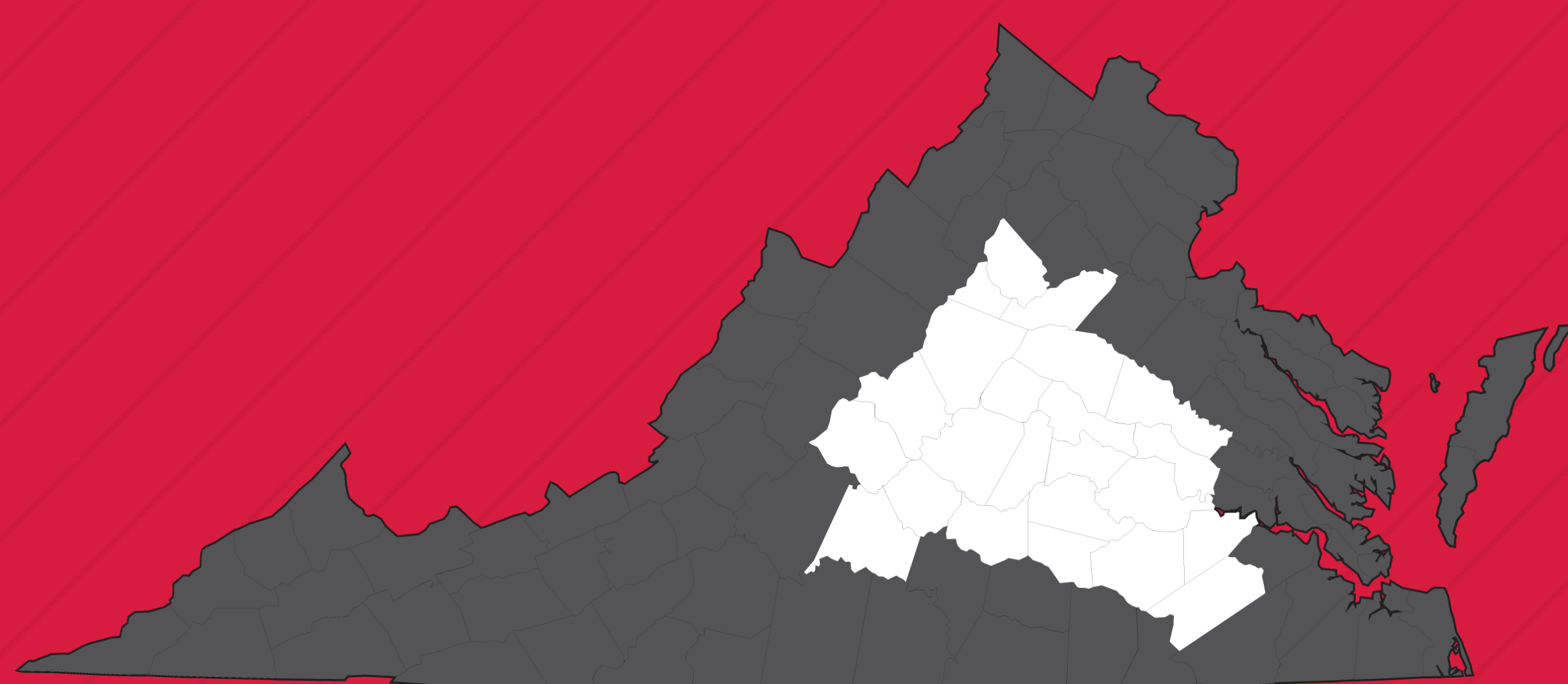
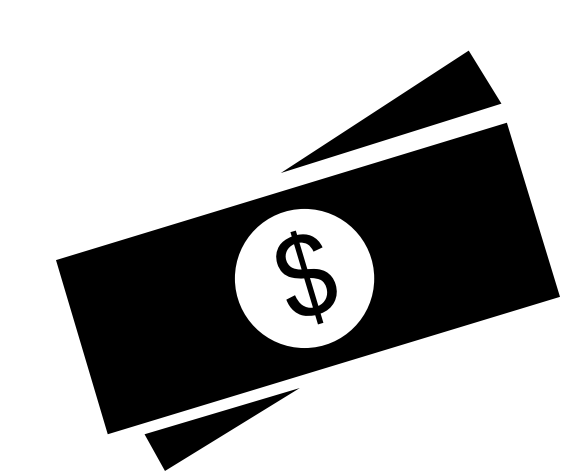


