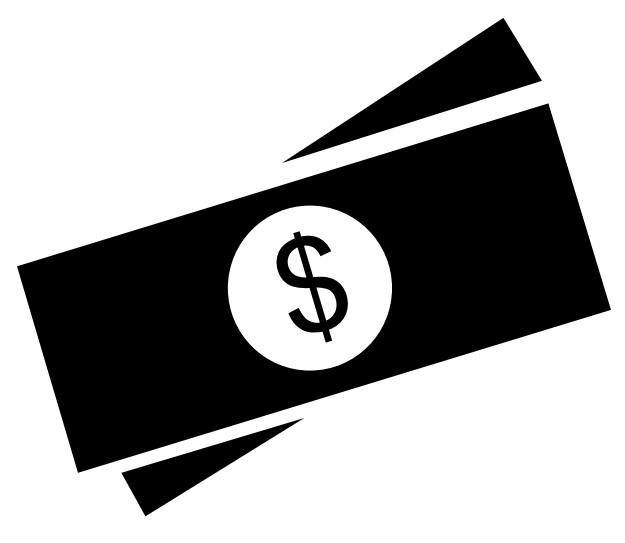


Summer Season

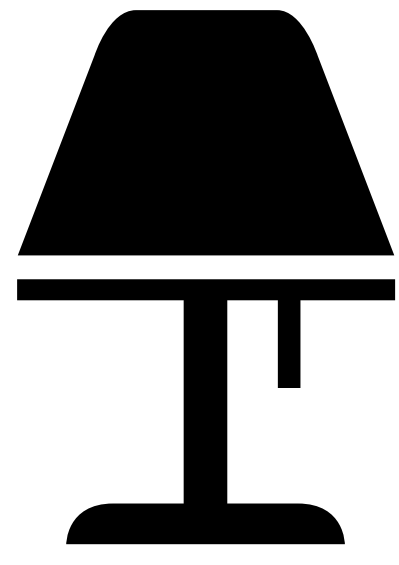


Average travel party spending:

