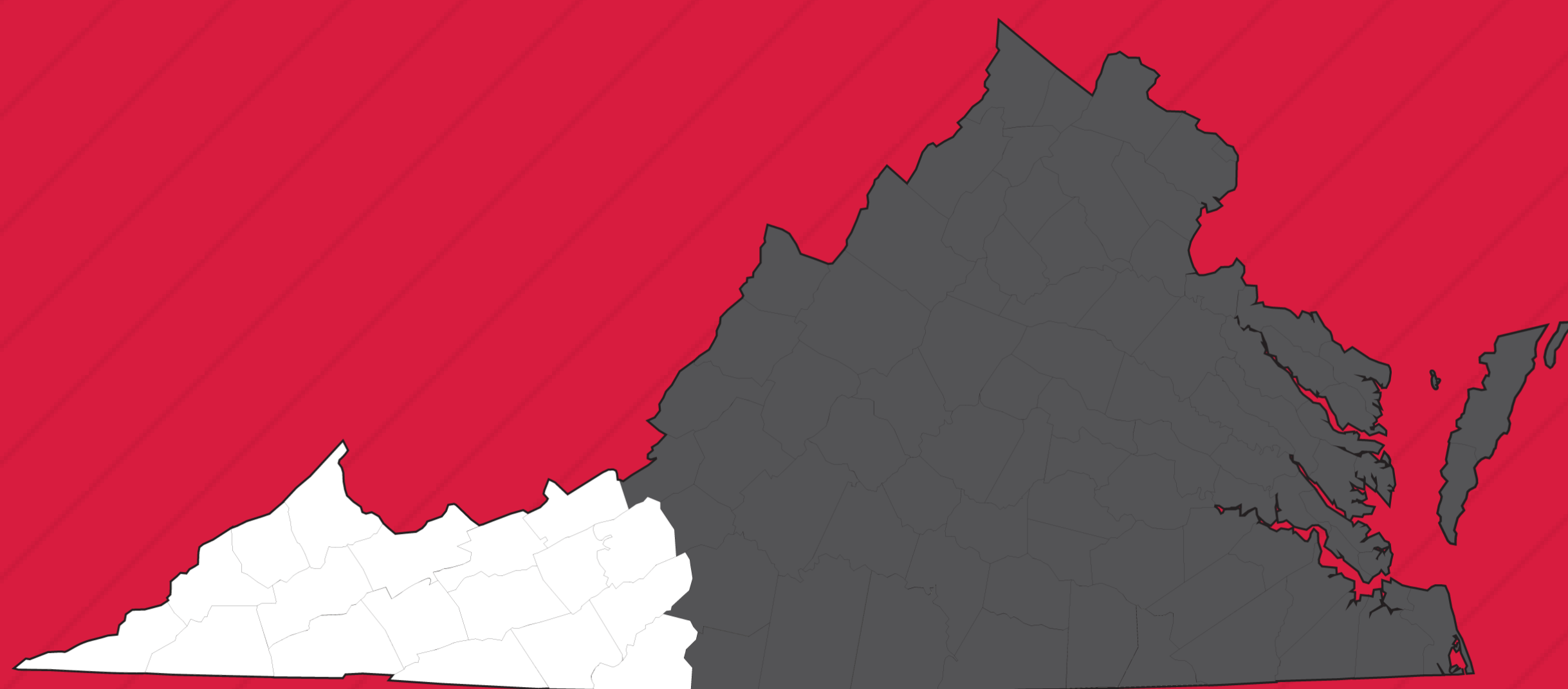
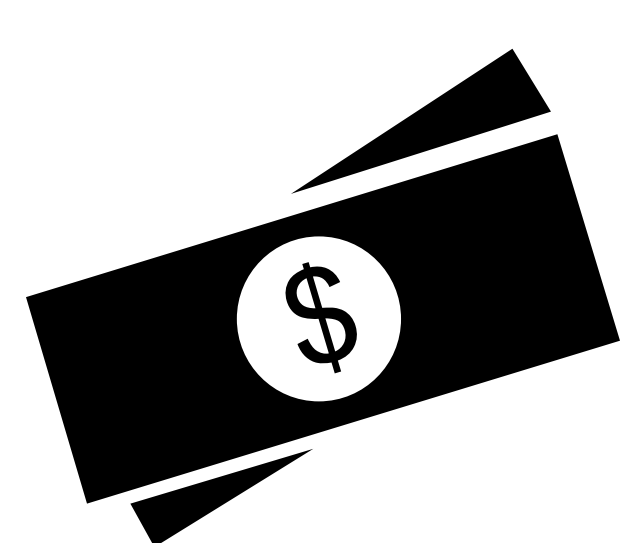