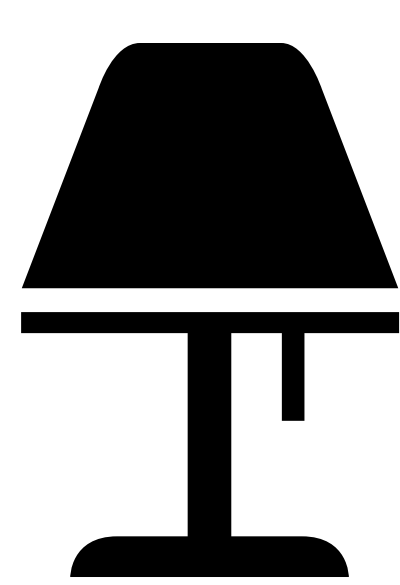
# Central Virginia Region



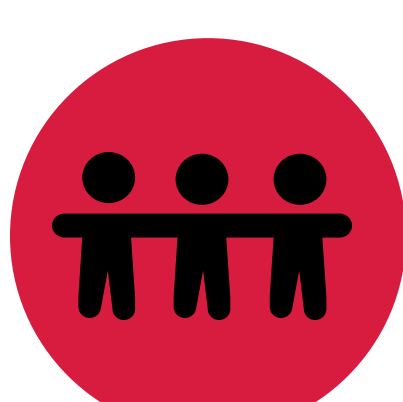
Average travel party spending:



**\$713**  
per trip in Virginia



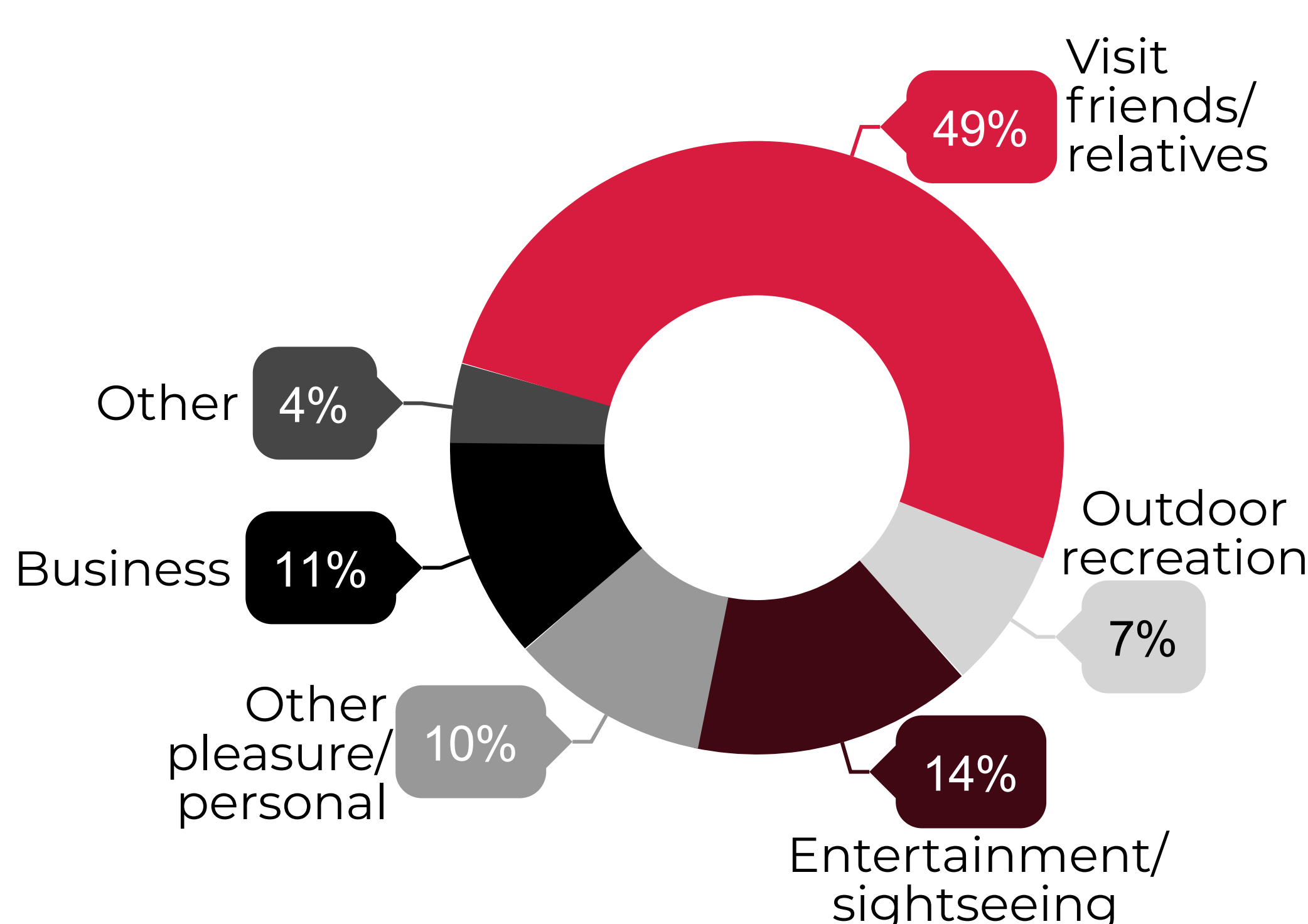
