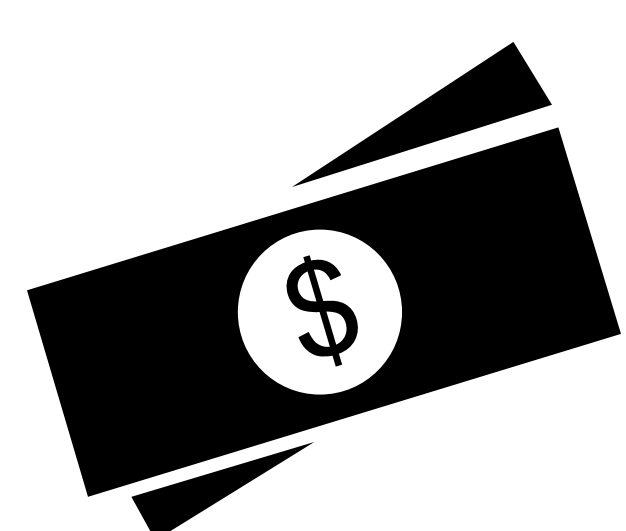




Spring Season

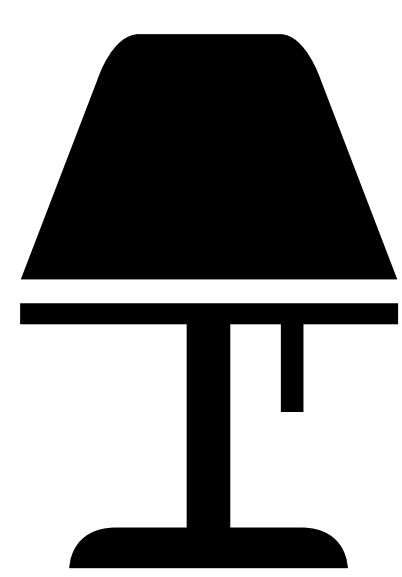


Average travel party spending:

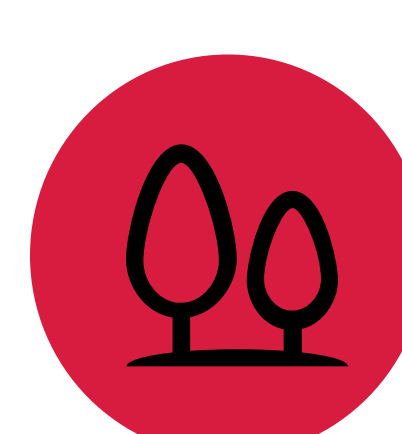


\$543

per trip



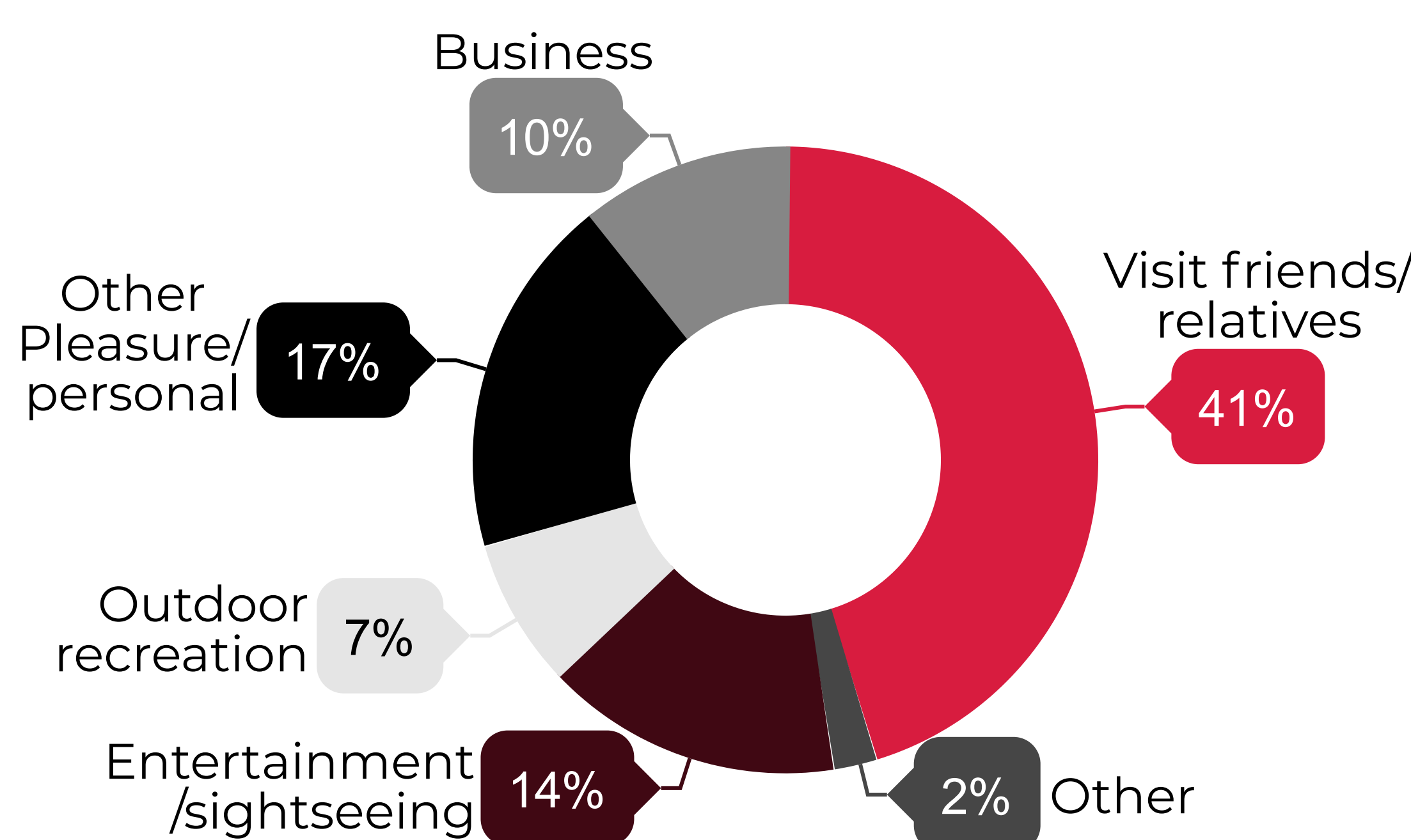