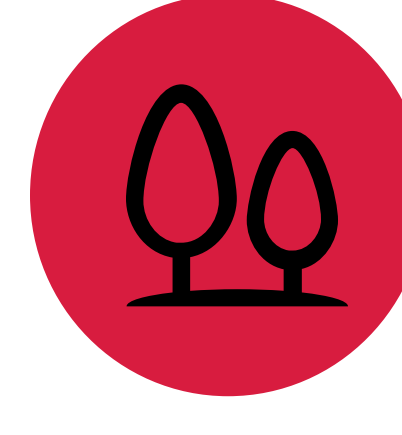


\$707

per trip



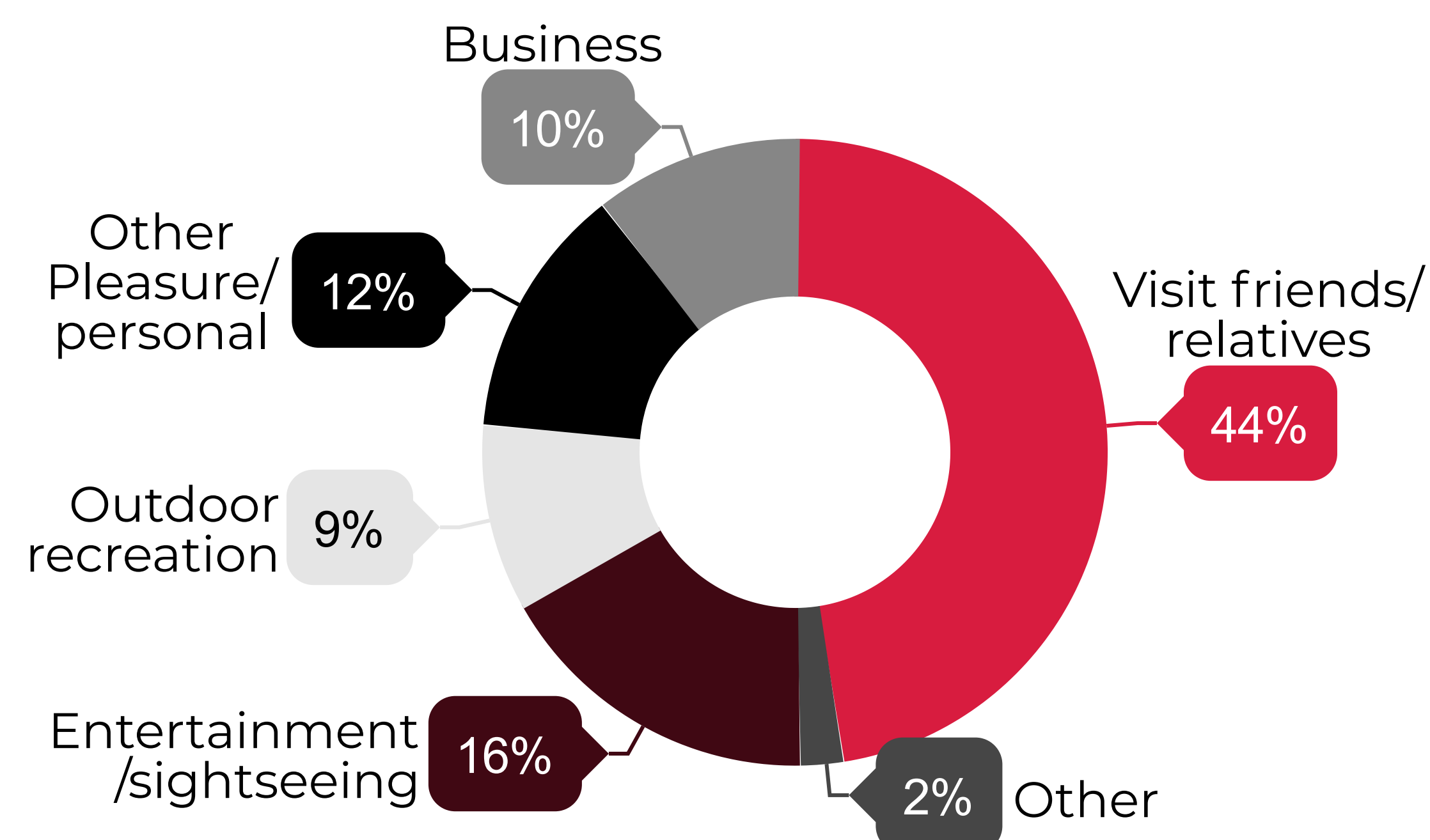
2.5
Nights



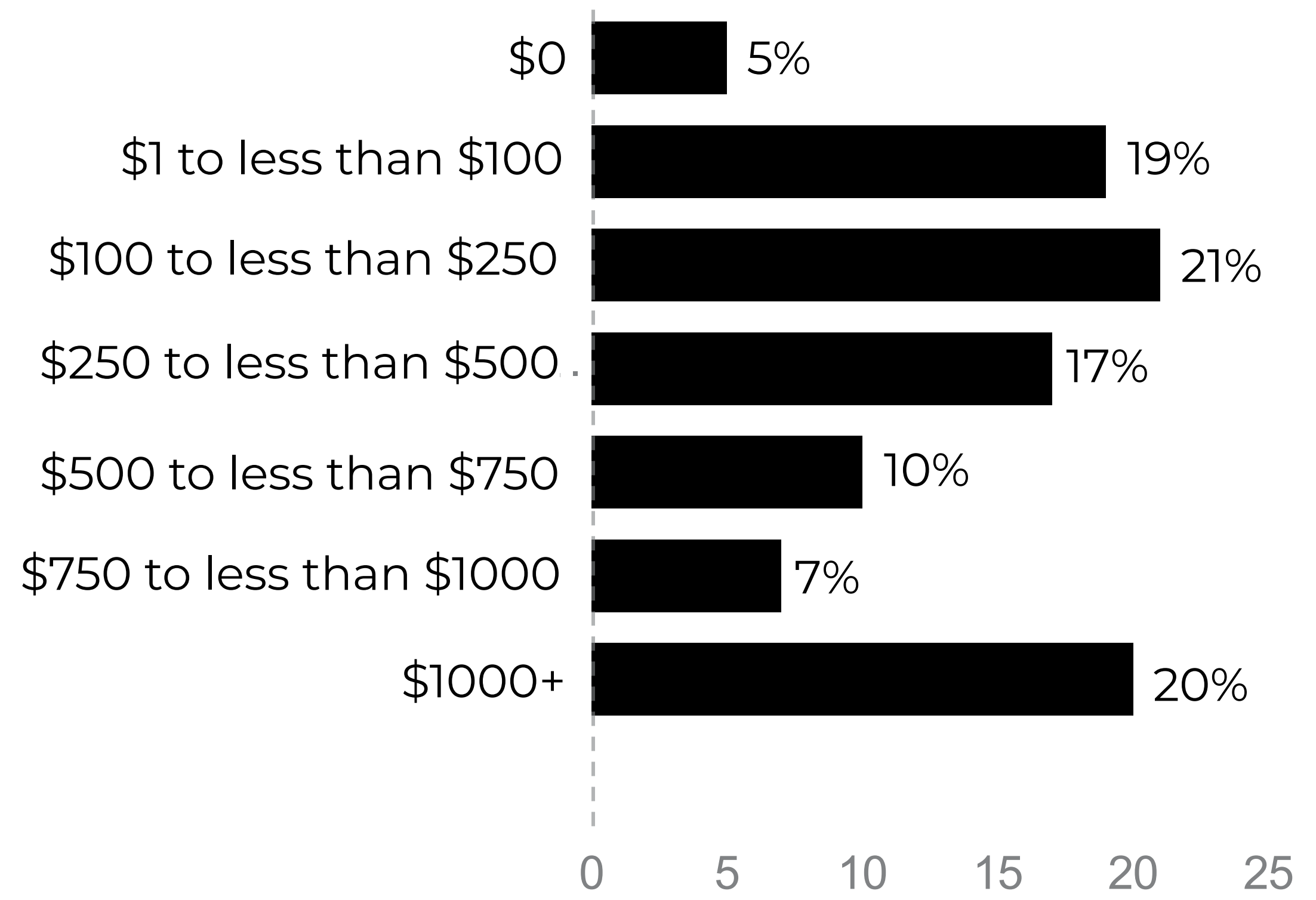
Top Activities:

| | |
|-------------------------|------|
| Visiting relatives | 22 % |
| Shopping | 19 % |
| Historic sites/churches | 15 % |
| Beach | 14 % |
| Fine dining | 14 % |
| Museums | 14 % |
| Visiting friends | 13 % |
| Rural sightseeing | 12 % |
| State/National parks | 10 % |
| Urban sightseeing | 9 % |

