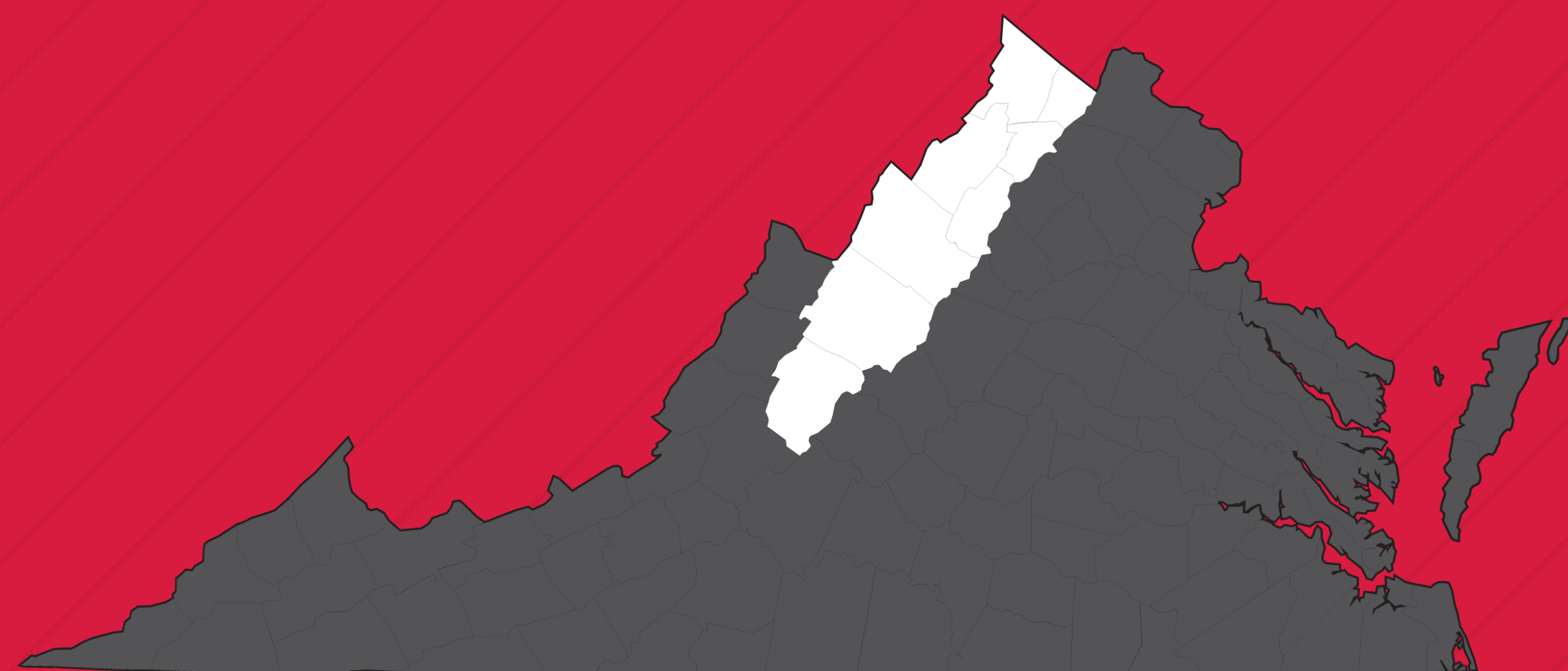
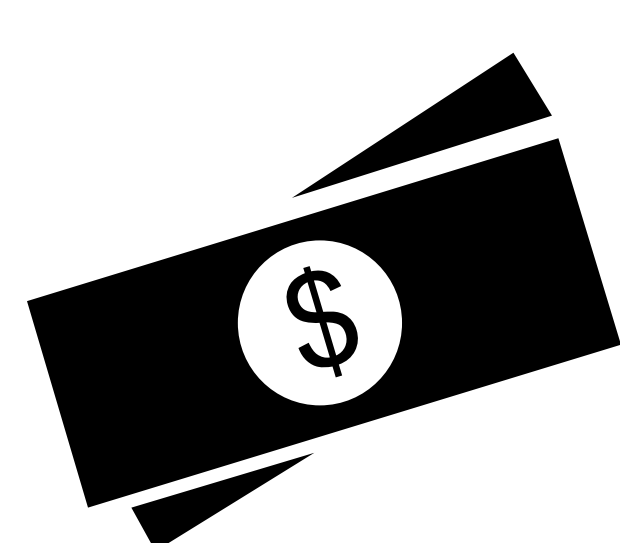


