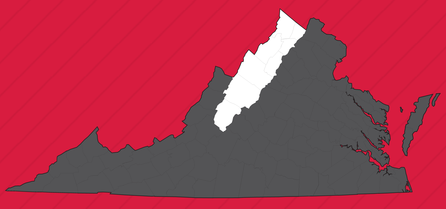
# Shenandoah Valley Region

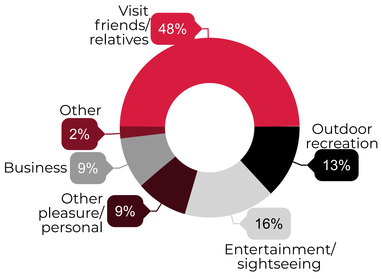


Average travel party spending:

**$643** per trip in Virginia

**3.4 Nights** per trip

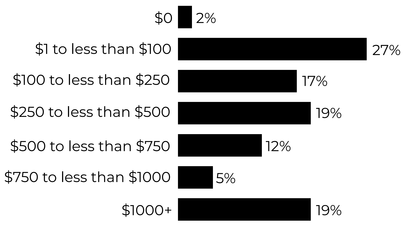
## Primary Purpose of Trip



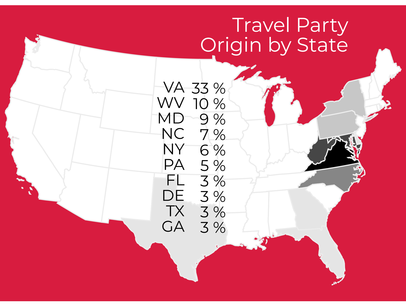

## Top Activities:

| | |
|---|---|
| Shopping | 23 % |
| Visiting relatives | 22 % |
| Rural sightseeing | 21 % |
| Historic sites/Churches | 17 % |
| Visiting friends | 16 % |
| Museums | 15 % |
| State/National parks | 14 % |
| Fine dining | 11 % |
| Hiking/Backpacking | 10 % |
| Wildlife viewing | 9 % |

## Travel Party Spending




## Travel Party Origin by State




## Travel Party Origin by DMA

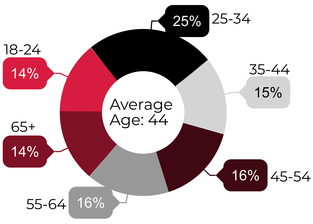
| | |
|---|---|
| Washington, DC (Hagerstown) | 26 % |
| Richmond-Petersburg | 7 % |
| Roanoke-Lynchburg | 5 % |
| New York | 5 % |
| Norfolk-Portsmouth-Newport News | 4 % |
| Philadelphia | 4 % |
| Baltimore | 3 % |
| Charlotte | 3 % |
| Clarksburg-Weston | 3 % |
| Greenville-Spartanburg-Asheville-Anderson | 2 % |

**66 %** Married

**37 %** Traveling with Children

**2.9** Average travel party size

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




## Planning Sources

**22%** Search engine

**14%**

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

**12%** Destination website

**12%** Travel provider website

## Month of Travel

## Planning Time

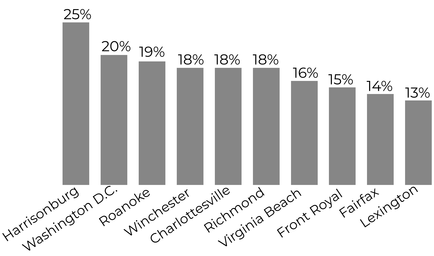
39% consider visiting Virginia less than a month before their visit

53% decide visiting Virginia less than a month before their visit

**90%** Travel by owned auto or rental cars

**4%** Travel by plane

## Top 10 Most Visited Cities




## Top 10 States Plan to Visit

for Leisure in Next 2 Years

| | | |
|---|---|---|
| 57 % Virginia | 38 % Maryland | 33 % Florida |
| 28 % Washington D.C. | 25 % North Carolina | 22 % New York |
| 21 % Pennsylvania | 20 % California | 18 % South Carolina |
| 16 % Tennessee | | |

**SHENANDOAH VALLEY REGION TRAVEL PROFILE**
**Source:** TNS-TravelTrakAmerica, VA Module, FY 2018 (N=368)
**Localities** - Augusta, Buena Vista City, Clarke, Frederick, Harrisonburg City, Lexington City, Page, Rockbridge, Rockingham, Shenandoah, Staunton City, Warren, Waynesboro City, and Winchester City.

VIRGINIA IS FOR LOVERS