2.1
Nights



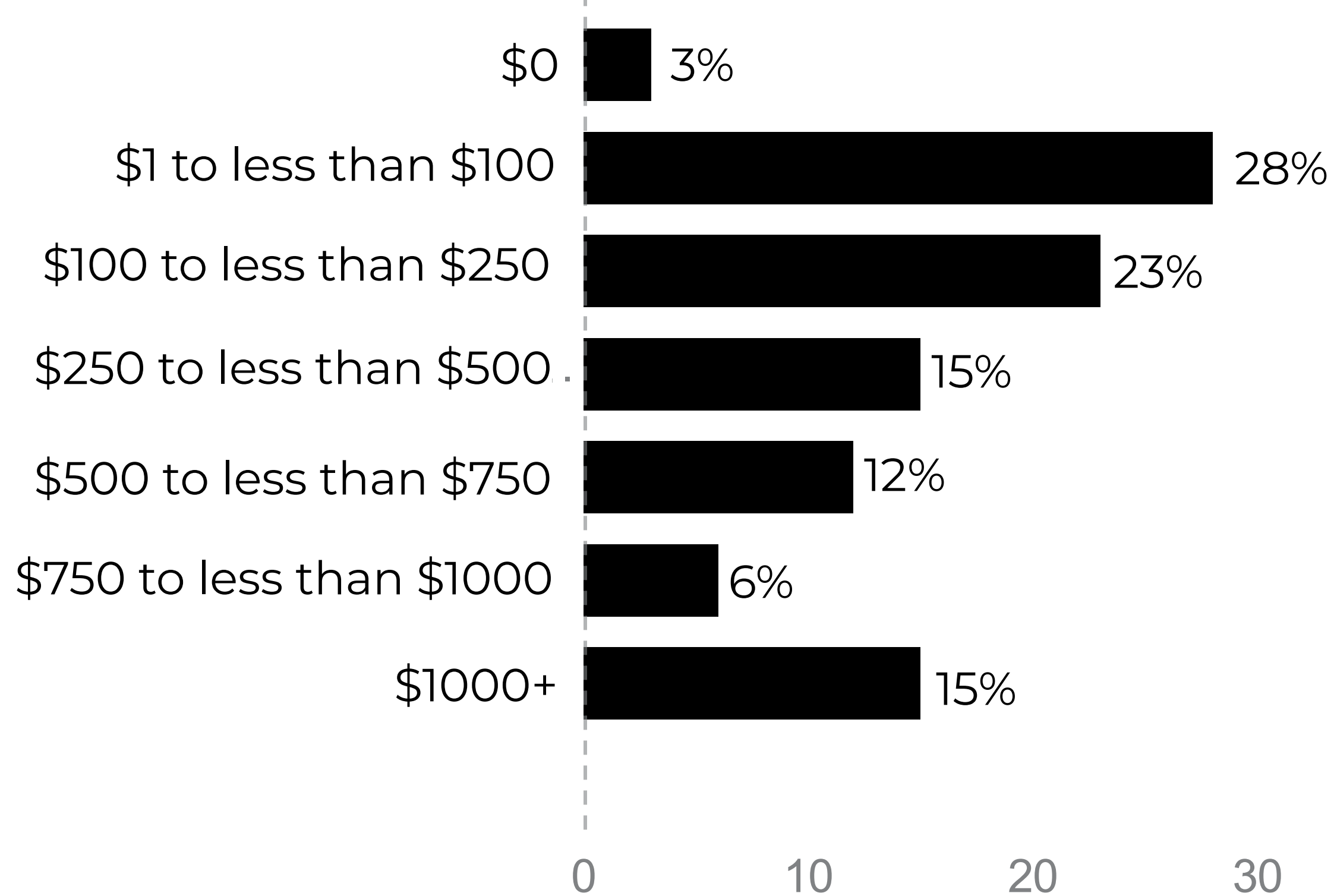
Top Activities:

Shopping	26%
Visiting relatives	22%
Historic sites/churches	14%
Rural sightseeing	14%
Fine dining	14%
Museums	12%
Visiting friends	11%
Beach	9%
State/National parks	8%
Urban sightseeing	8%

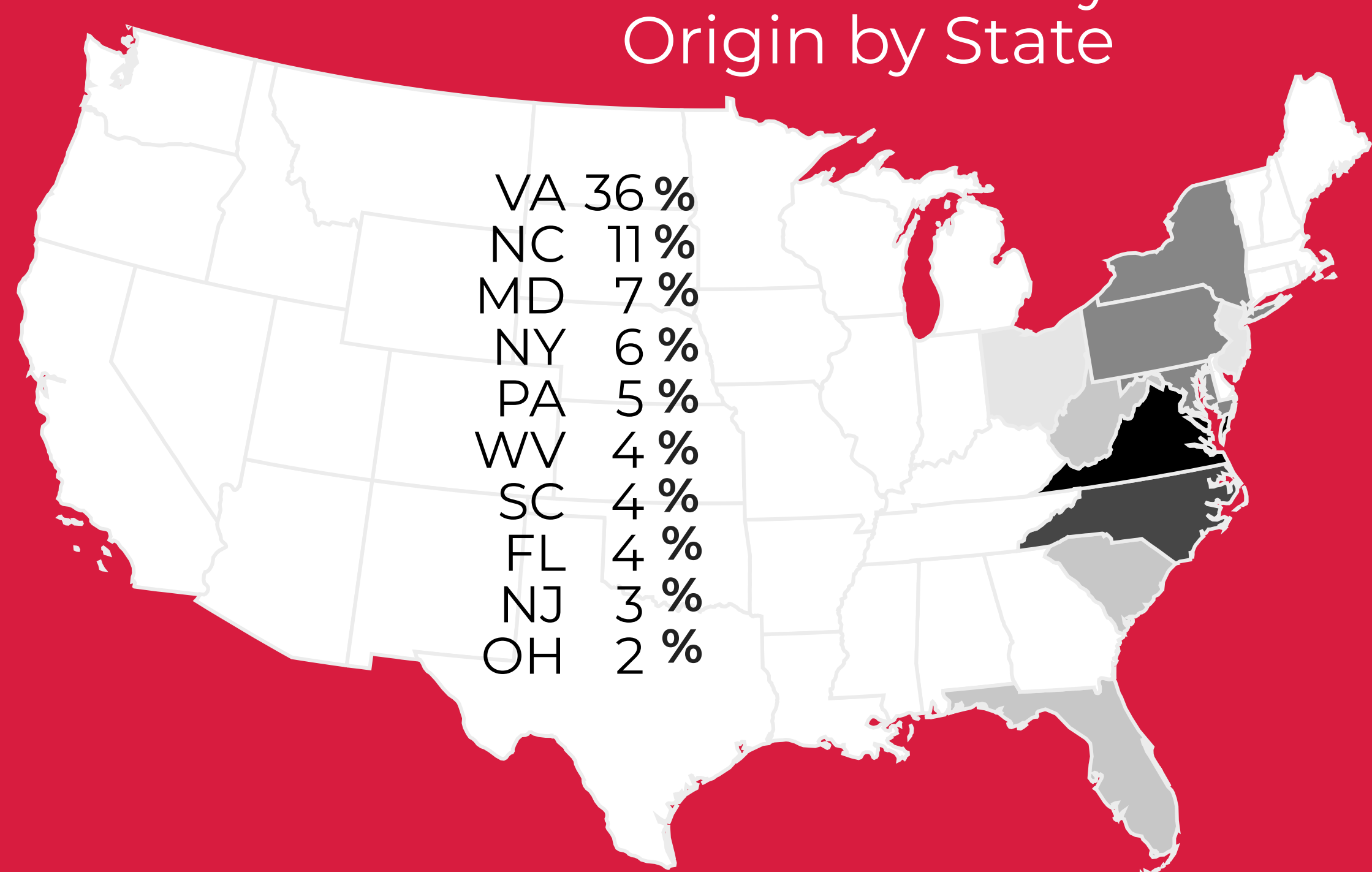
Primary Purpose of Trip



Travel Party Spending

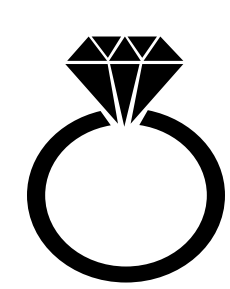


Travel Party Origin by State

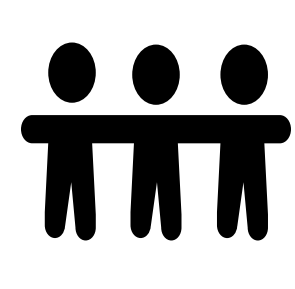


Travel Party Origin by DMA

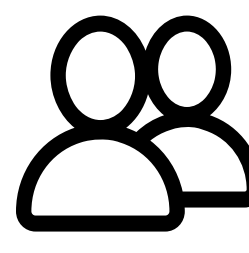
Washington, DC (Hagerstown)	24%
Roanoke-Lynchburg	9%
Norfolk-Portsmouth-Newport News	7%
Richmond/Petersburg	7%
New York	5%
Tri-Cities, TN-VA	4%
Philadelphia	3%
Charlotte	3%
Raleigh/Durham (Fayetteville)	2%
Baltimore	2%