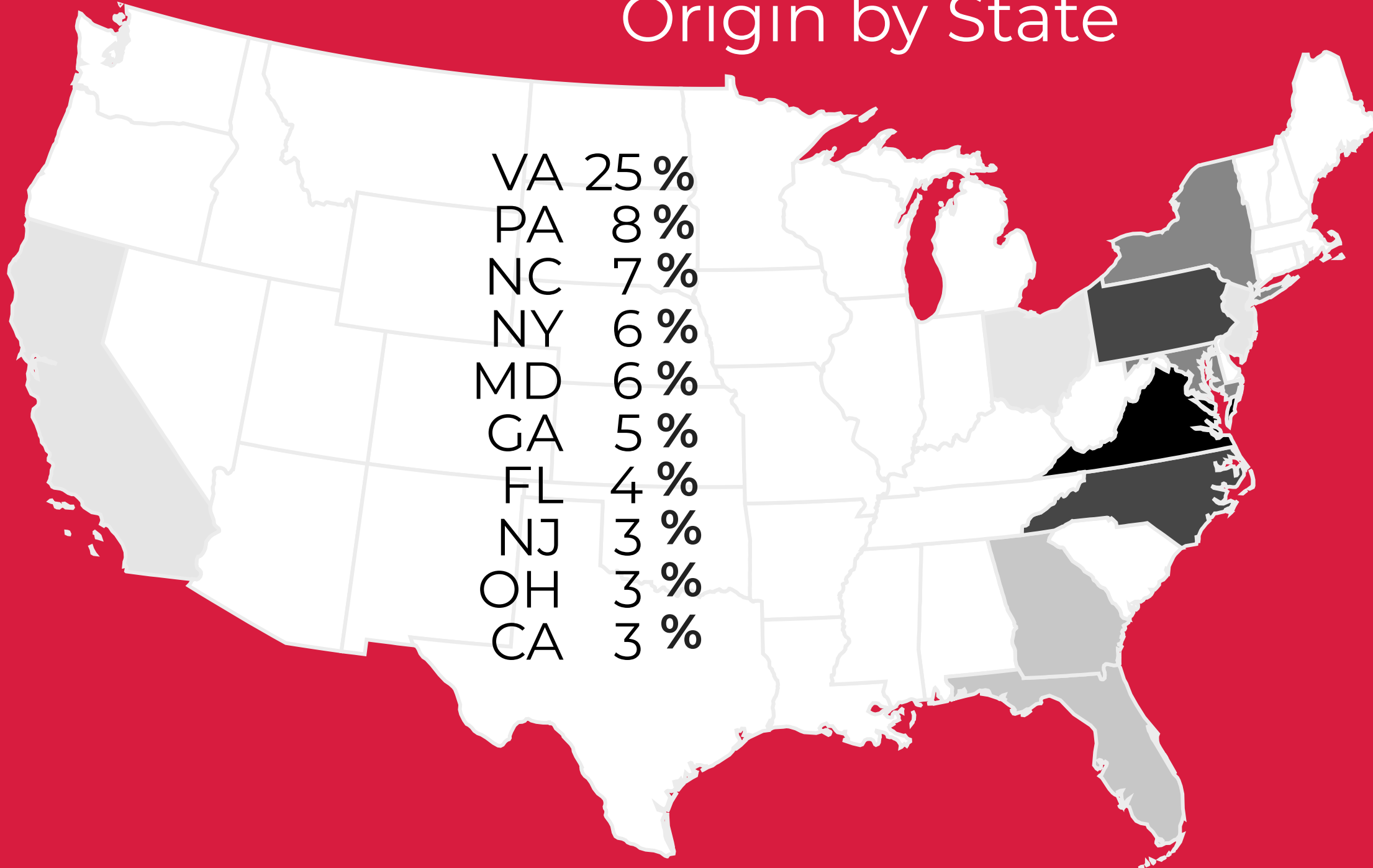
Primary Purpose of Trip



Travel Party Spending

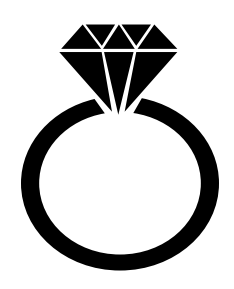


Travel Party Origin by State

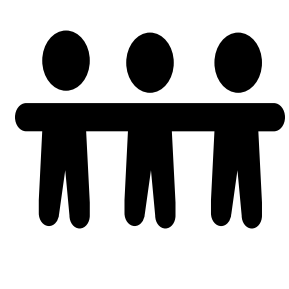


Travel Party Origin by DMA

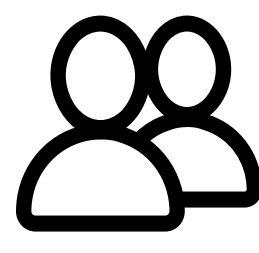
| | |
|-----------------------------------|------|
| Washington, DC (Hagerstown) | 12 % |
| Richmond/Petersburg | 8 % |
| New York | 6 % |
| Philadelphia | 5 % |
| Norfolk-Portsmouth-Newport News | 4 % |
| Baltimore | 3 % |
| Roanoke-Lynchburg | 3 % |
| Charlotte | 3 % |
| Harrisburg-Lancaster-Lebanon-York | 3 % |
| Atlanta | 2 % |



