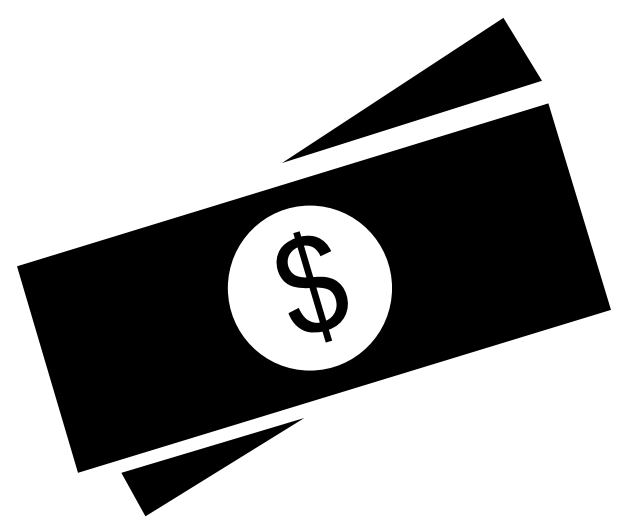




Winter Season

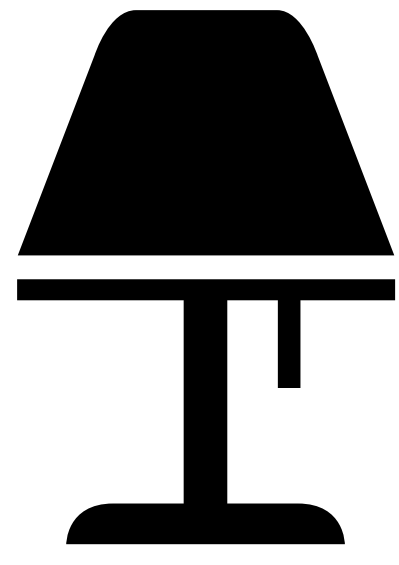


Average travel party spending:

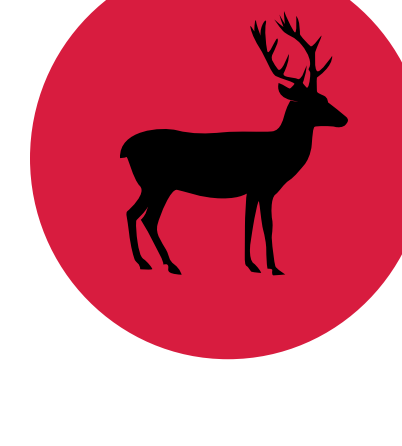


\$531

per trip



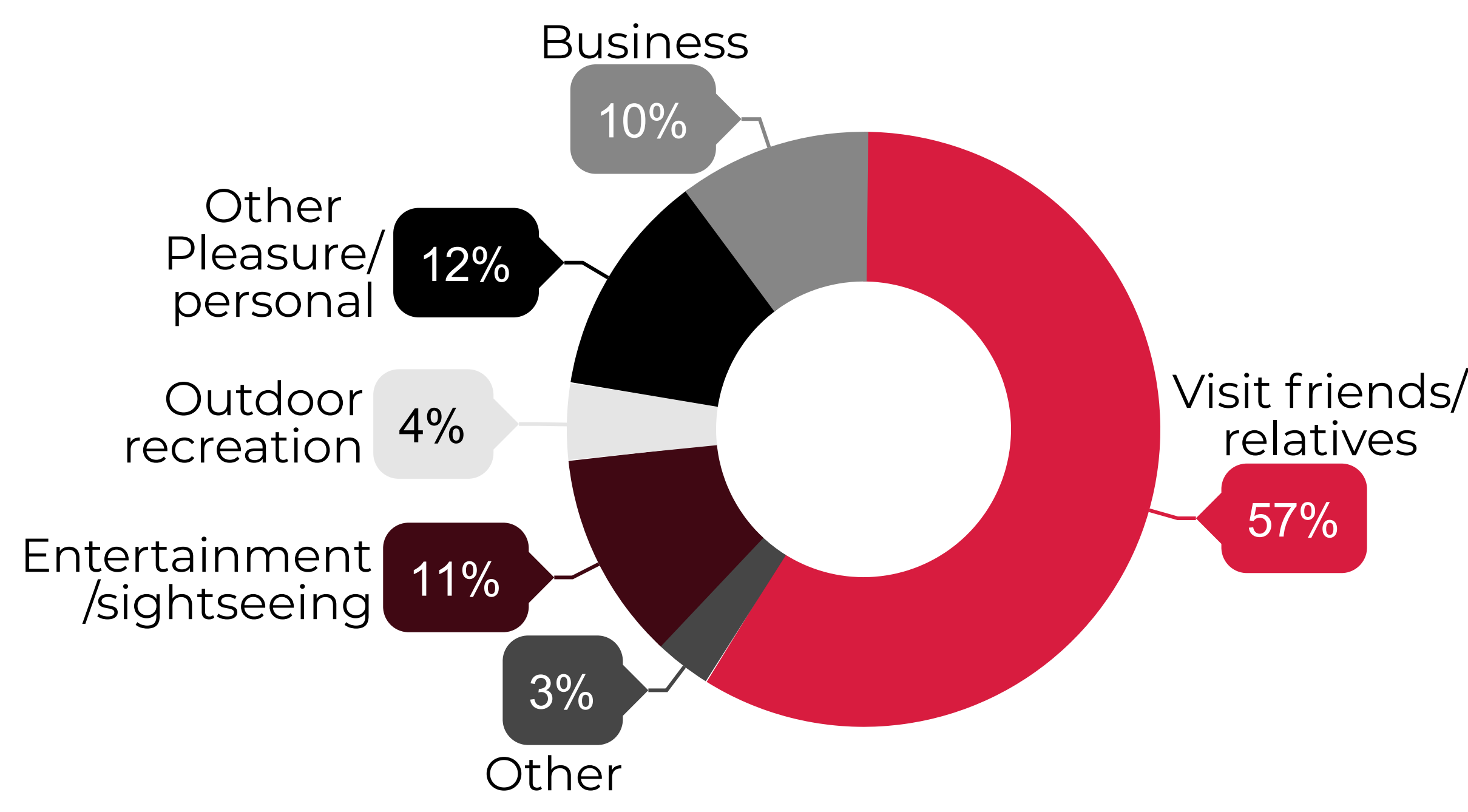
2.3
Nights



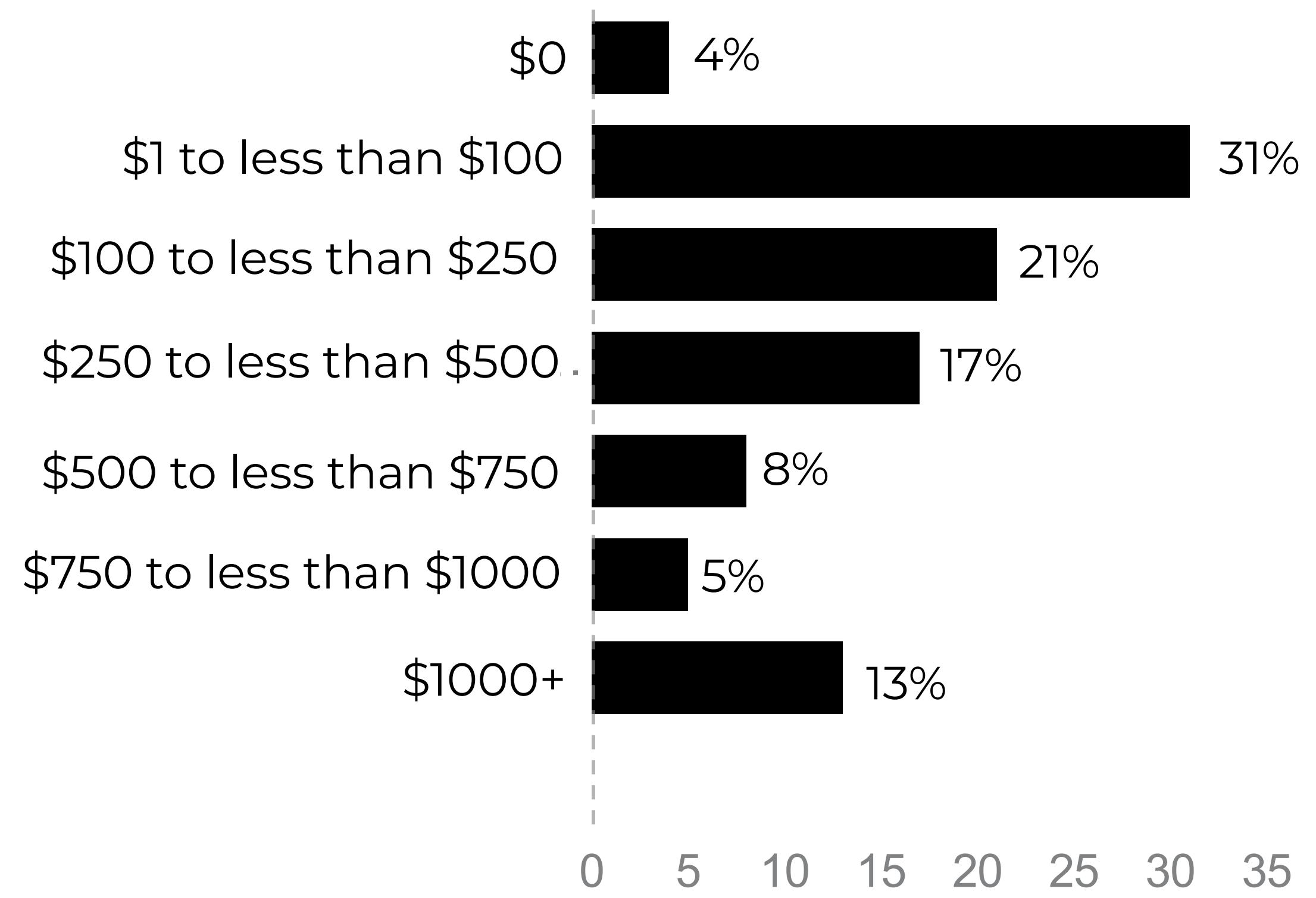
Top Activities:

Visiting relatives	32%
Shopping	22%
Visiting friends	14%
Fine dining	14%
Rural sightseeing	11%
Historic sites/churches	8%
Family reunion	8%
Museums	7%
Urban sightseeing	7%
Wildlife viewing	6%