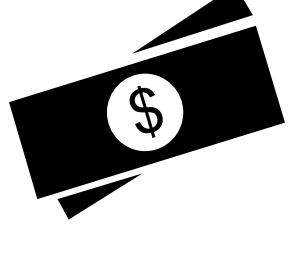
64%
Married



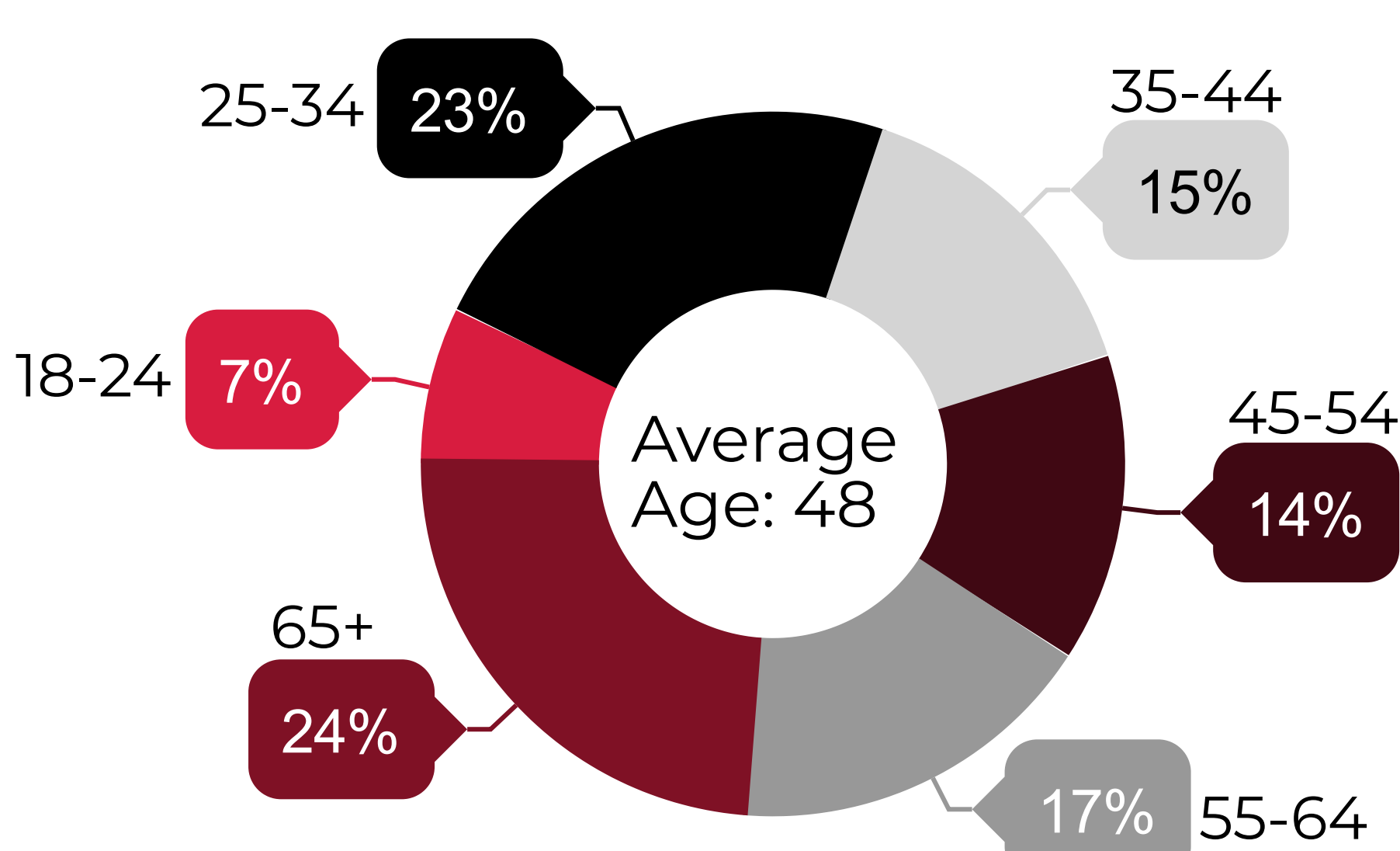
27%
Traveling with Children



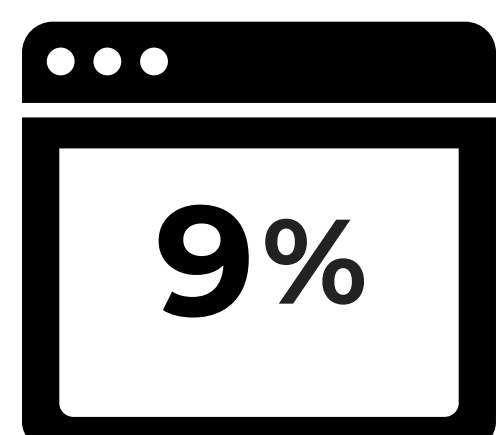
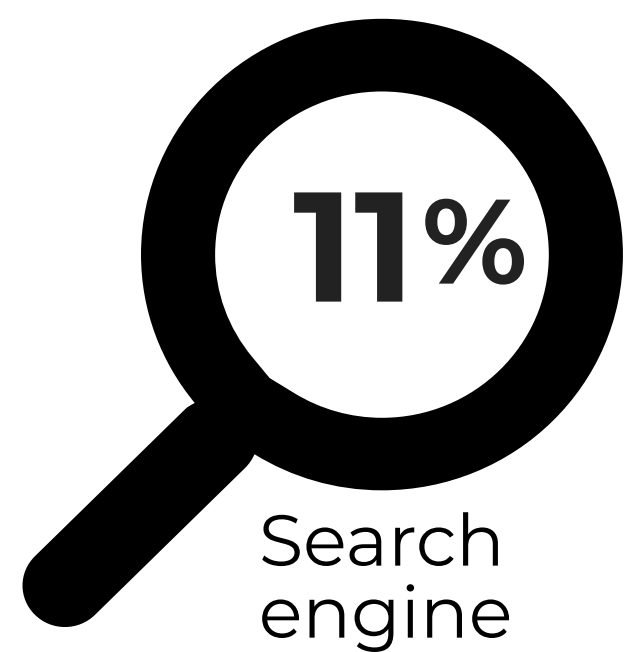
2.4
Average travel party size



