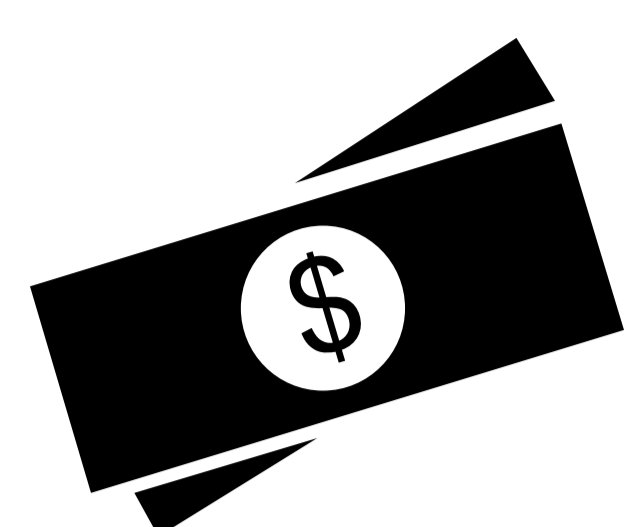


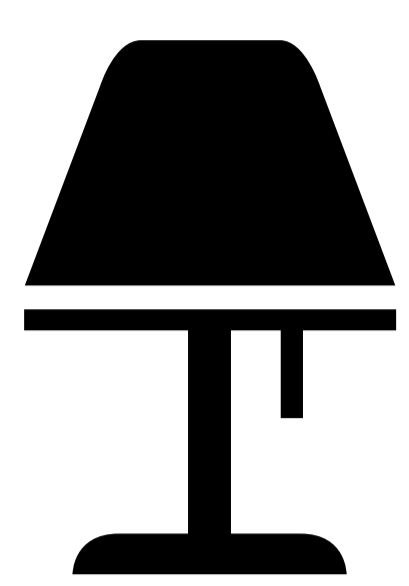
# Northern Virginia Region



Average travel party spending:



**\$683**  
per trip in Virginia



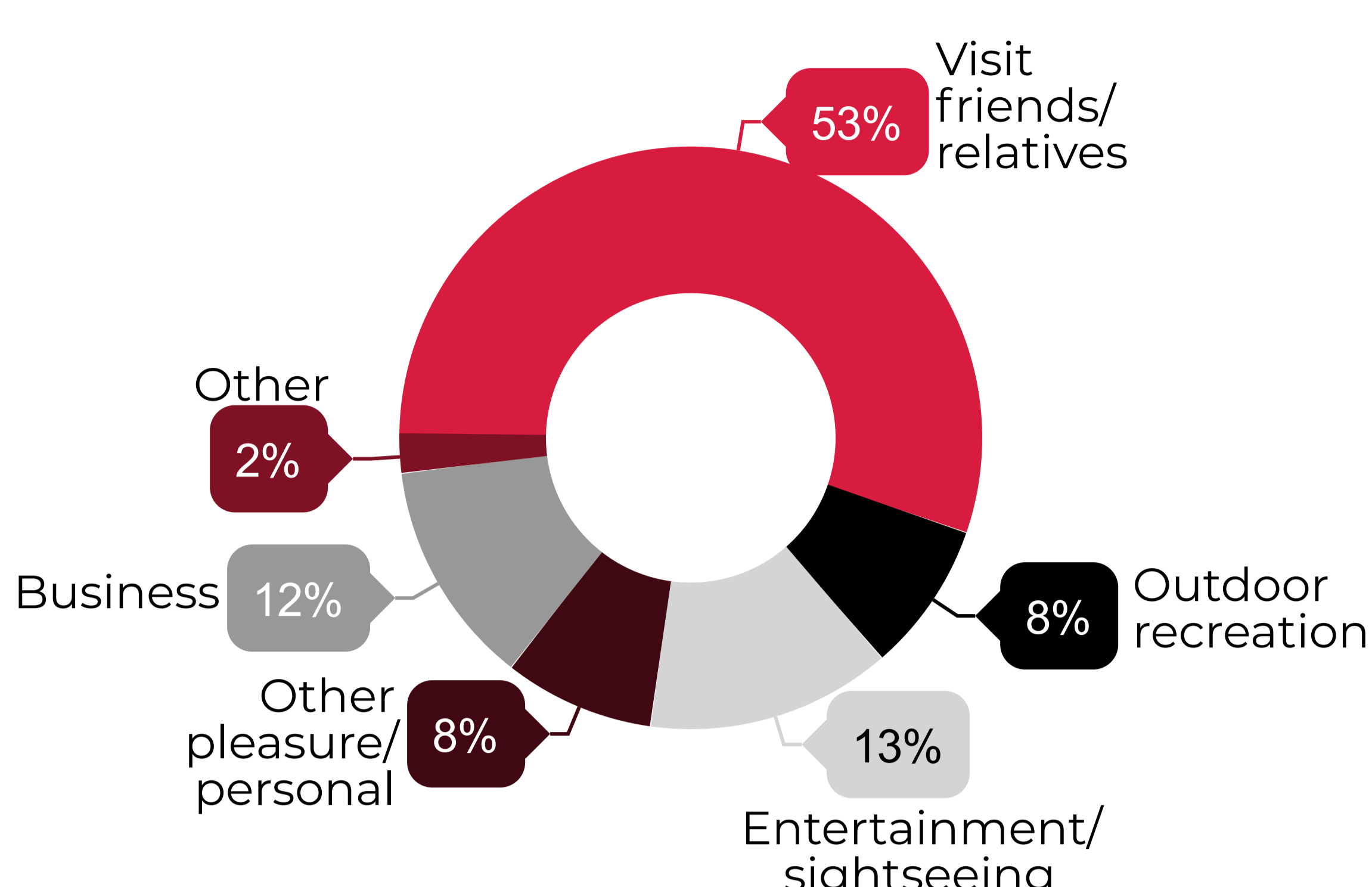