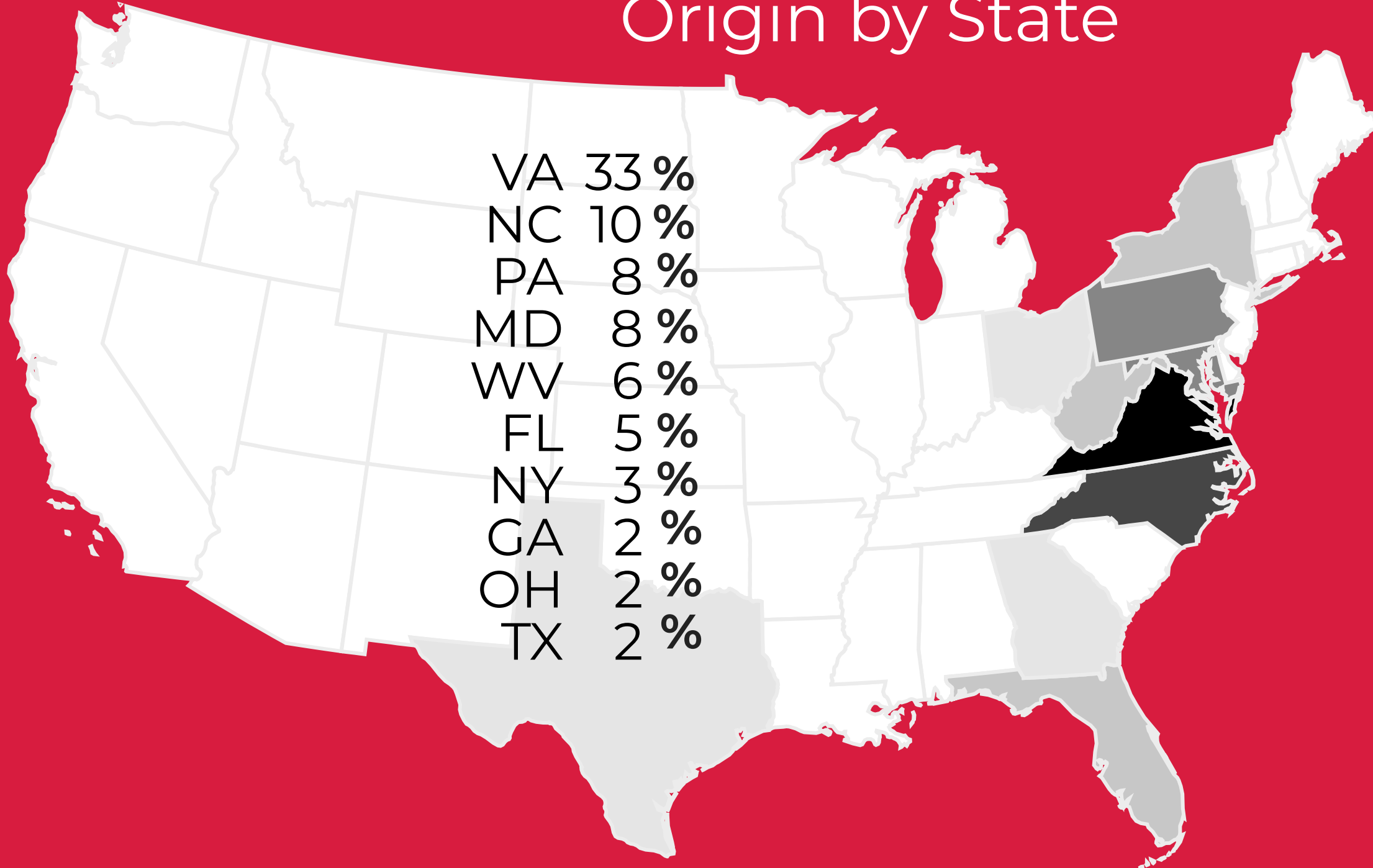
Primary Purpose of Trip



Travel Party Spending

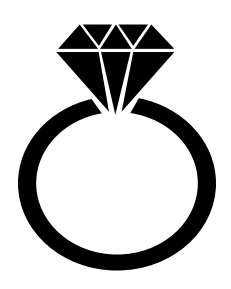


Travel Party Origin by State

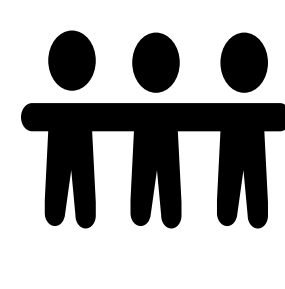


Travel Party Origin by DMA

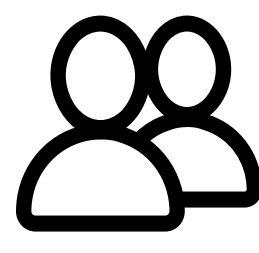
Washington, DC (Hagerstown)	24%
Norfolk-Portsmouth-Newport News	9%
Richmond/Petersburg	7%
Philadelphia	7%
Baltimore	5%
New York	4%
Roanoke-Lynchburg	3%
Greensboro-High Point-Winston Salem	3%
Raleigh/Durham (Fayetteville)	2%
Charlotte	2%