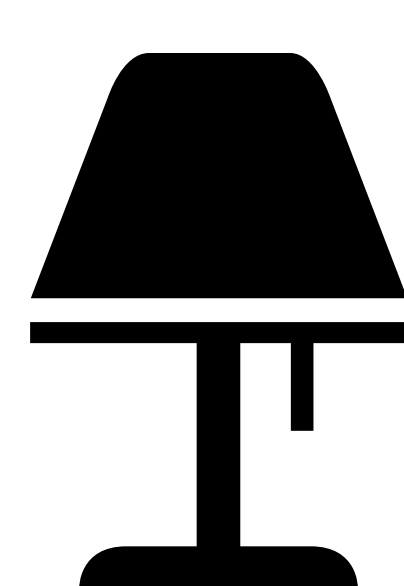
# Shenandoah Valley Region



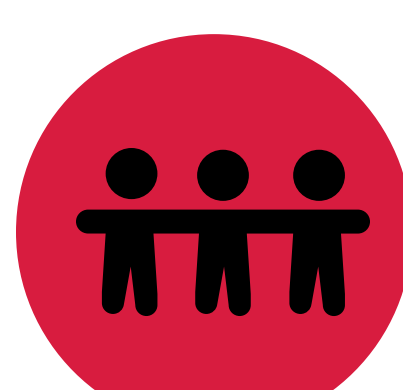
Average travel party spending:



**\$643**  
per trip in Virginia



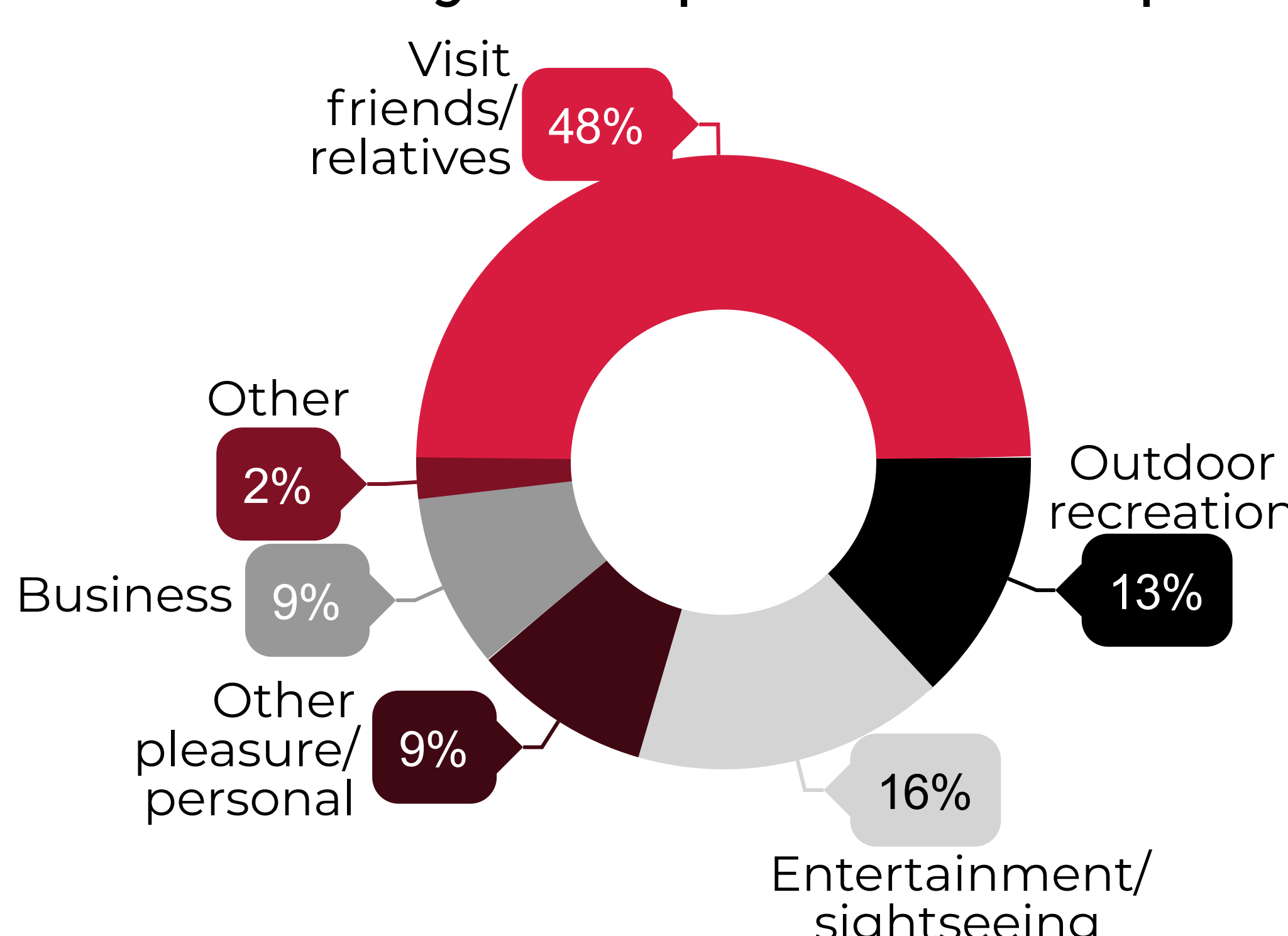
**3.4**  
Nights  
per trip



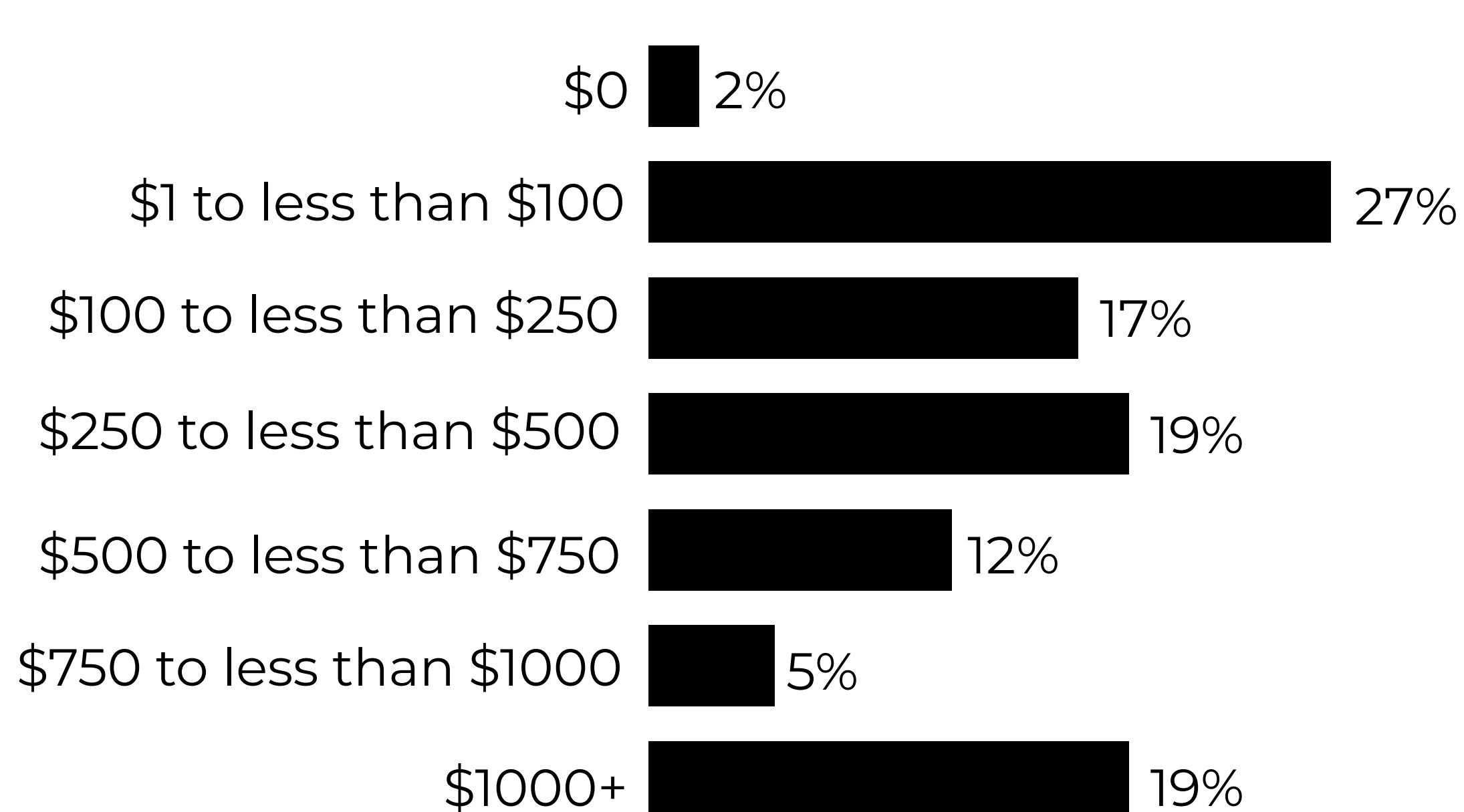
Top Activities:

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 %

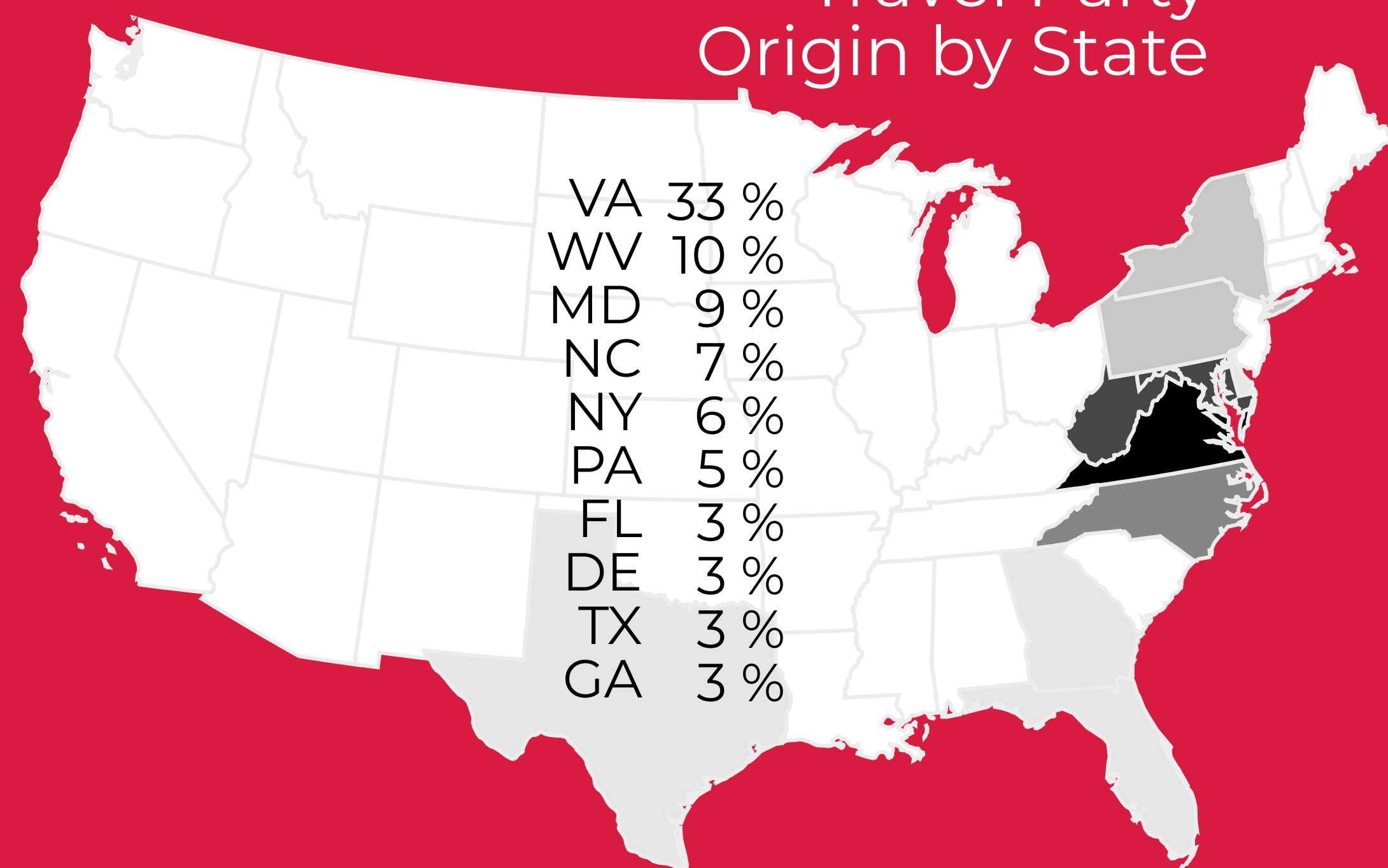
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