**3.3**  
Nights  
per trip



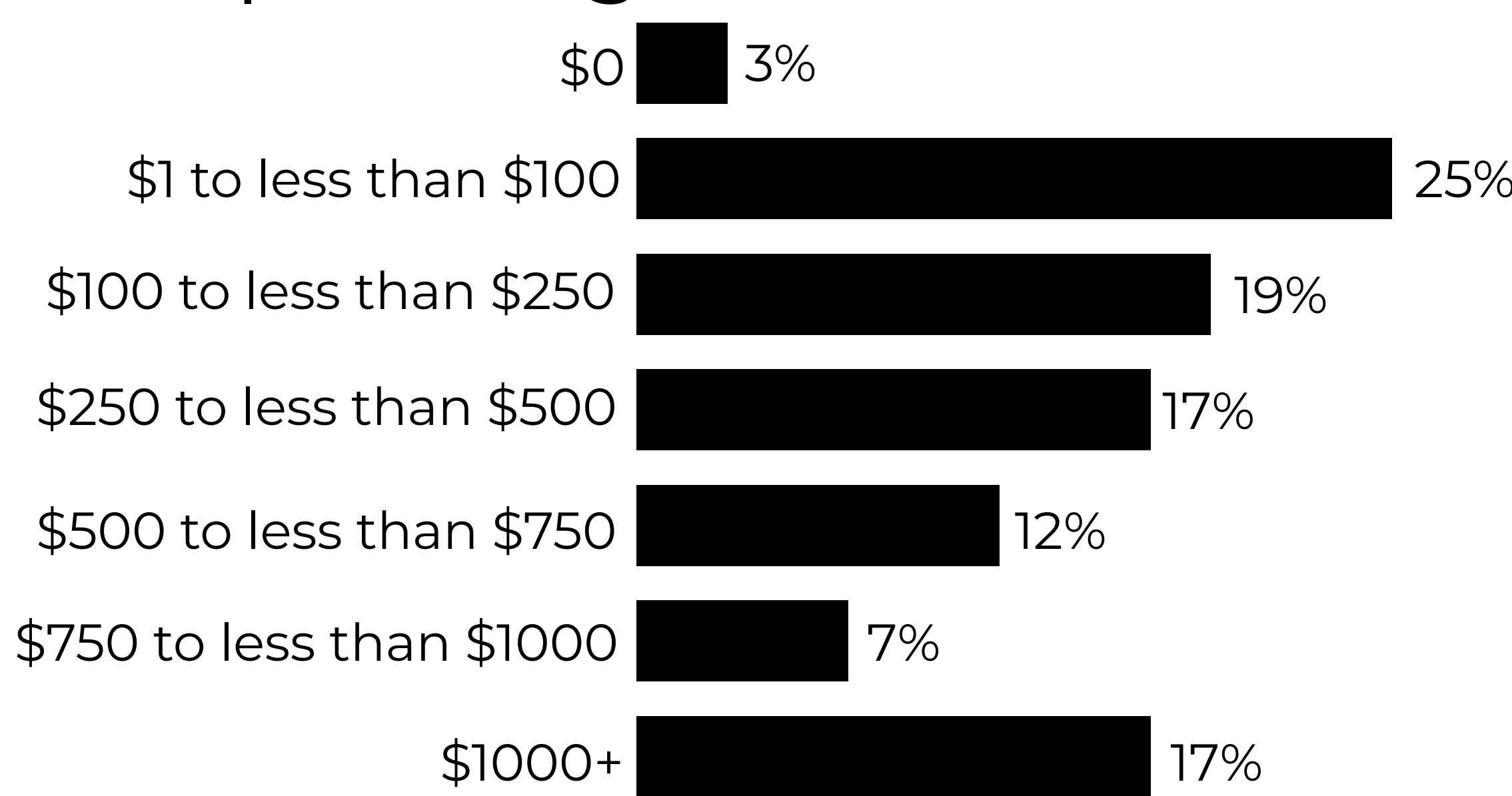
Top Activities:

Visiting relatives	27 %
Shopping	25 %
Historic sites/Churches	15 %
Visiting friends	15 %
Museums	13 %
Rural sightseeing	12 %
Fine dining	12 %
State parks/Monuments	9 %
Family reunion	8 %
Urban sightseeing	8 %

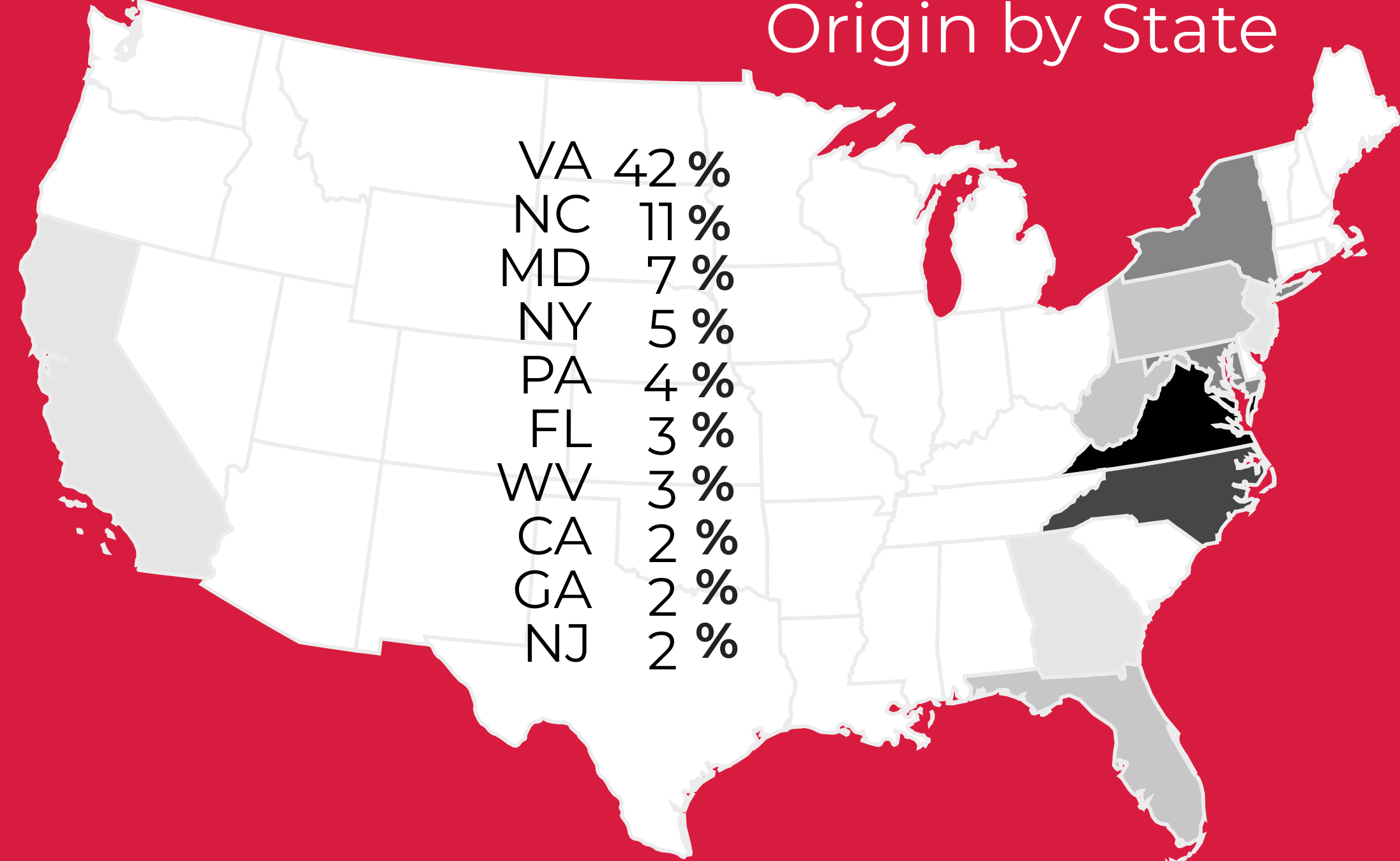
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