**3.5**  
**Nights**  
per trip



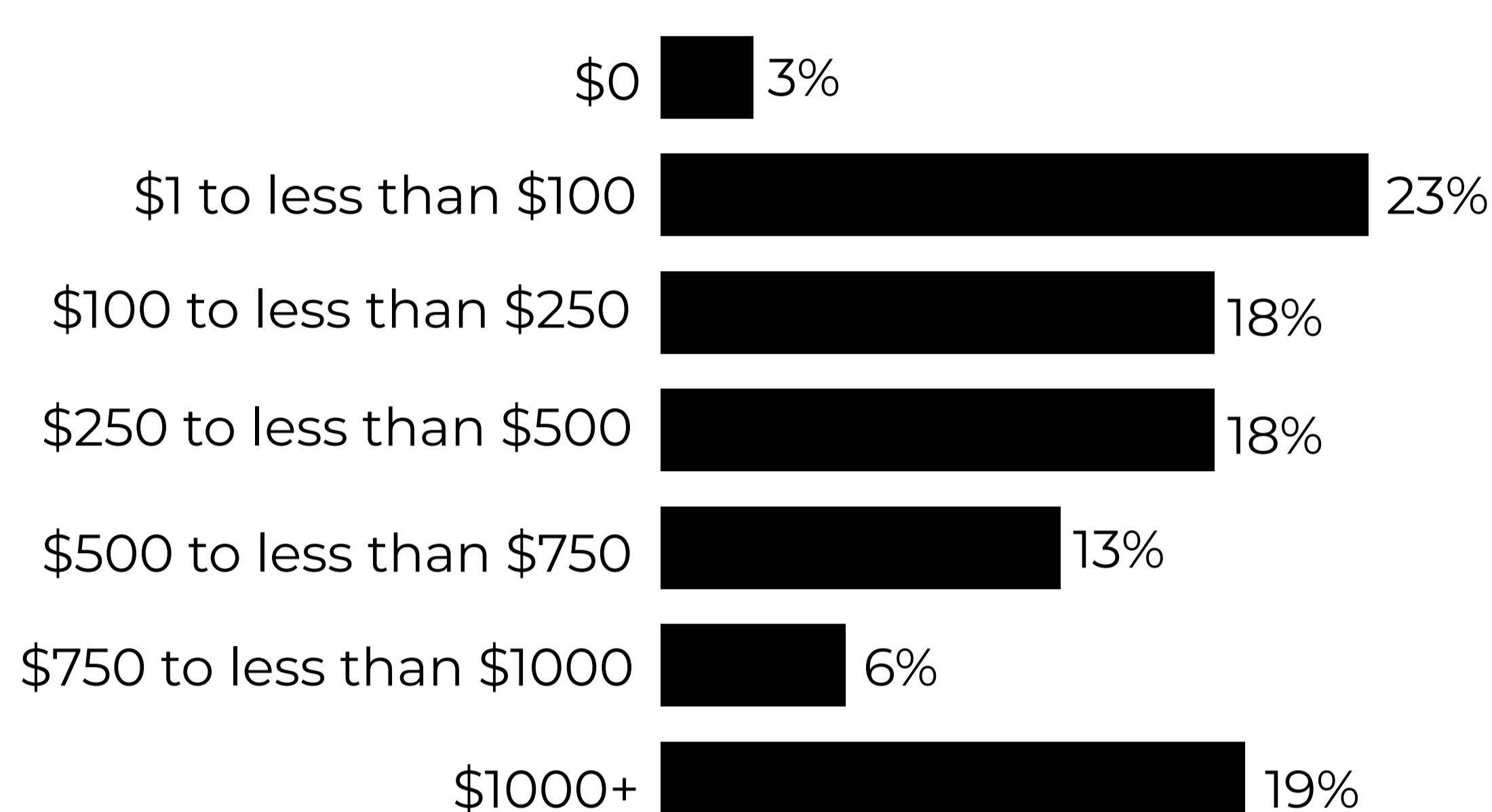
Top Activities:

Visiting relatives	31 %
Shopping	24 %
Historic sites/Churches	16 %
Museums	16 %
Fine dining	14 %
Visiting friends	13 %
Rural sightseeing	11 %
State parks/Monuments	9 %
National parks/Monuments	9 %
Urban sightseeing	8 %

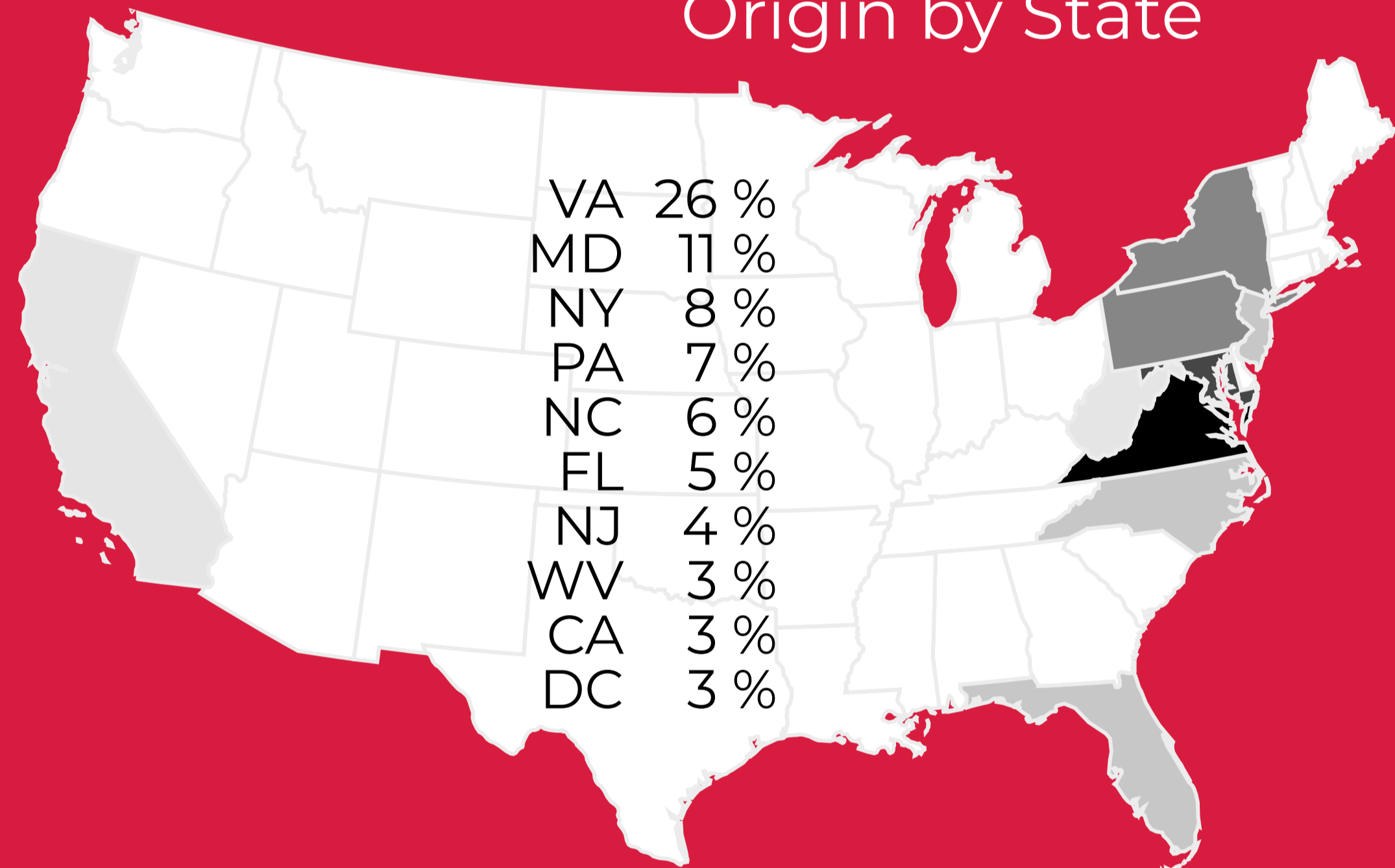
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