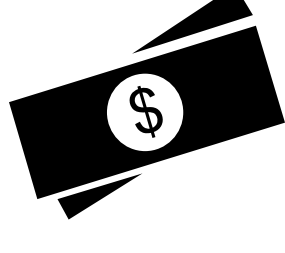
66%
Married



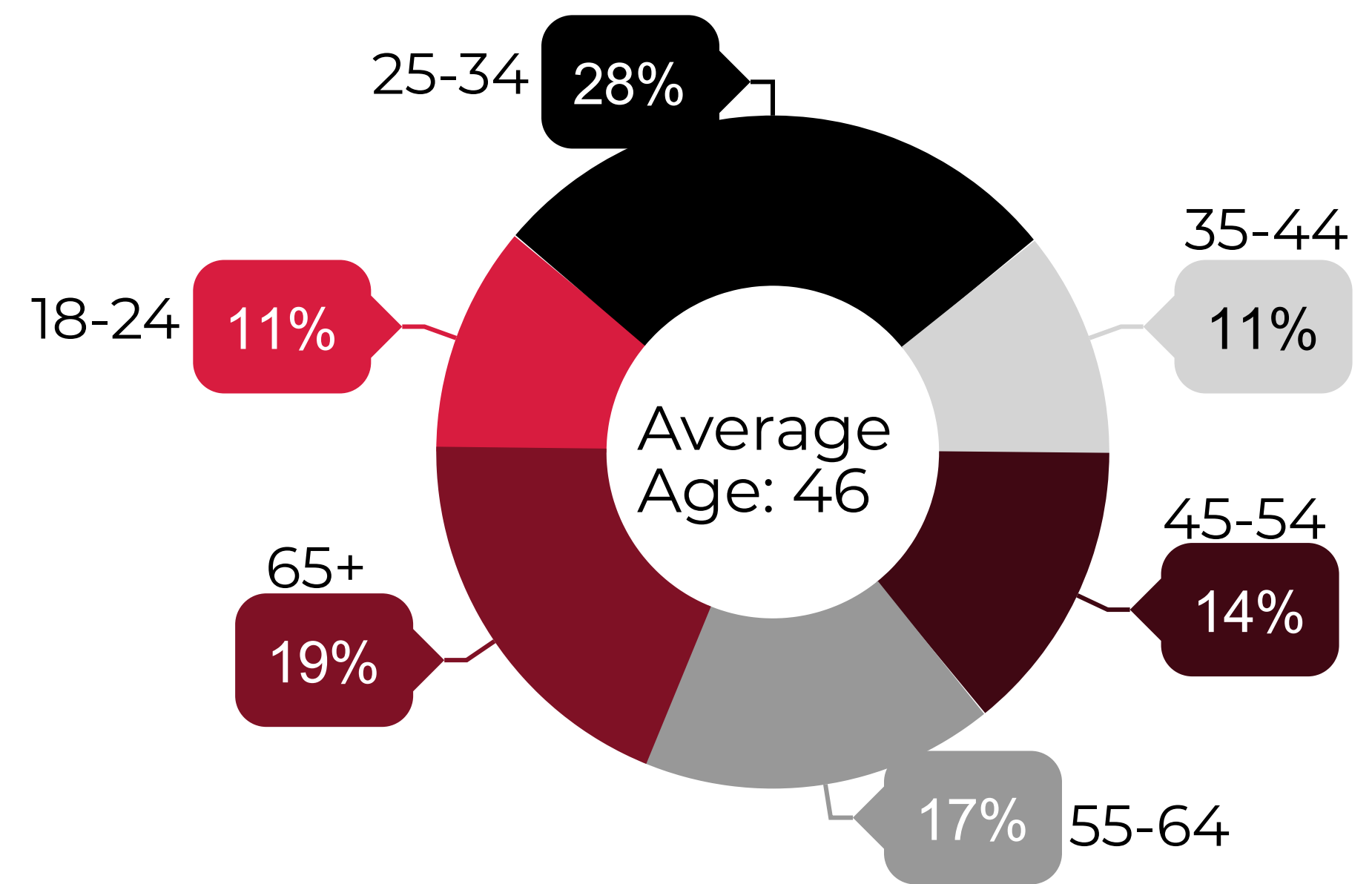
23%
Traveling with Children