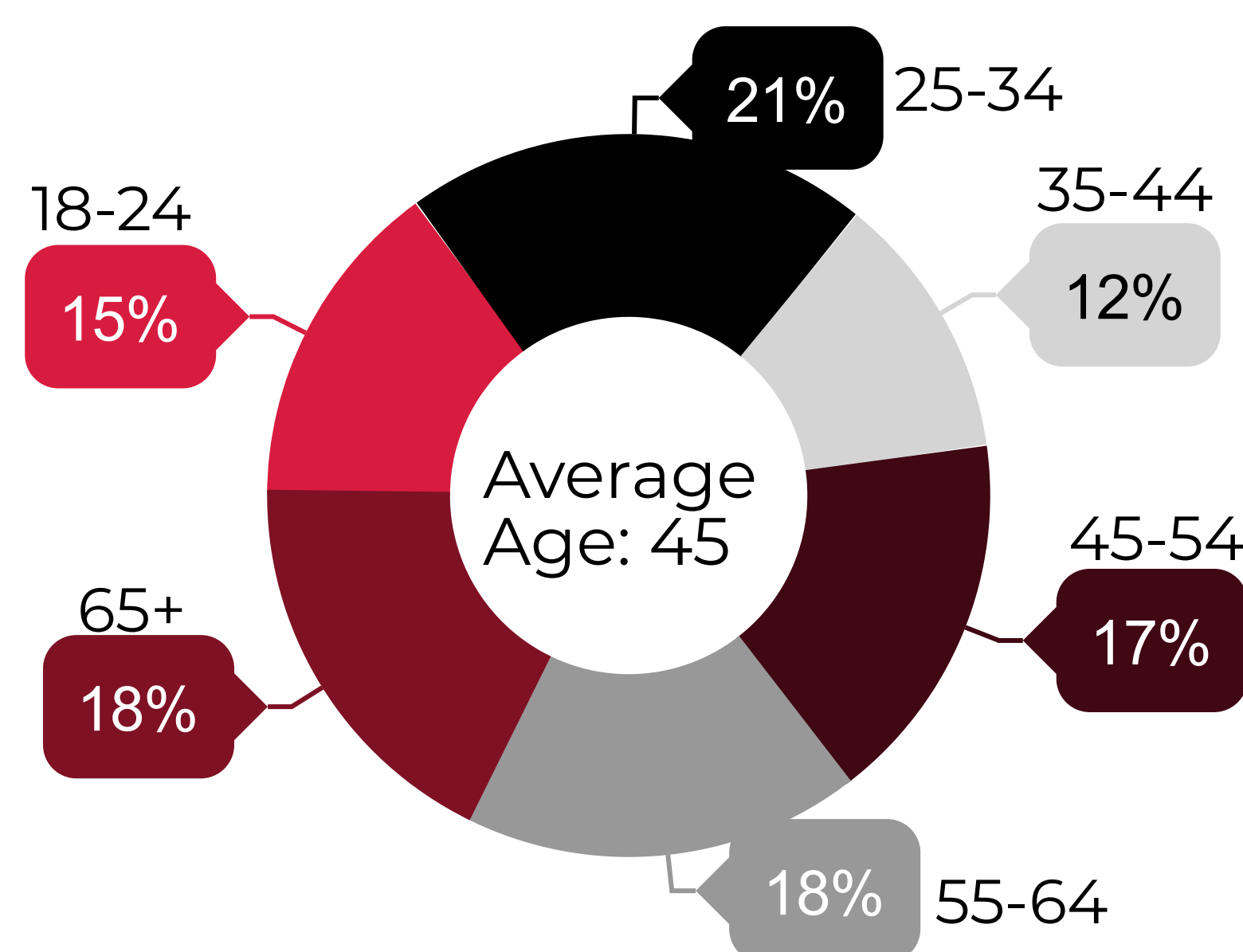
Washington, DC (Hagerstown)	20 %
Richmond-Petersburg	10 %
Norfolk-Portsmouth-Newport News	8 %
Roanoke-Lynchburg	7 %
New York	4 %
Raleigh-Durham (Fayetteville)	4 %
Greensboro-High Point- Winston Salem	3 %
Baltimore	3 %
Philadelphia	3 %
Charlotte	3 %

