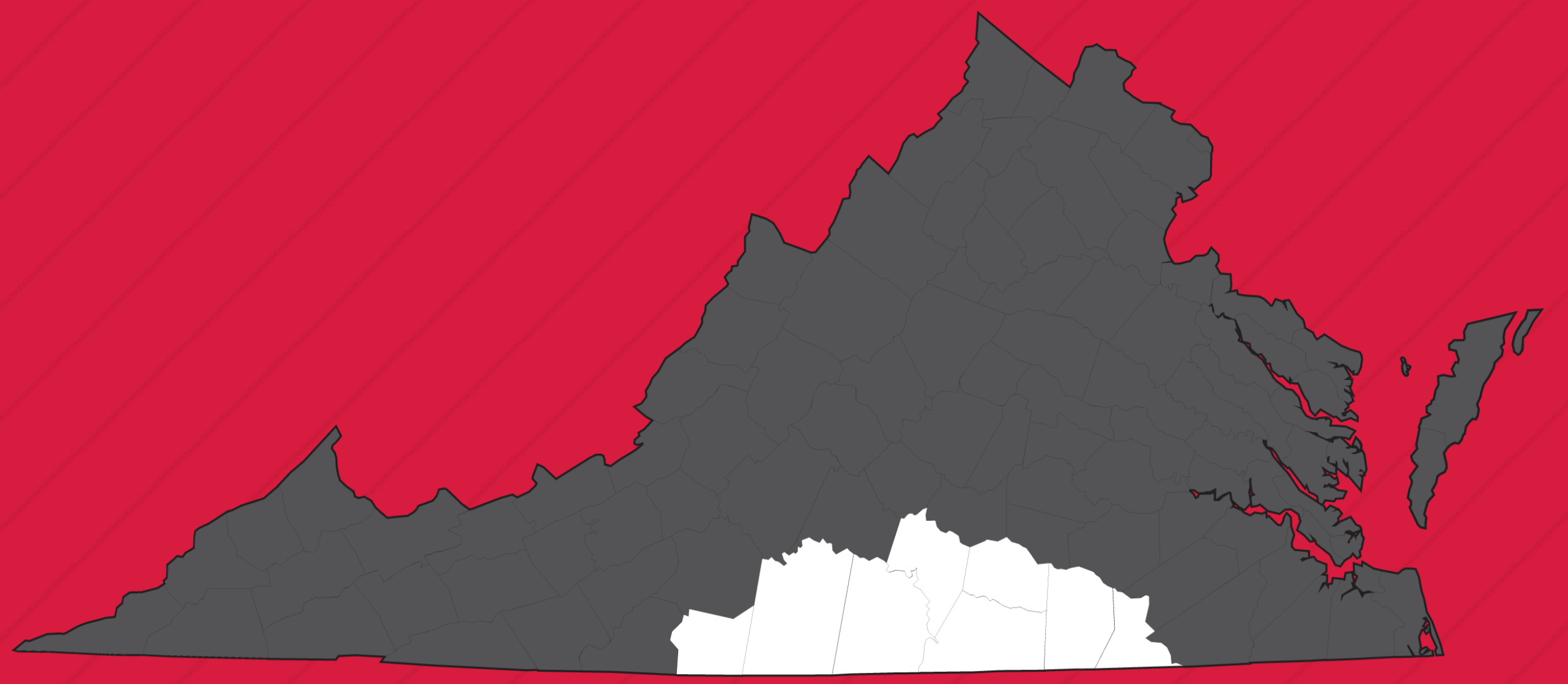
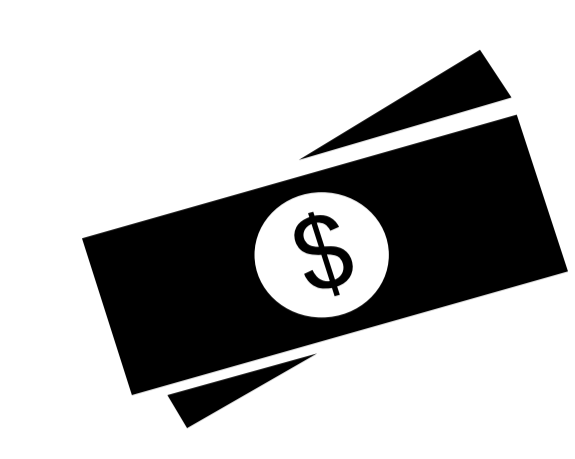