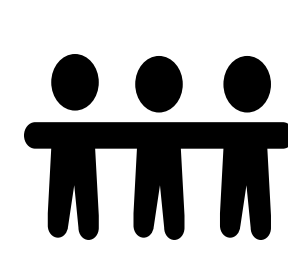


Travel Party Origin by DMA

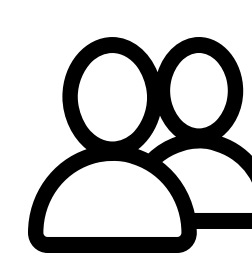
Washington, DC (Hagerstown)	26 %
Richmond-Petersburg	7 %
Roanoke-Lynchburg	5 %
New York	5 %
Norfolk-Portsmouth-Newport News	4 %
Philadelphia	4 %
Baltimore	3 %
Charlotte	3 %
Clarksburg-Weston	3 %
Greenville-Spartanburg-Asheville-Anderson	2 %



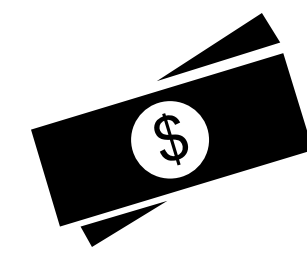
**66 %**  
Married



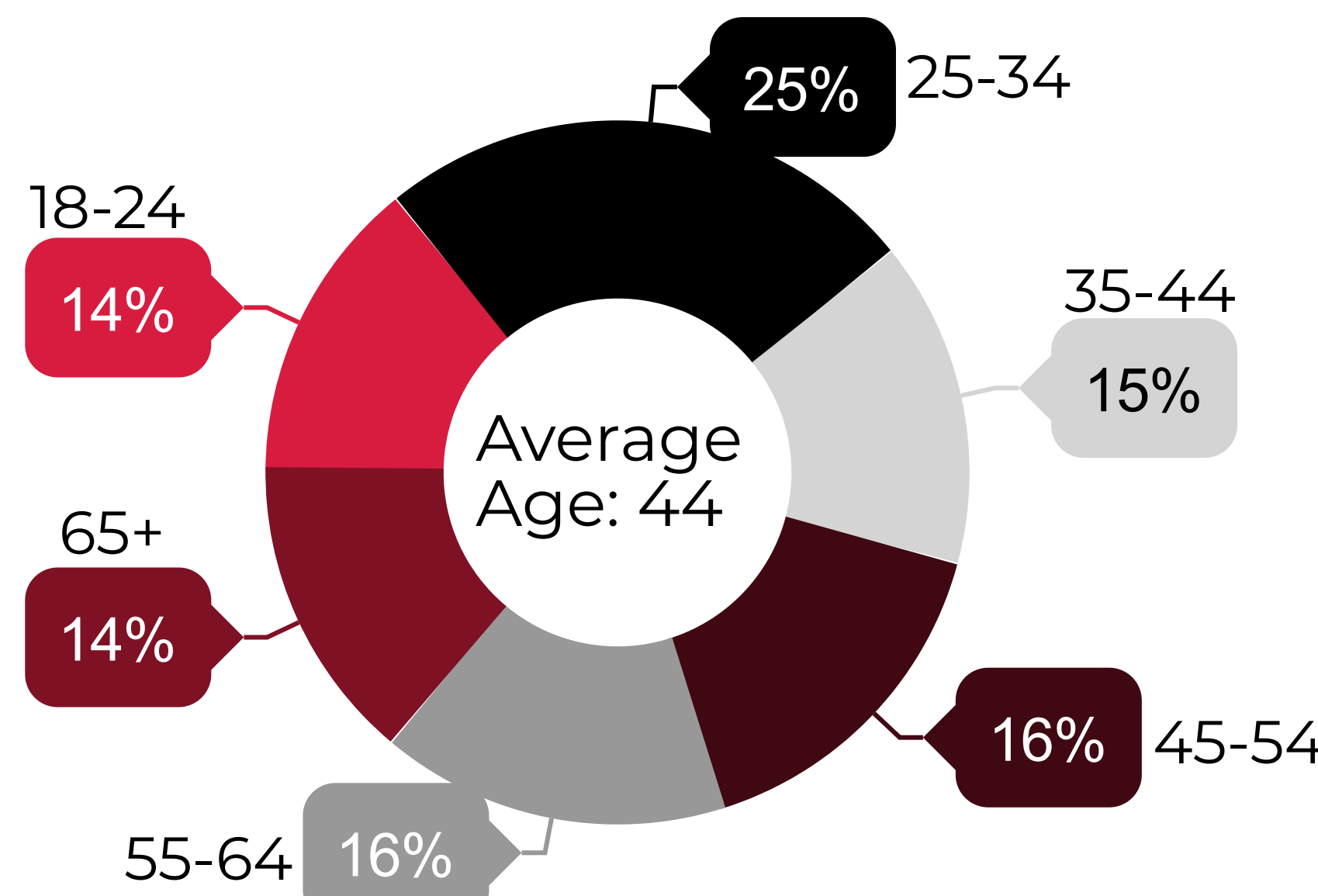
**37 %**  
Traveling with Children



**2.9**  
Average travel party size

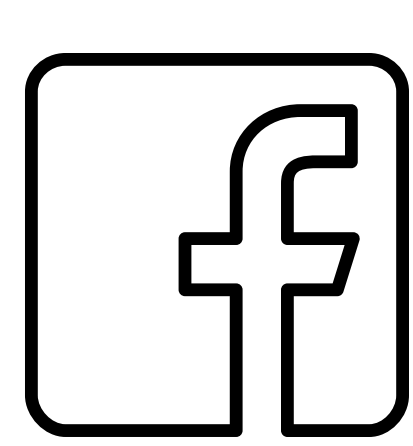


**41 %**  
Annual household income of 100K or more



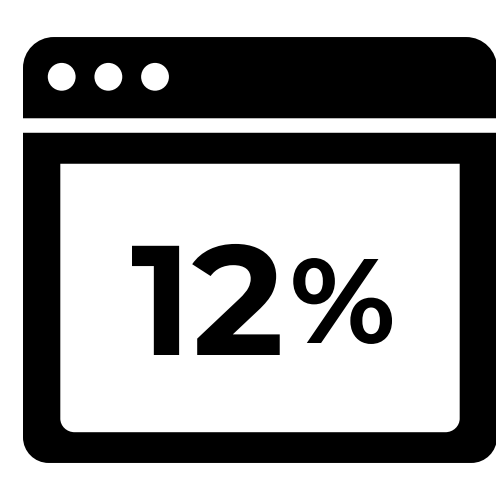
Planning Sources