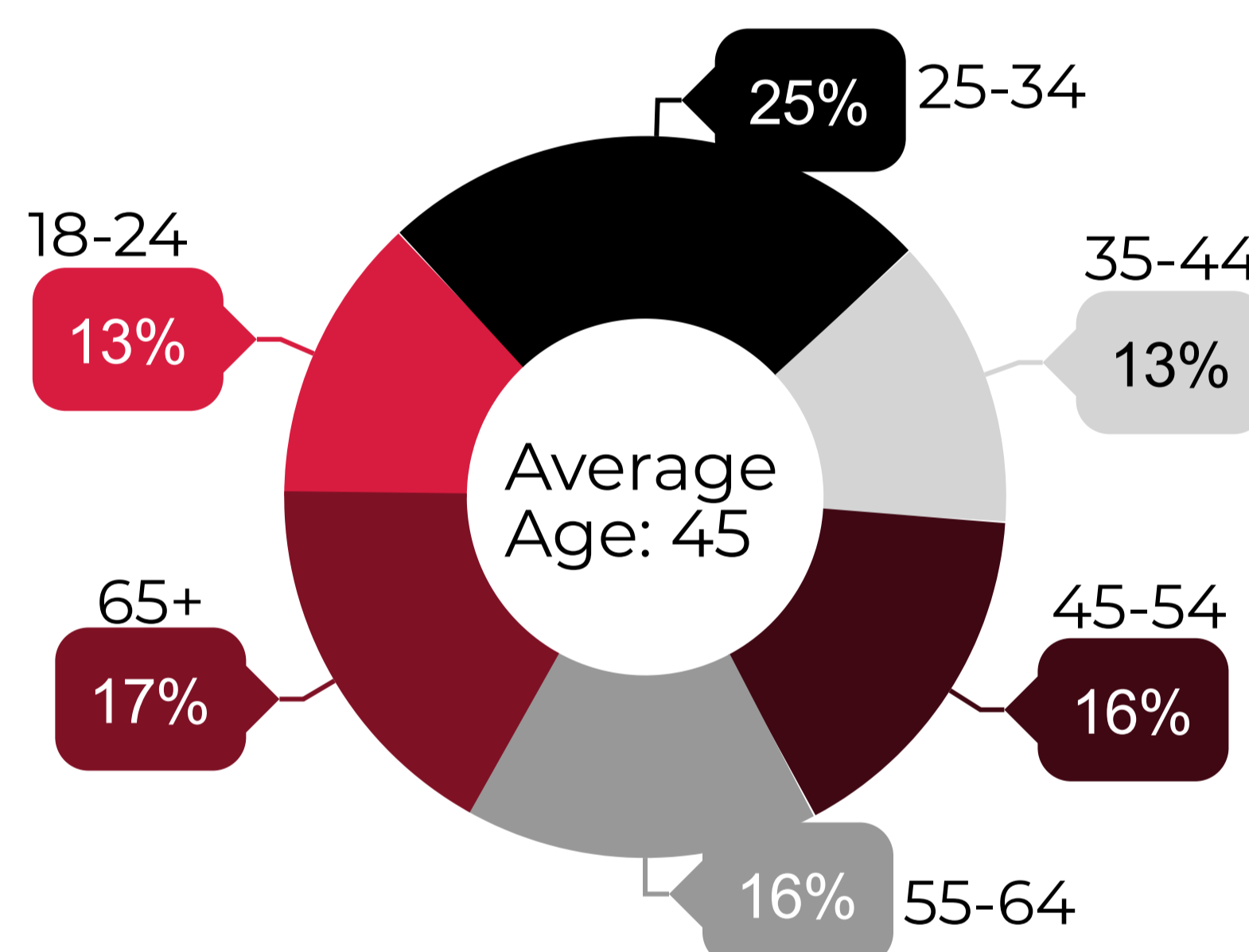
Washington, DC (Hagerstown)	24 %
Richmond-Petersburg	7 %
Philadelphia	7 %
New York	7 %
Baltimore	5 %
Norfolk-Portsmouth-Newport News	4 %
Charlotte	3 %
Roanoke-Lynchburg	2 %
Portland, OR	2 %
Boston (Manchester)	1 %