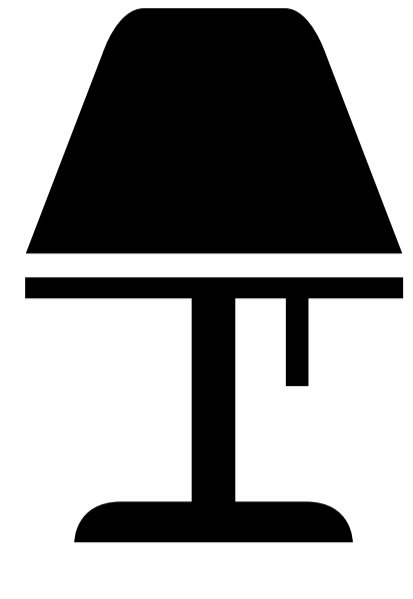
Southern Virginia Region



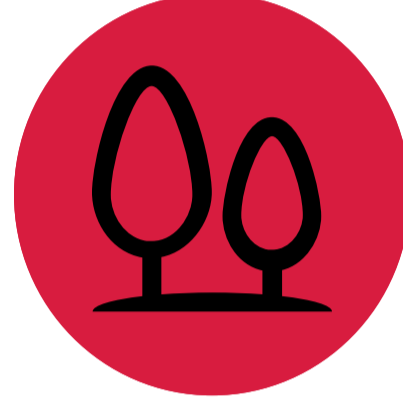
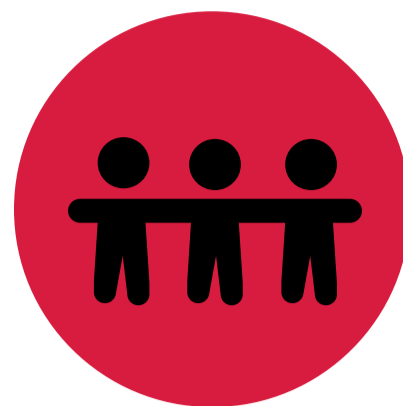
Average travel party spending:



\$481
per trip in Virginia



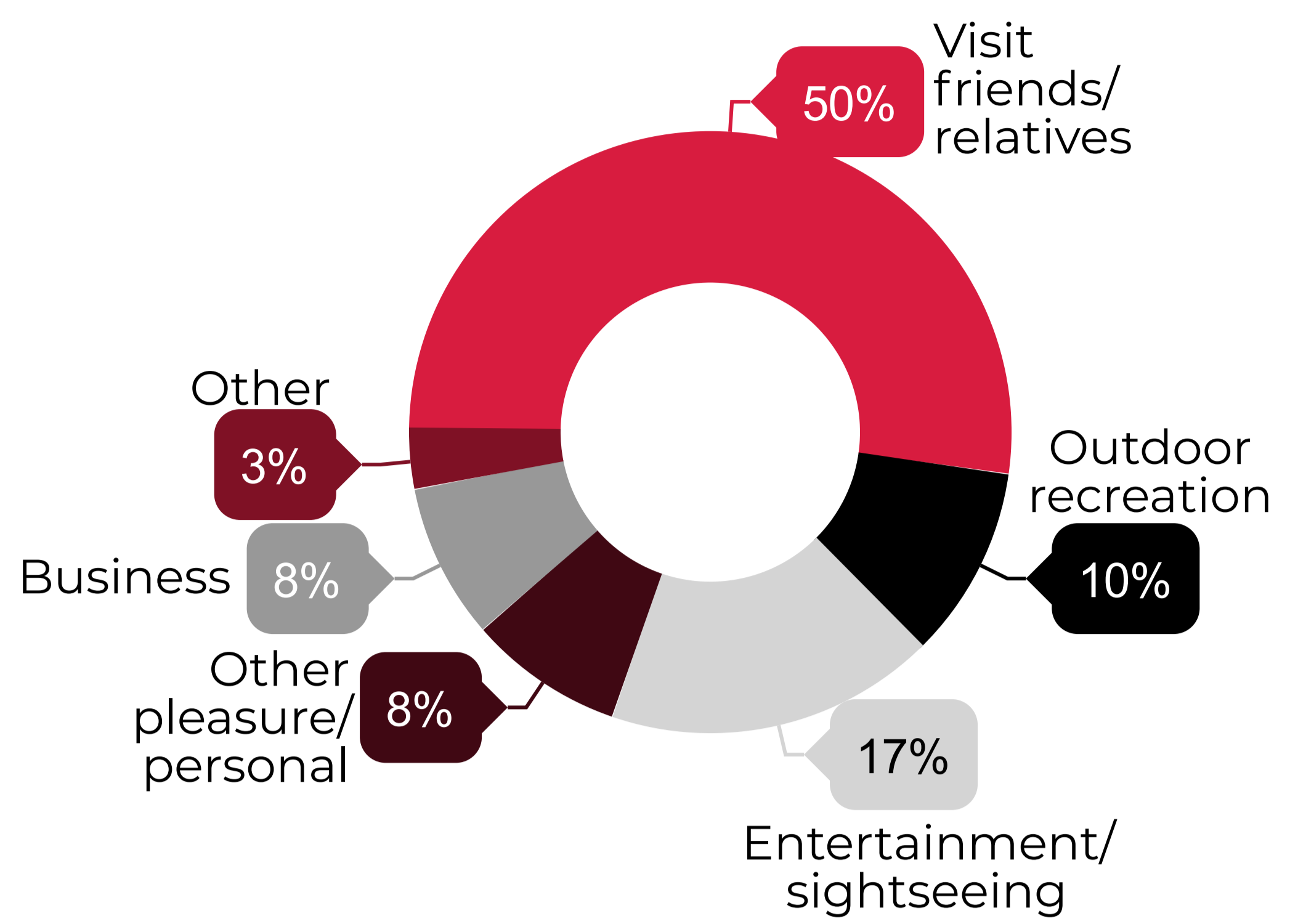
3.2
Nights
per trip



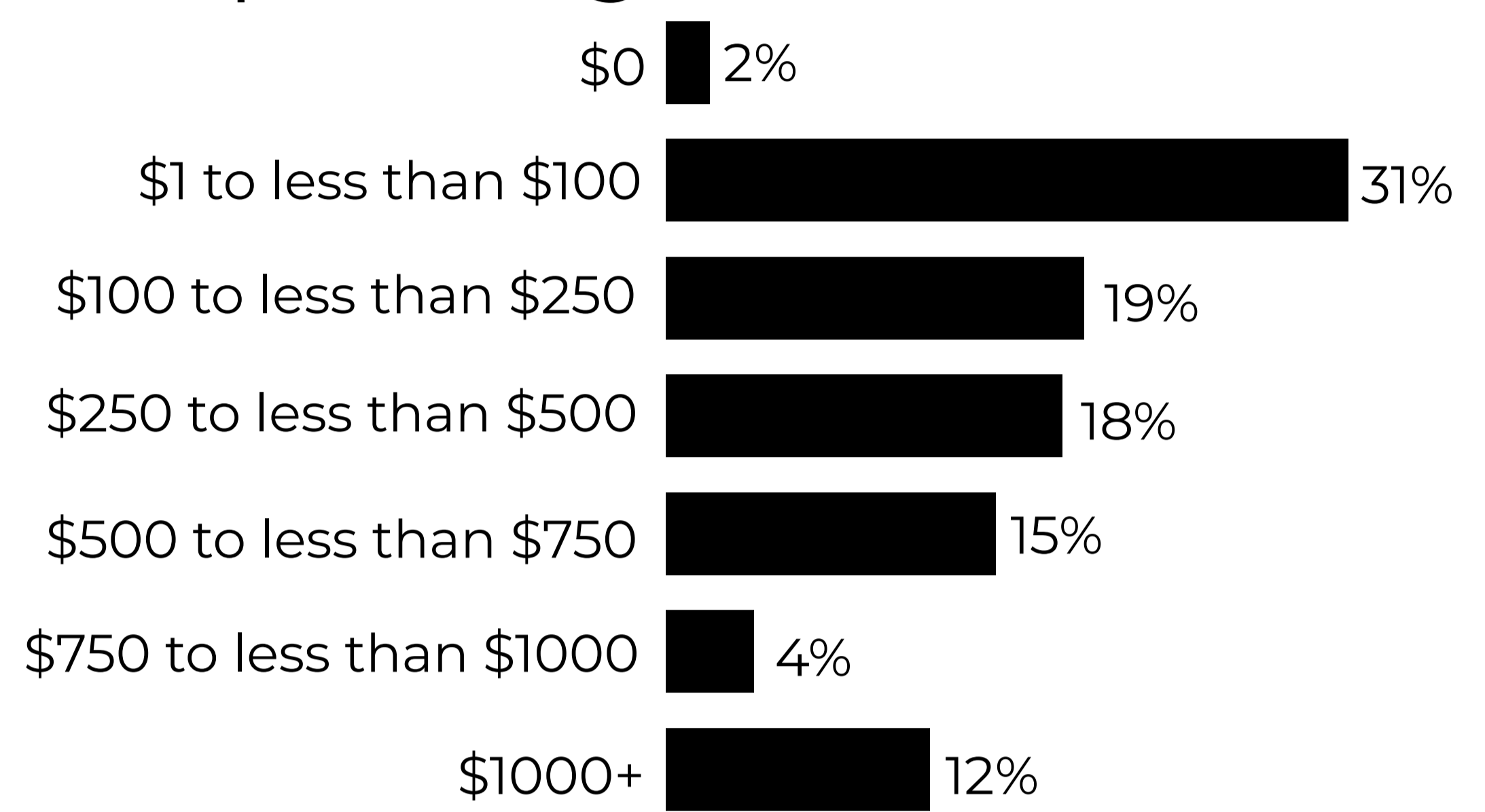
Top Activities:

Visiting relatives	25 %
Shopping	24 %
Museums	16 %
Rural sightseeing	15 %
Historic sites/Churches	15 %
Visiting Friends	13 %
Art galleries	12 %
Fine dining	11 %
State park/monuments	11 %
Beach	10 %