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

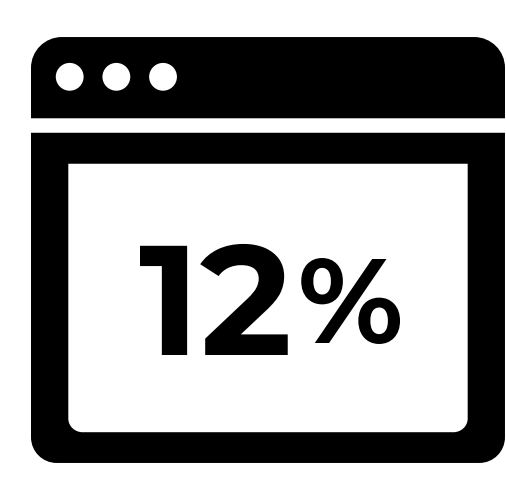


**14 %**

**12 %**  
Destination website

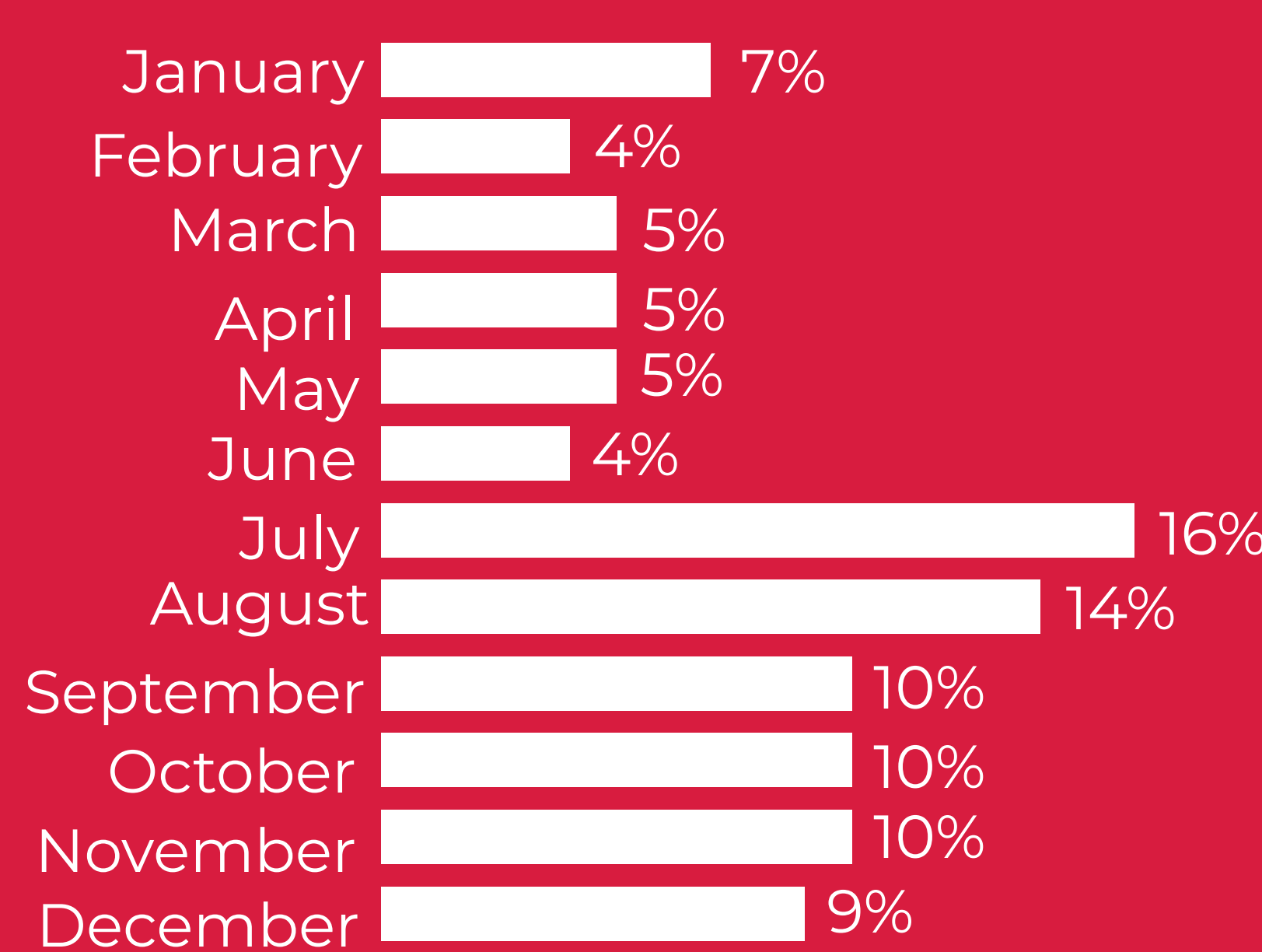


**12 %**



**12 %**  
Travel provider website

Month of Travel

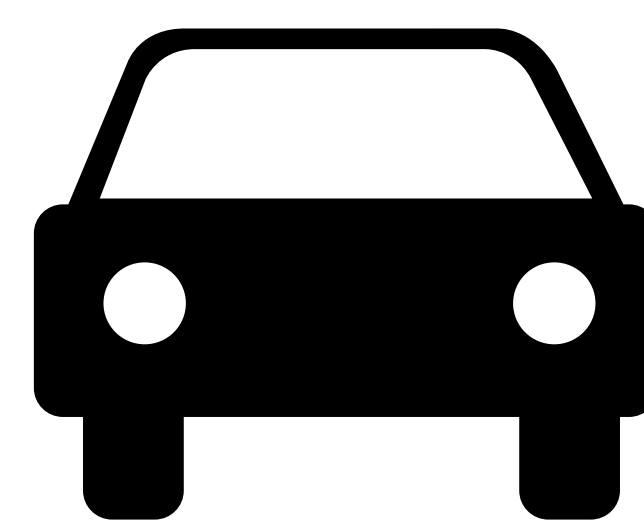


Planning Time

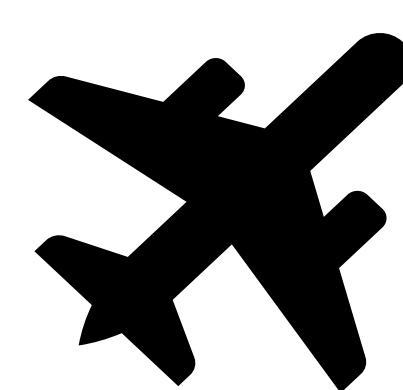