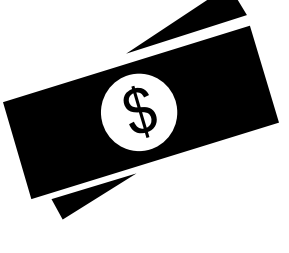
63 %
Married



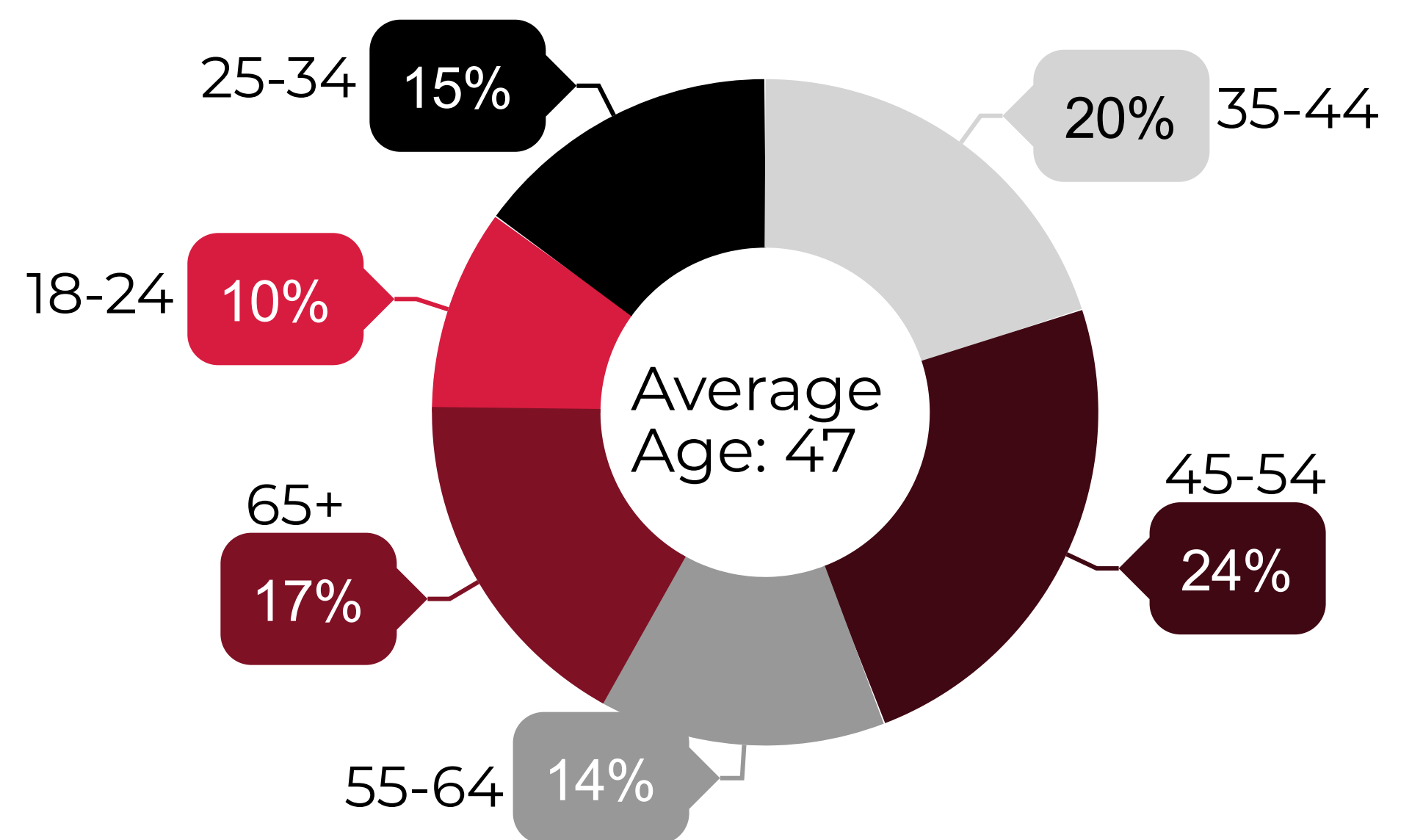
36 %
Traveling with Children