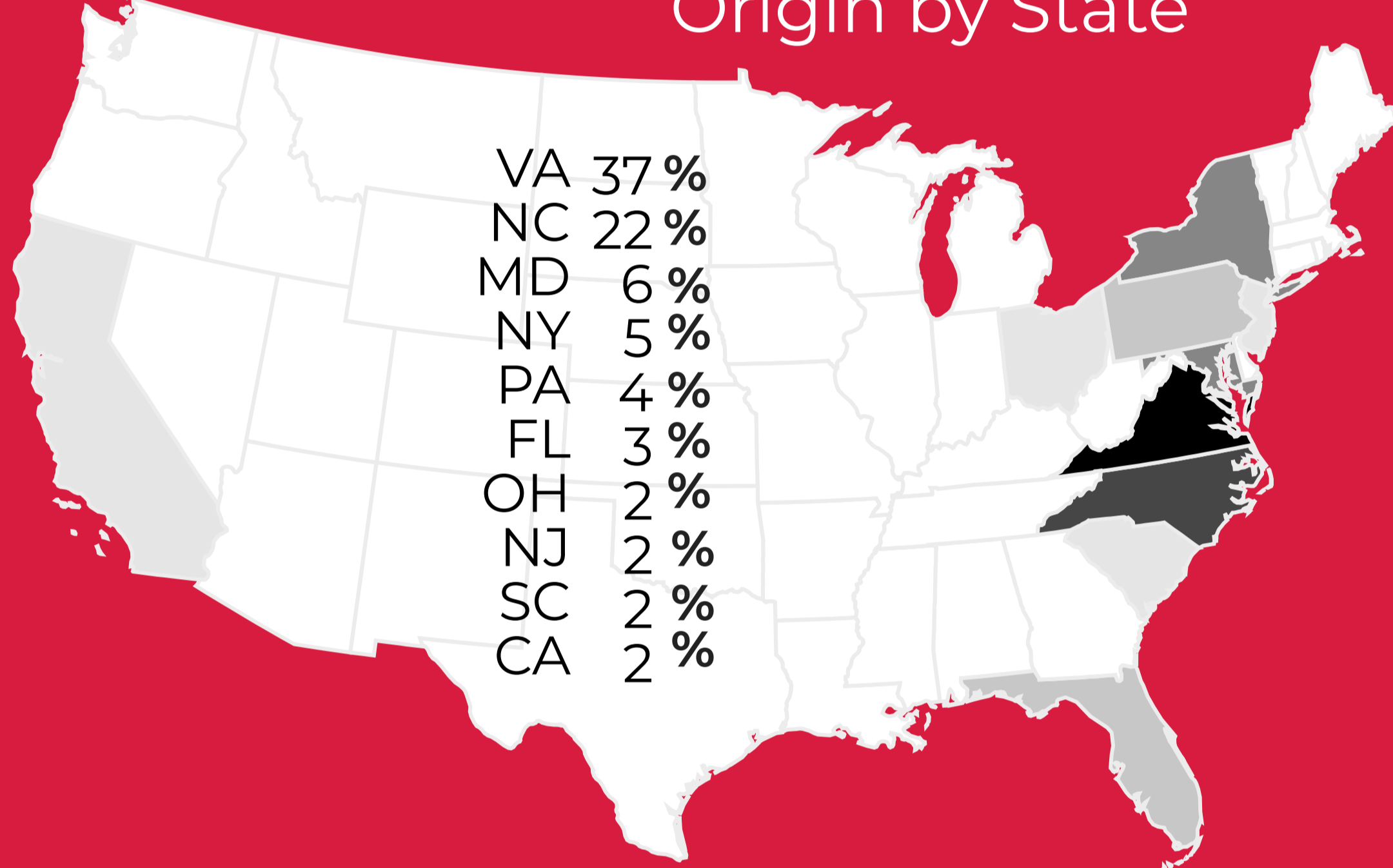
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