39% consider visiting Virginia less than a month before their visit

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

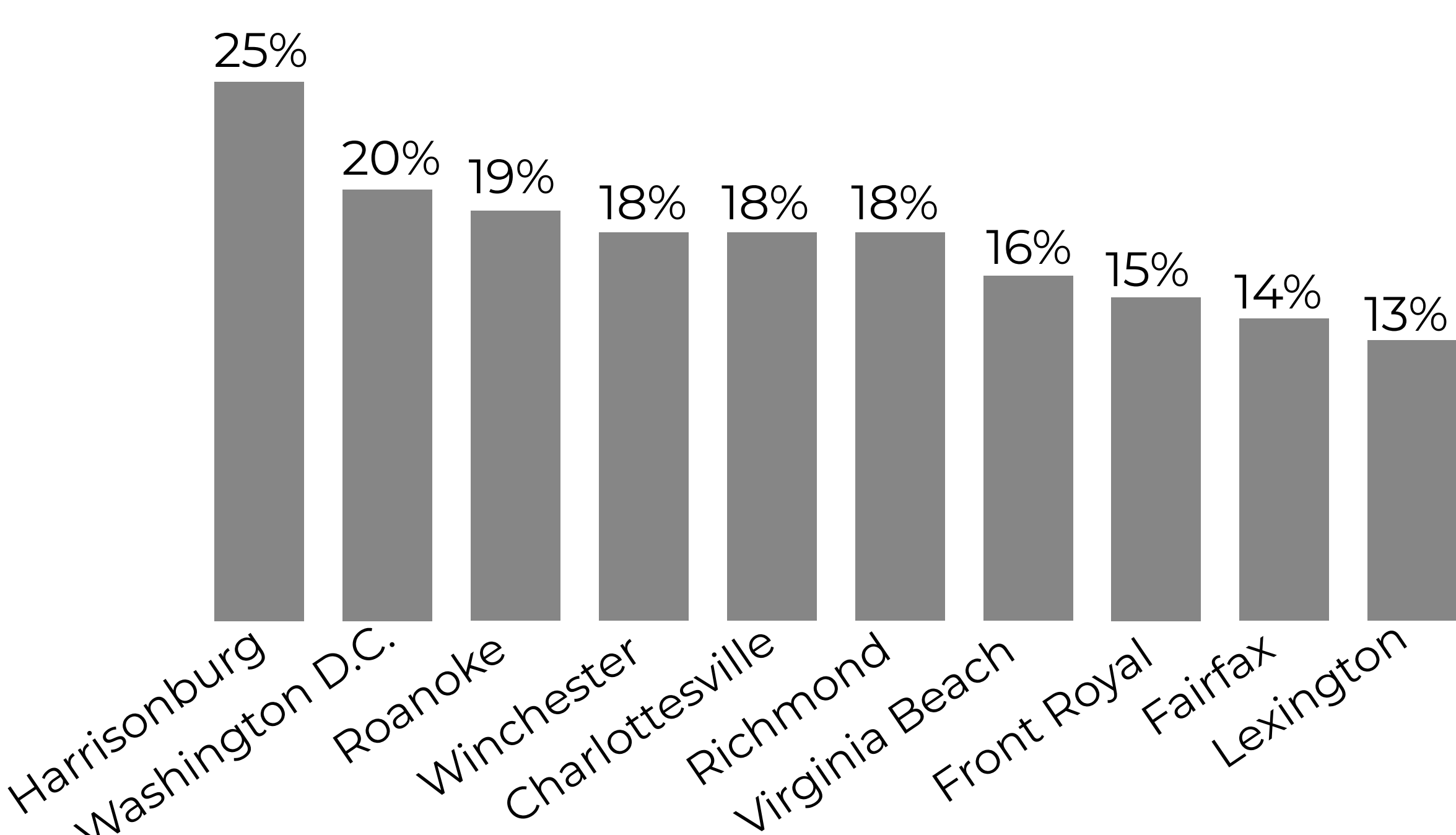


**90 %**  
Travel by owned auto or rental cars



**4 %**  
Travel by plane

Top 10 Most Visited Cities



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

