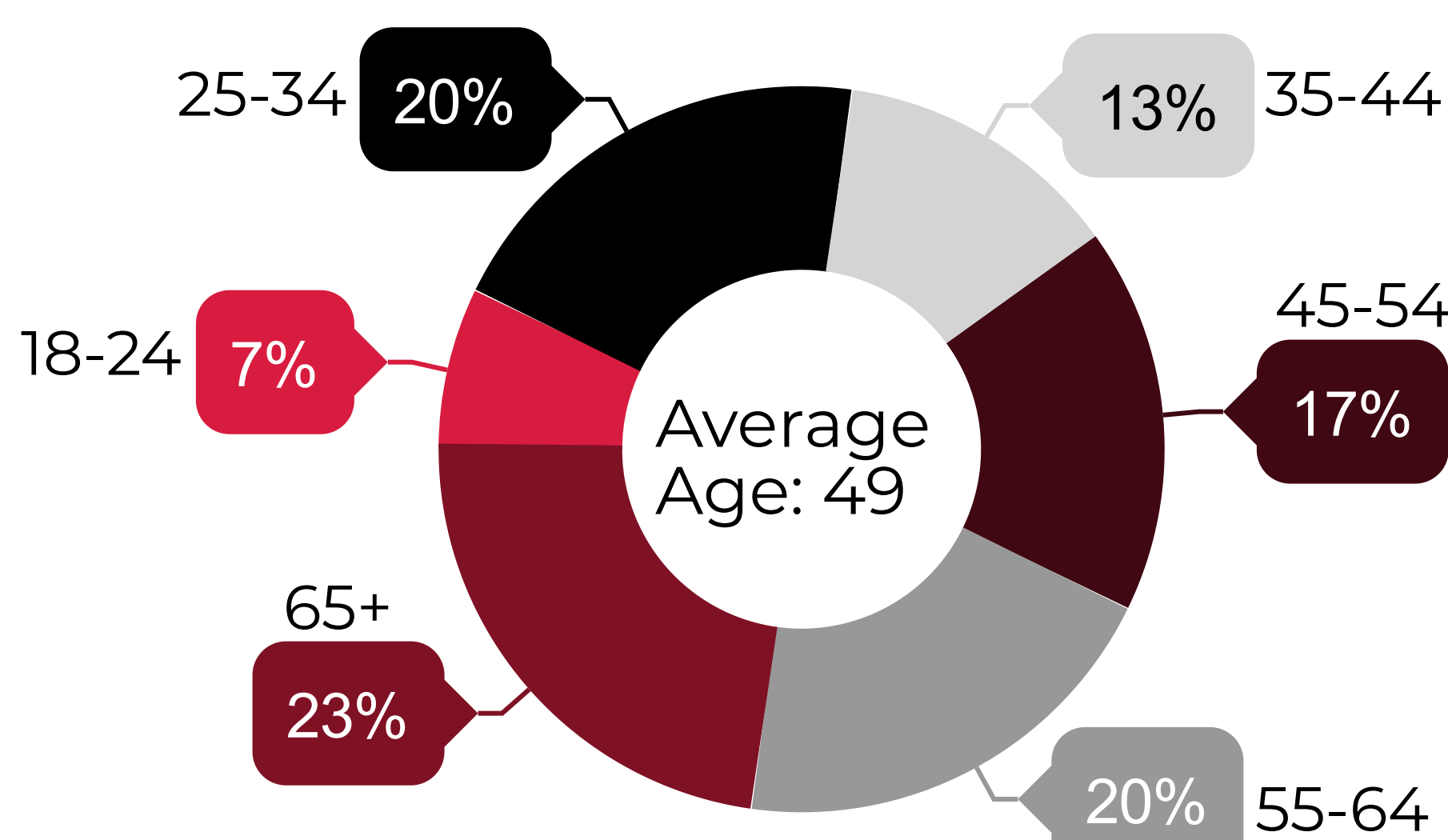
22%
Traveling with Children



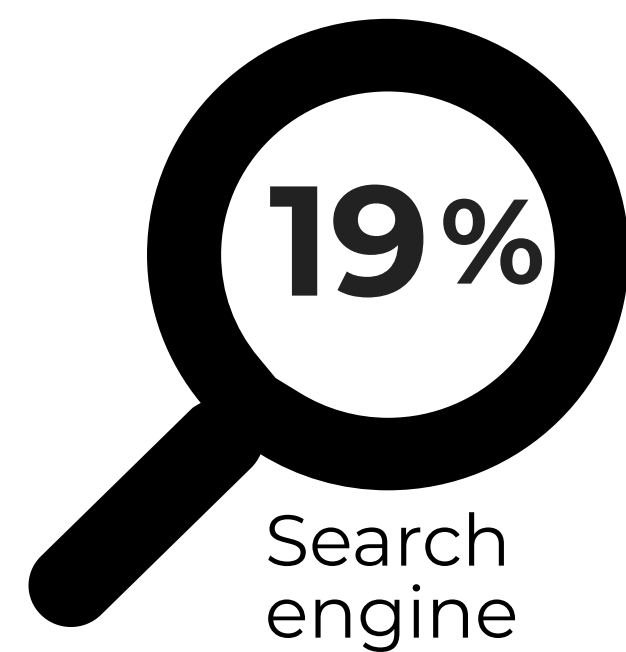
2.5
Average travel party size



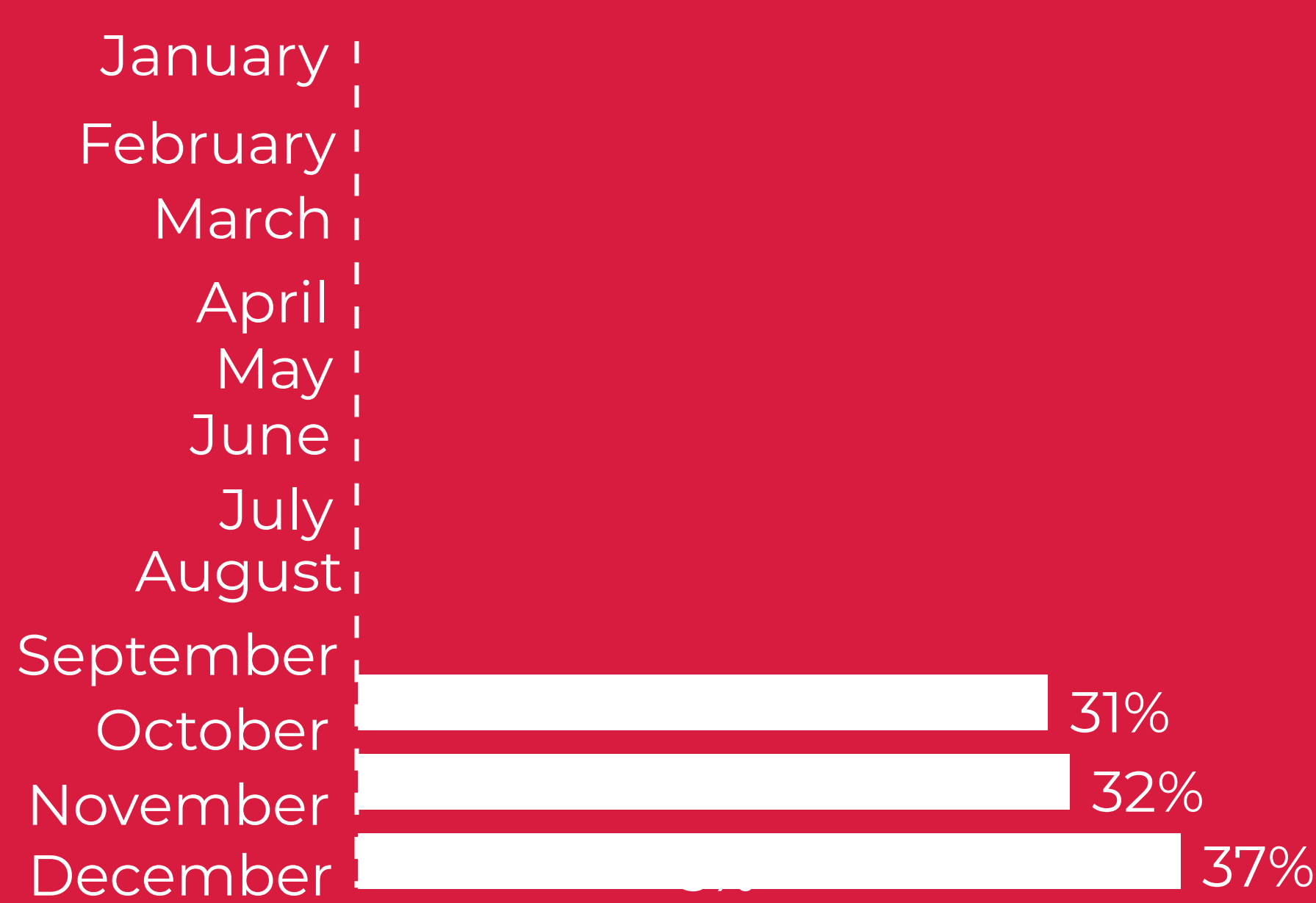
40%
Annual household income of 100K or more



Planning Sources



Month of Travel



Planning Time



- 40% consider visiting Virginia less than a month before their visit
- 50% decide visiting Virginia less than a month before their visit



85%
Travel by owned auto or rental cars



9%
Travel by plane