**62%**  
Married

**31%**  
Traveling with Children

**2.7**  
Average travel party size

**36%**  
Annual household income of 100K or more



Planning Sources

**31%**  
Use information from friends and relatives.

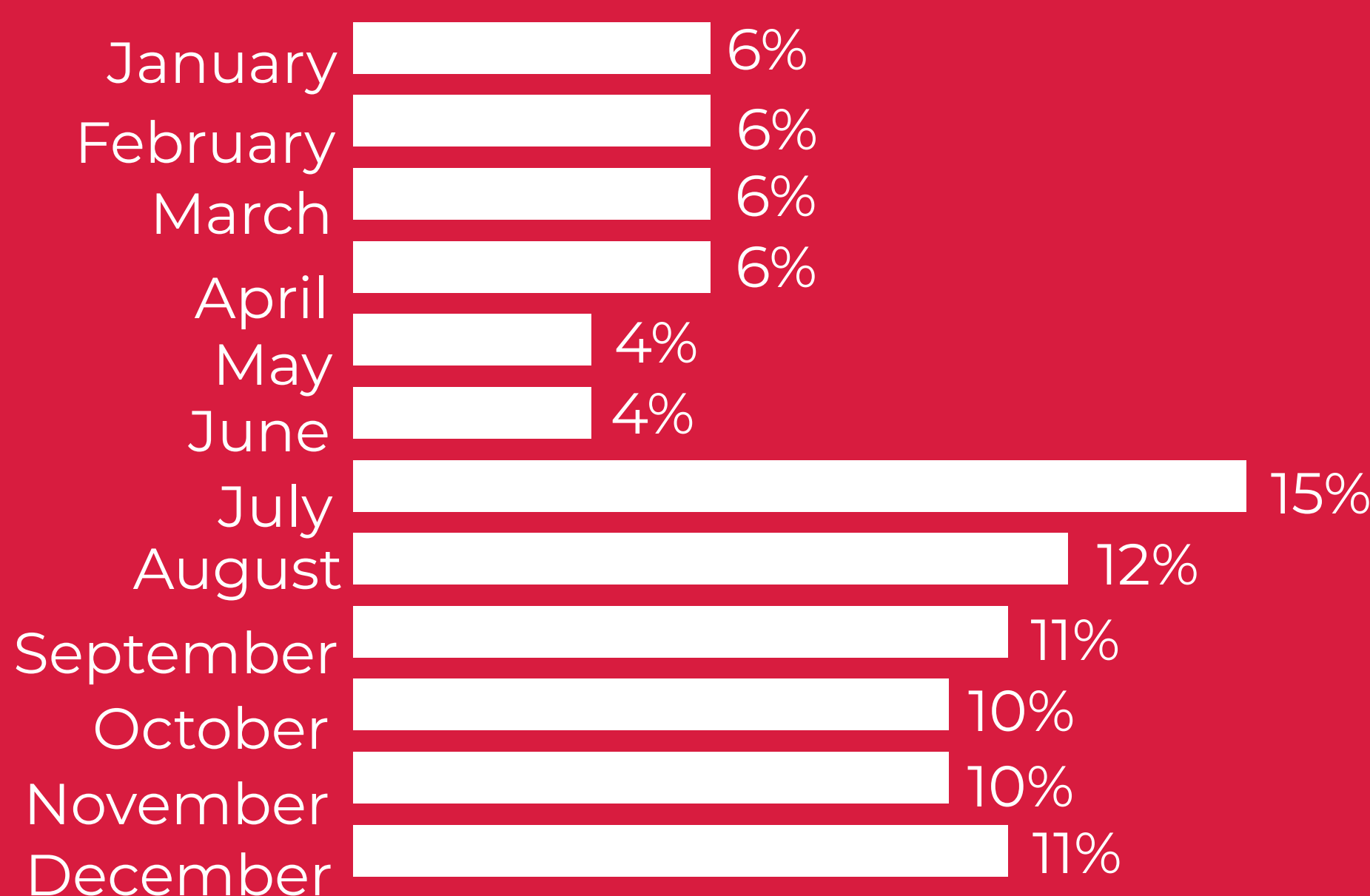
**19%**  
Search engine

**14%**  
Facebook

**12%**  
Destination website

**10%**  
Travel provider website (airline, hotel, rental car etc.)

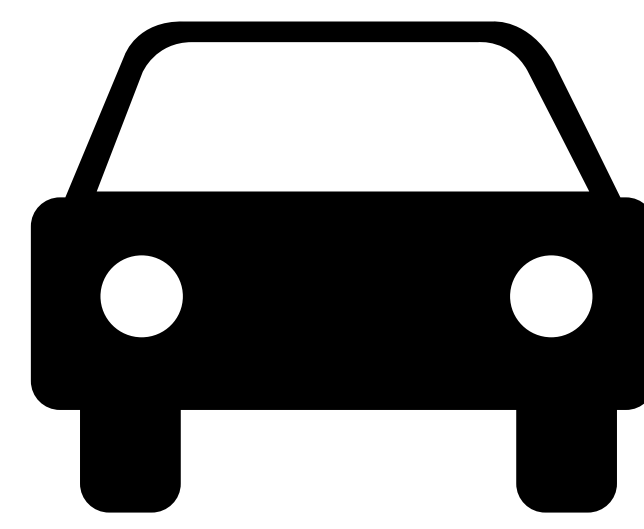
Month of Travel



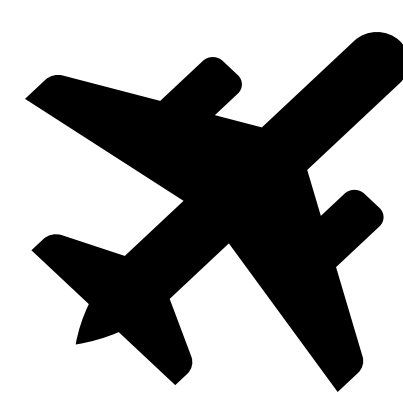
Planning Time



42% consider visiting Virginia less than a month before their visit  
56% decide visiting Virginia less than a month before their visit