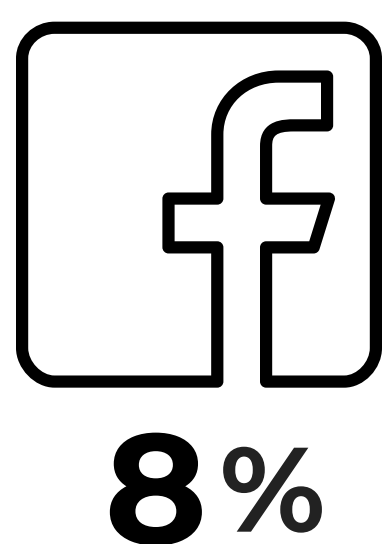
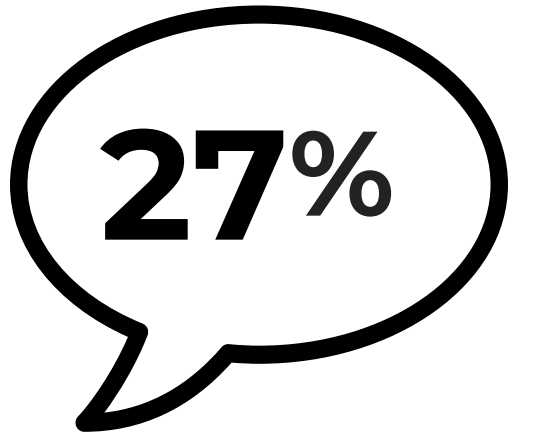
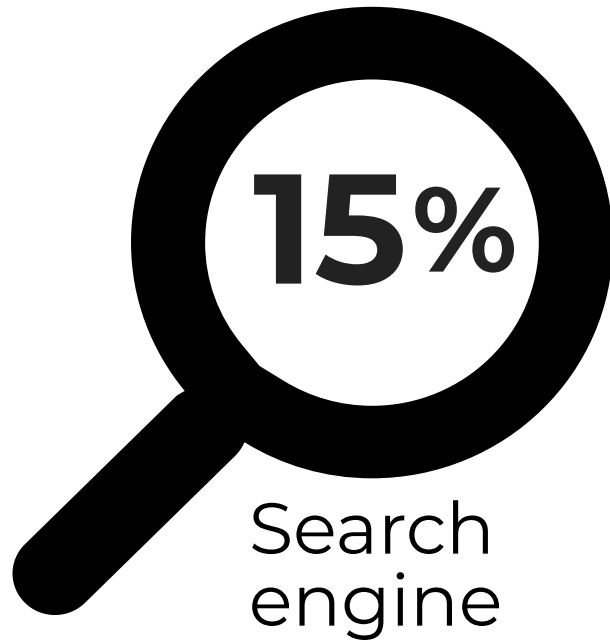
2.7
Average travel party size