2.9
Average travel party size

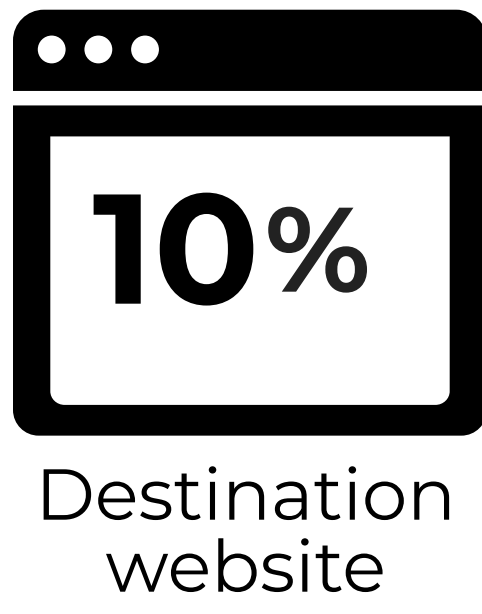
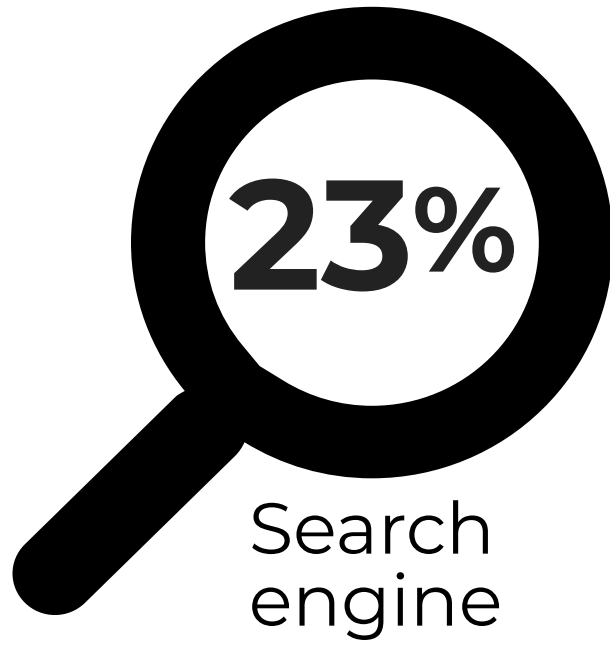