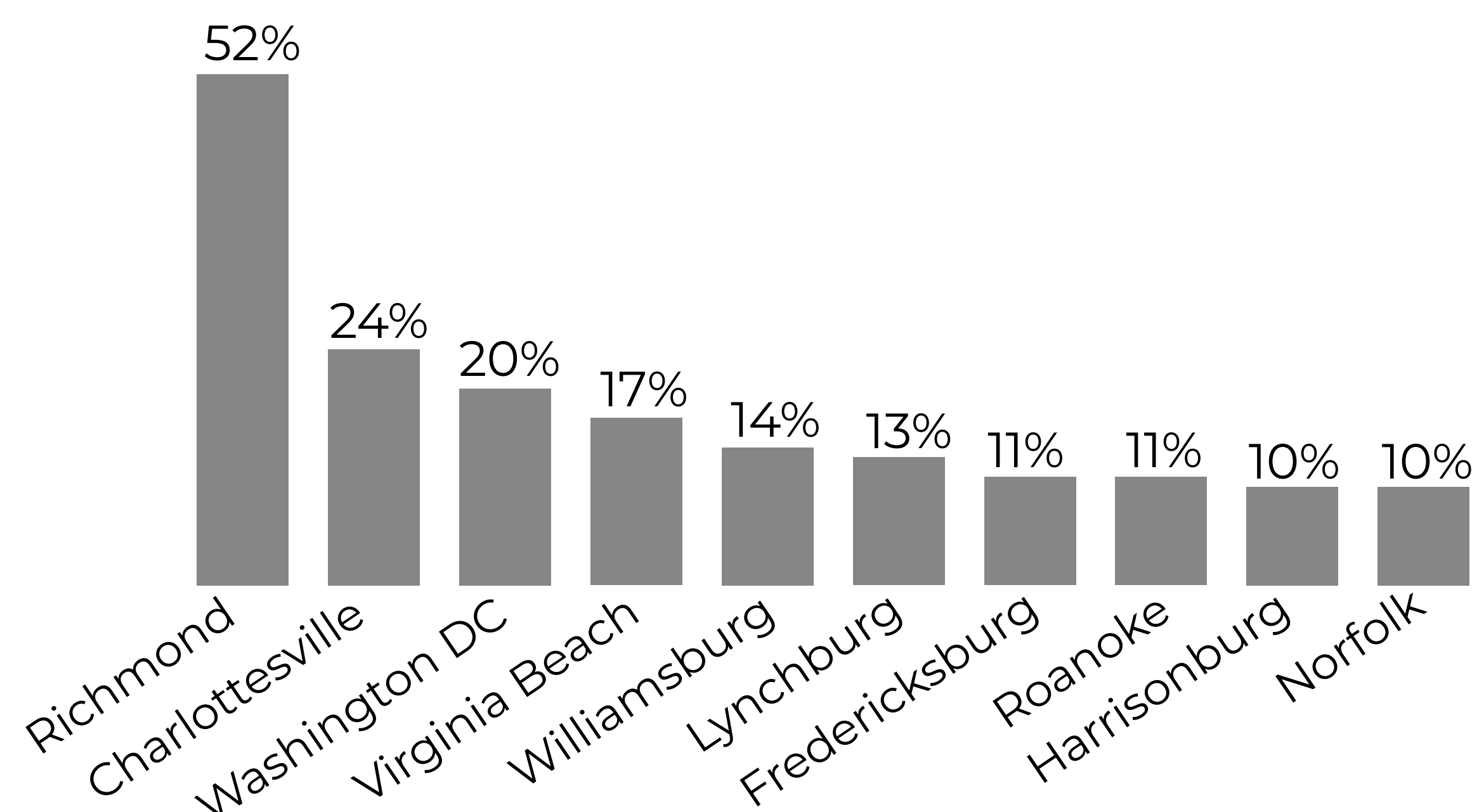


**87%**  
Travel by owned auto or rental cars



**7%**  
Travel by plane

Top 10 Most Visited Cities



Top 10 States Plan to Visit for Leisure in Next 2 Years