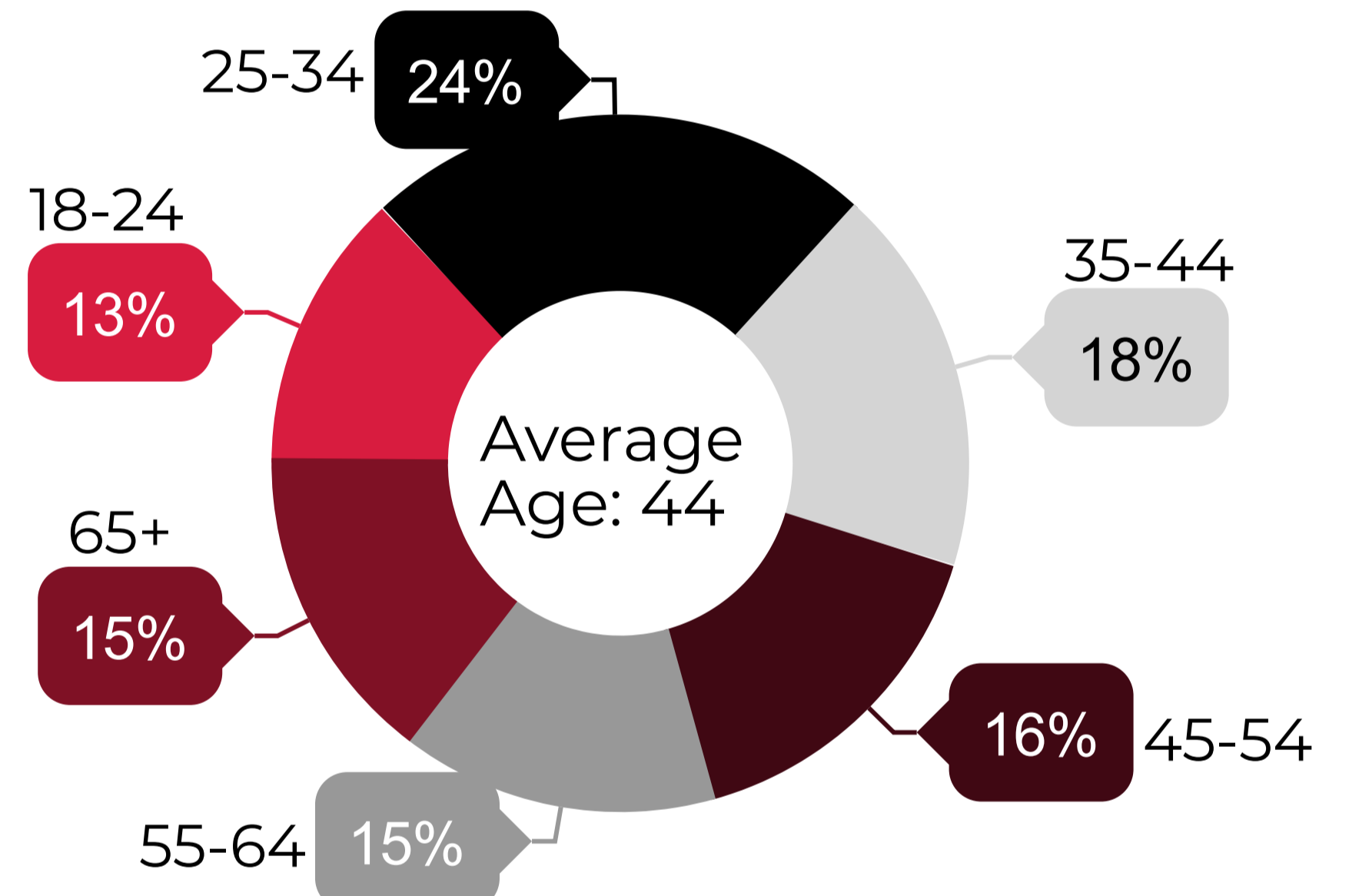
Washington, DC (Hagerstown)	11 %
Norfolk-Portsmouth-Newport News	10 %
Raleigh-Durham (Fayetteville)	9 %
Greensboro-High Pont-Winston Salem	8 %
Roanoke-Lynchburg	8 %
Richmond-Petersburg	6 %
New York	5 %
Charlotte	3 %
Tri-Cities, TN-VA	3 %
Baltimore	3 %

58 %
Married

38 %
Traveling with Children

2.7
Average travel party size

28 %
Annual household income of 100K or more



Planning Sources

32 %
Use information from friends and relatives.