47 %
Annual household income of 100K or more

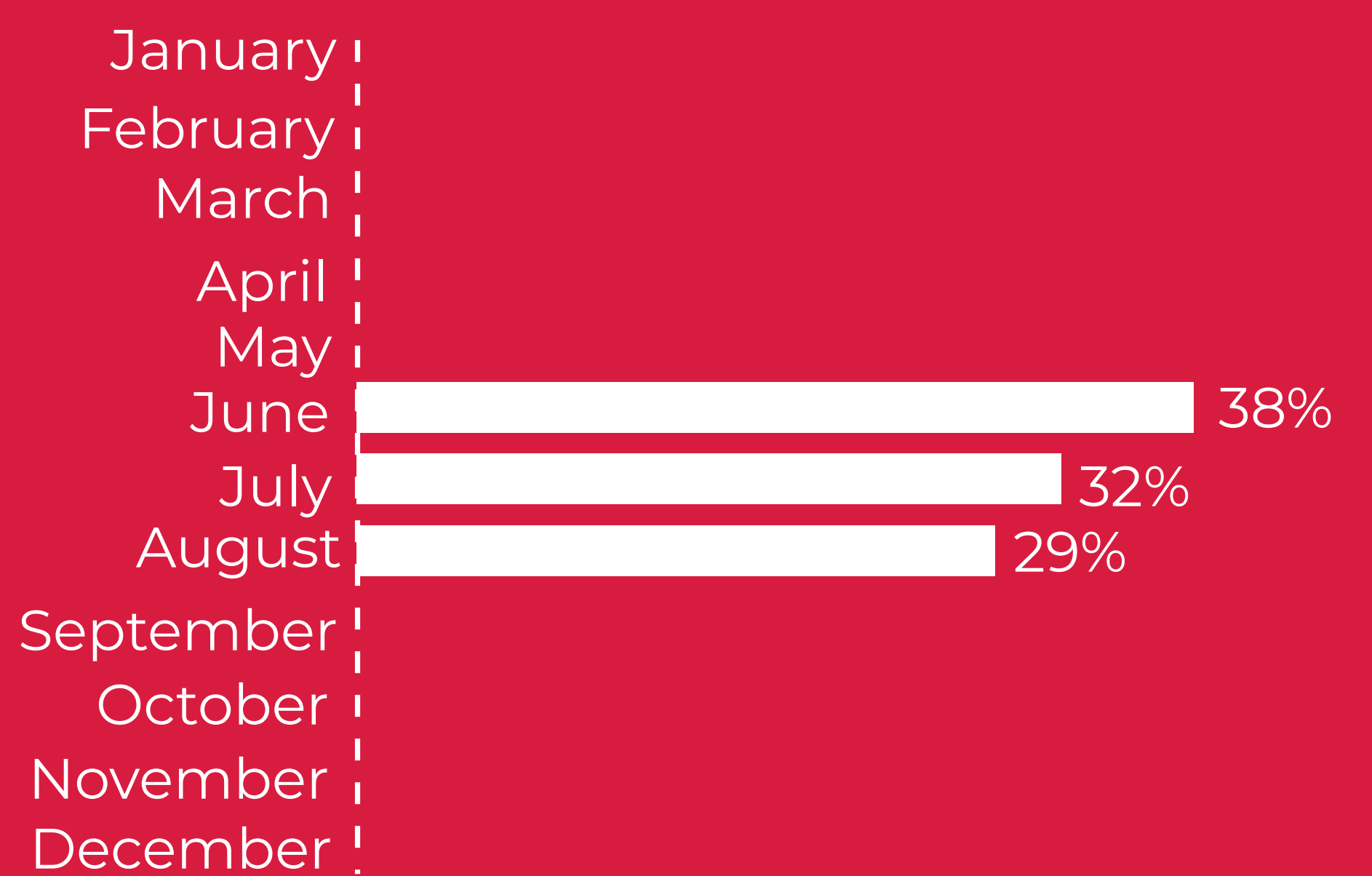


Planning Sources

29%
Use information from friends and relatives.



Month of Travel



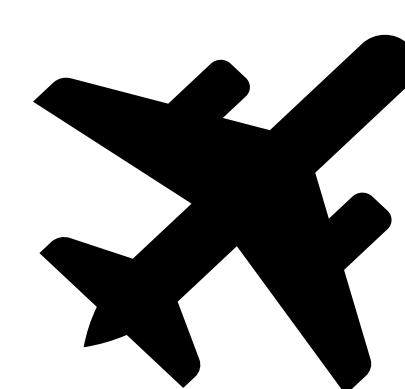
Planning Time



39% consider visiting Virginia less than a month before their visit
51% decide visiting Virginia less than a month before their visit



85%
Travel by owned auto or rental cars



10%
Travel by plane