**62 %**  
Married

**29 %**  
Traveling with Children

**2.7**  
Average travel party size

**41 %**  
Annual household income of 100K or more



Planning Sources

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

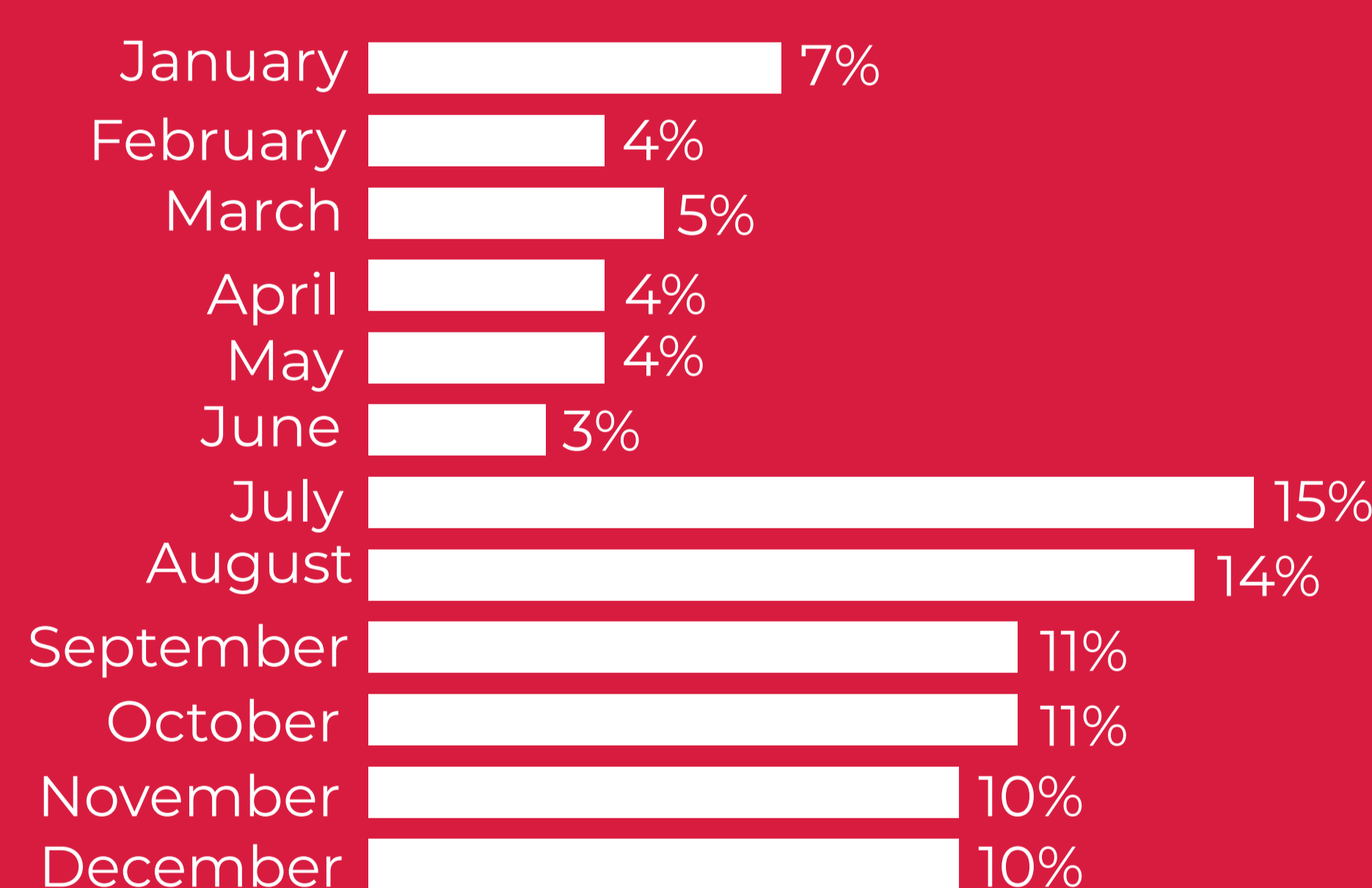
**18%**  
Search engine

**12%**

**12%**  
Travel provider website

**10%**  
Destination website

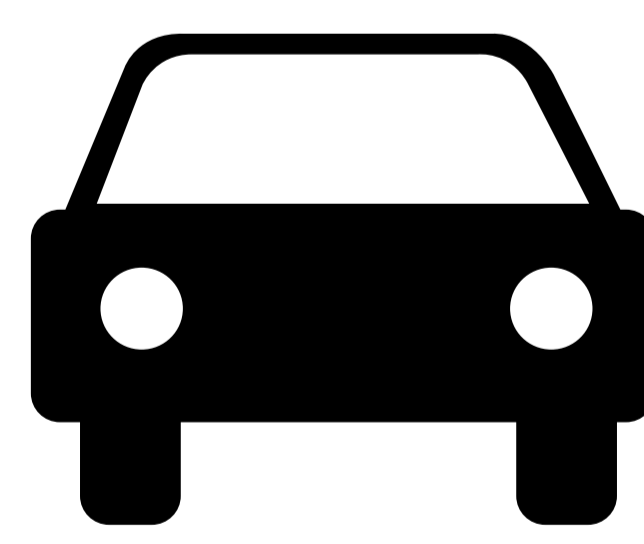
Month of Travel



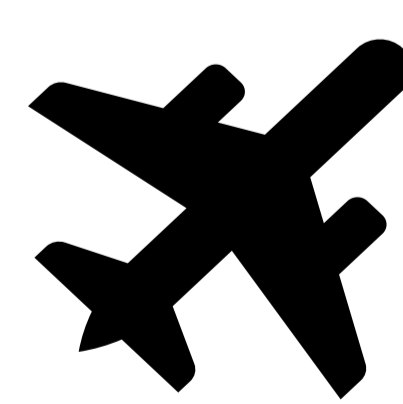
Planning Time



41 consider visiting Virginia less than a month before their visit  
55% decide visiting Virginia less than a month before their visit