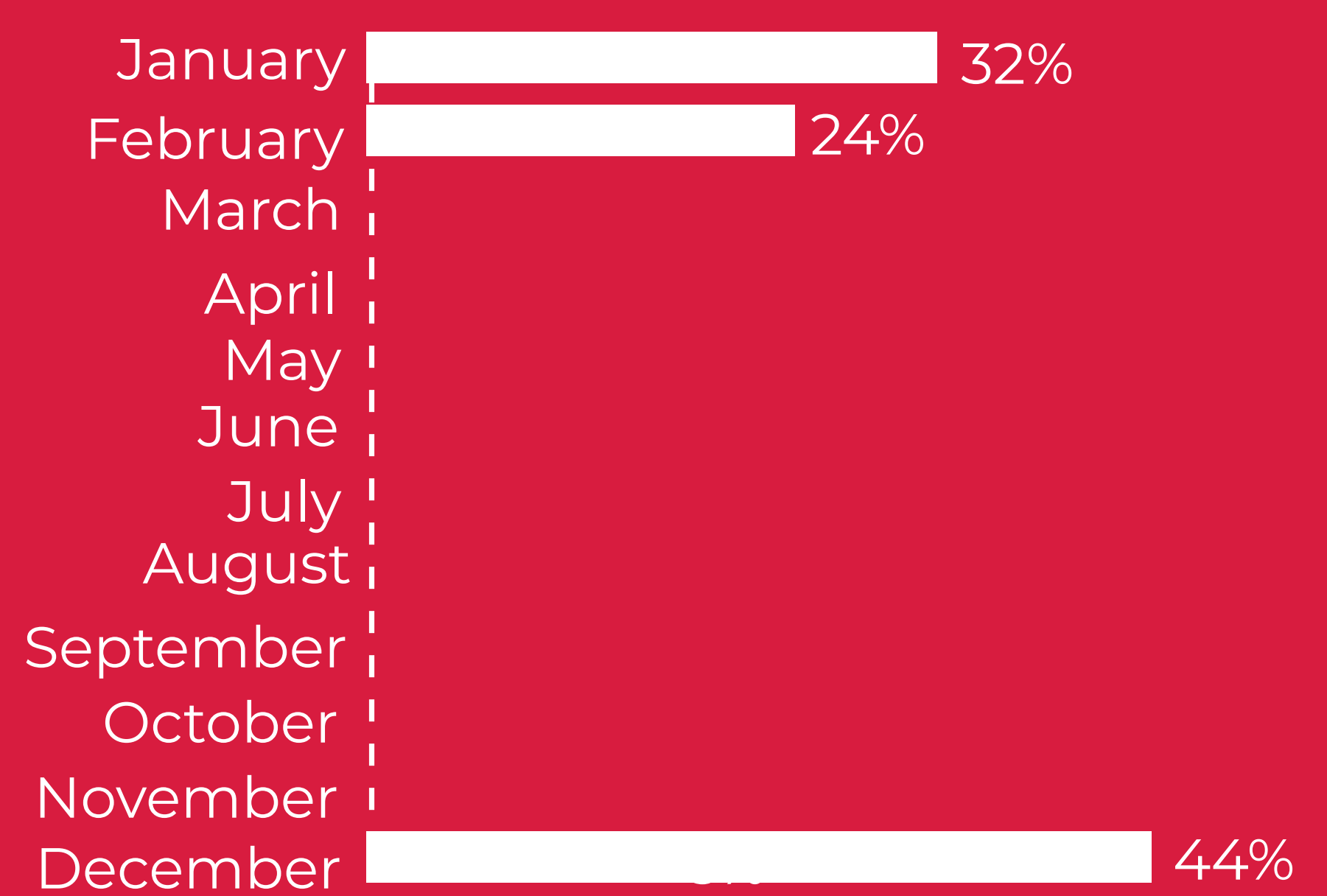
39%
Annual household income of 100K or more



Planning Sources



Month of Travel



Planning Time



46% consider visiting Virginia less than a month before their visit
56% decide visiting Virginia less than a month before their visit



87%
Travel by owned auto or rental cars



7%
Travel by plane