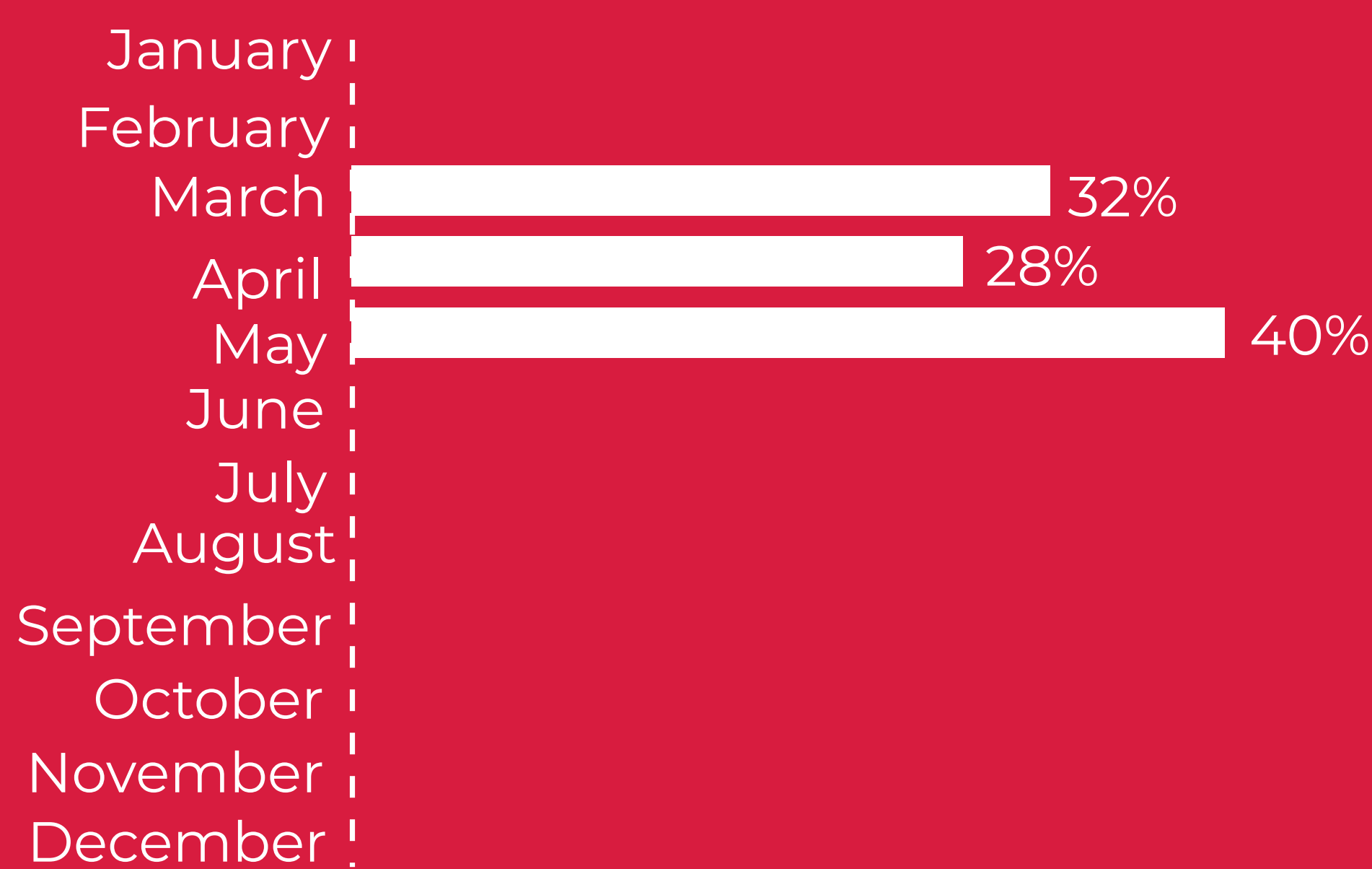
40%
Annual household income of 100K or more



Planning Sources



Month of Travel



Planning Time



47% consider visiting Virginia less than a month before their visit
56% decide visiting Virginia less than a month before their visit



88%
Travel by owned auto or rental cars



6%
Travel by plane