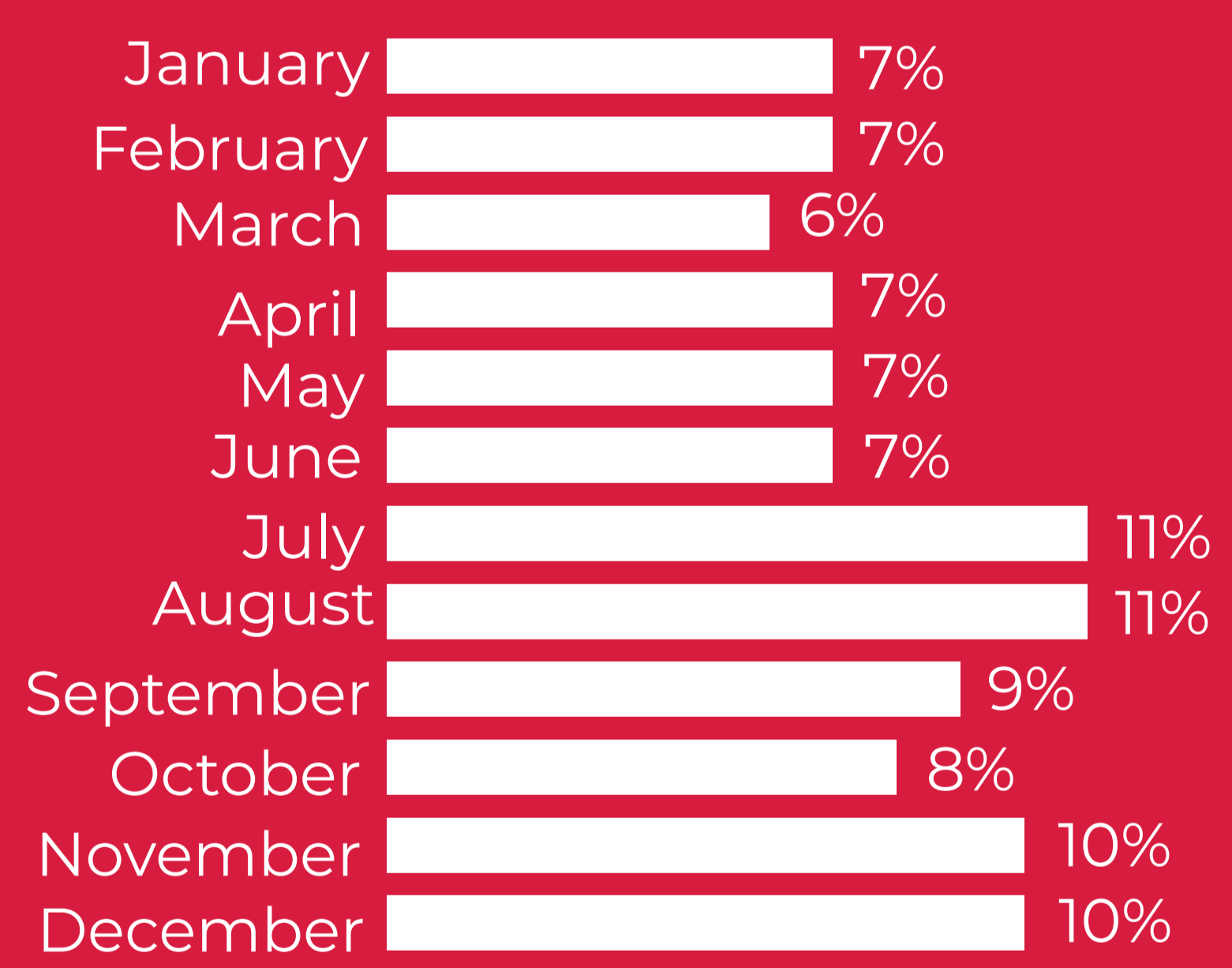
22 %
Search engine

18 %
Facebook

13 %
Destination website

11 %
Online full service travel website

Month of Travel

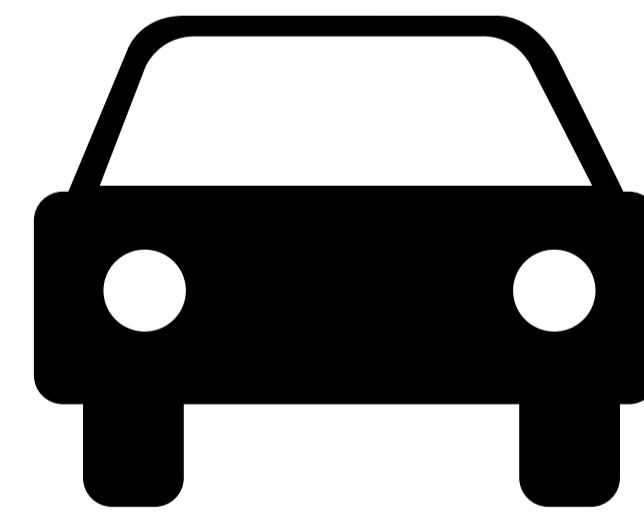


Planning Time

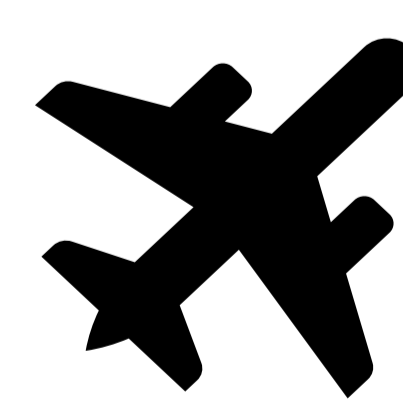