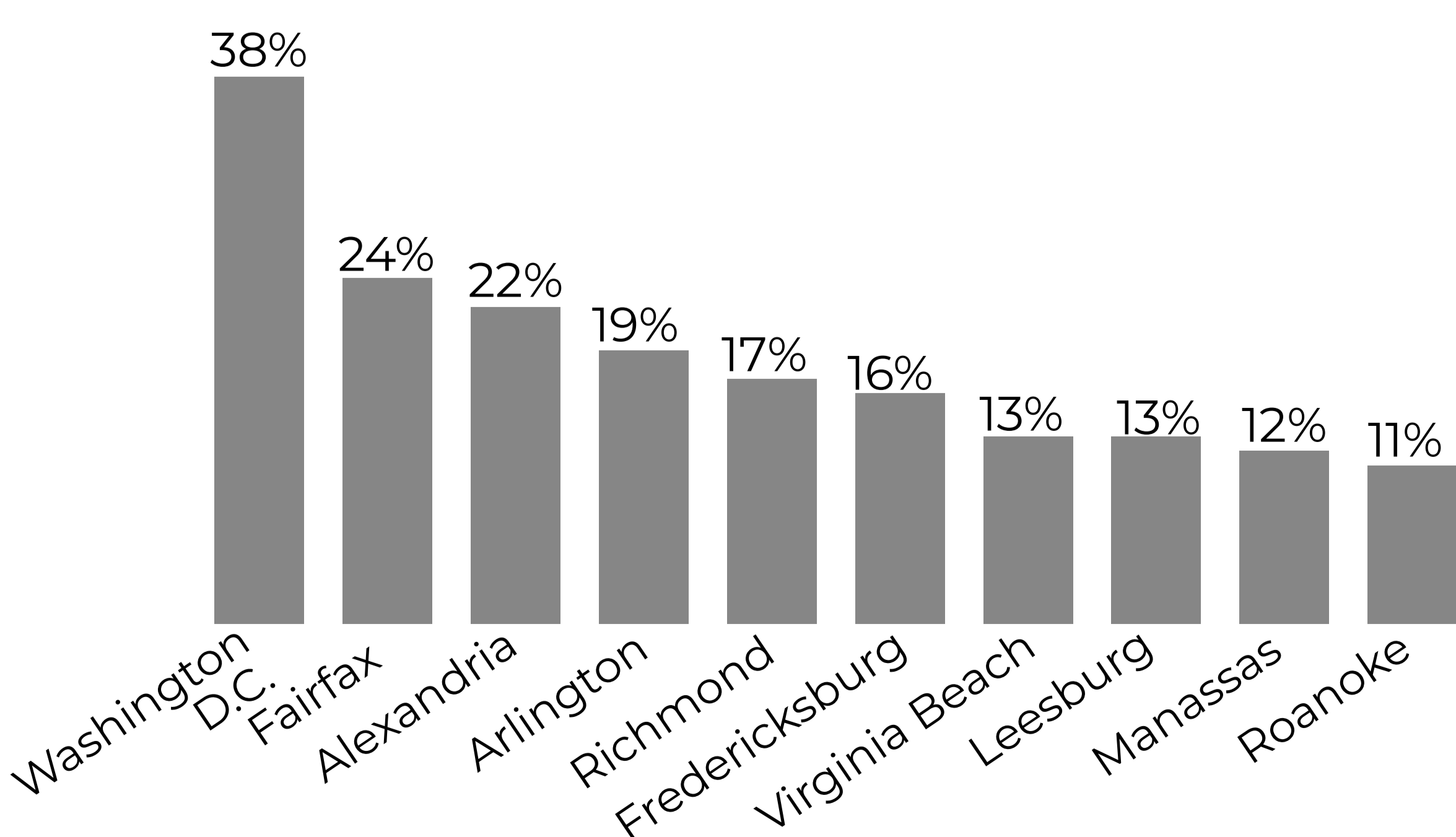


**81%**  
Travel by owned auto or rental cars



**12%**  
Travel by plane

Top 10 Most Visited Cities



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