41% consider visiting Virginia less than a month before their visit

54% decide visiting Virginia less than a month before their visit

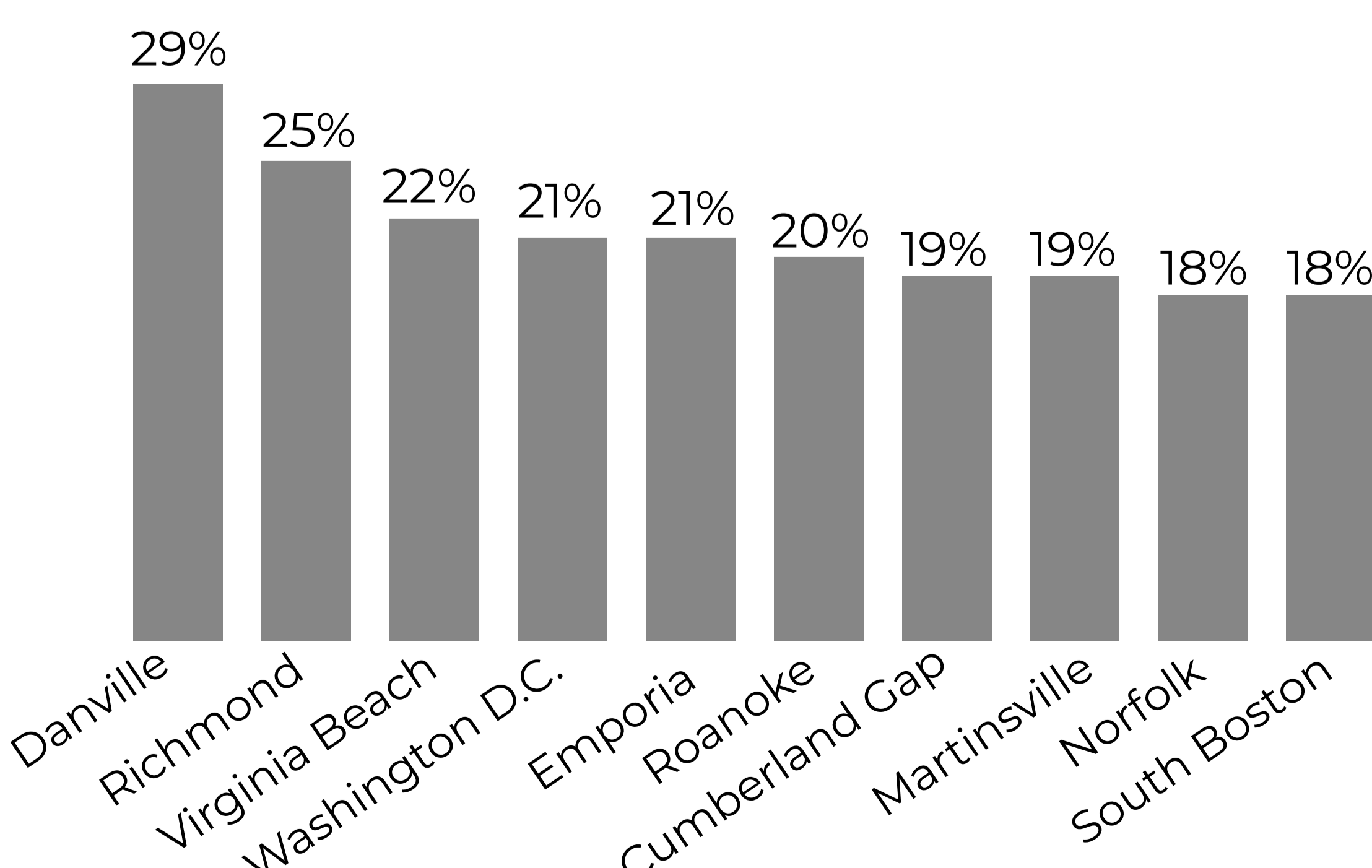


85 %
Travel by owned auto or rental cars



5 %
Travel by plane

Top 10 Most Visited Cities



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