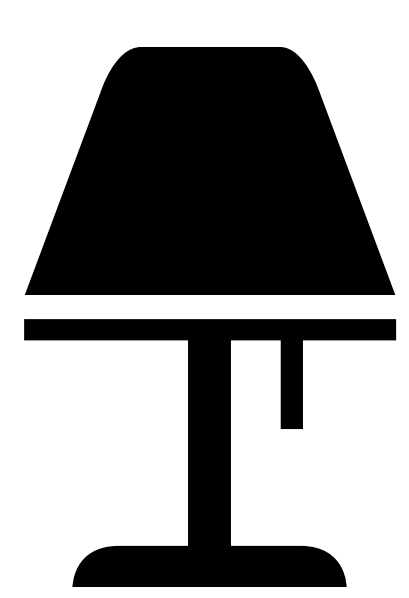
# Southwest Virginia Region



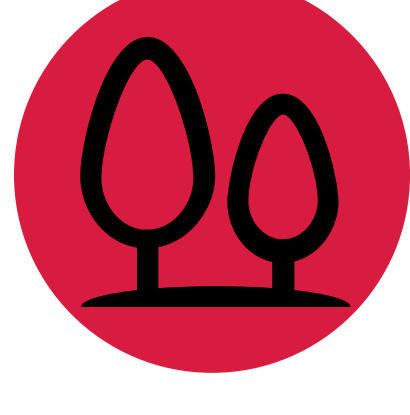
Average travel party spending:



**\$581**  
per trip in Virginia



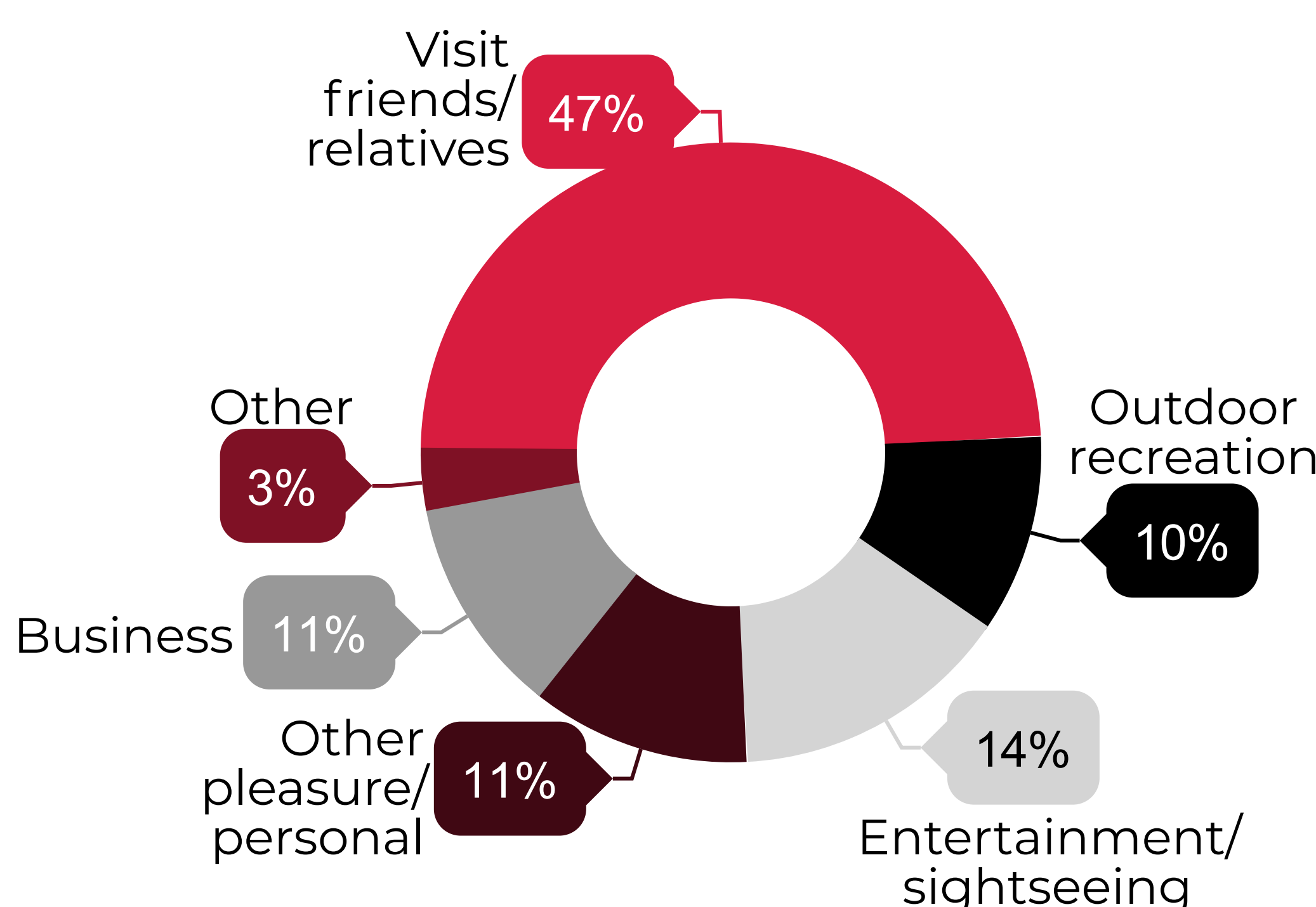
**3.2**  
**Nights**  
per trip



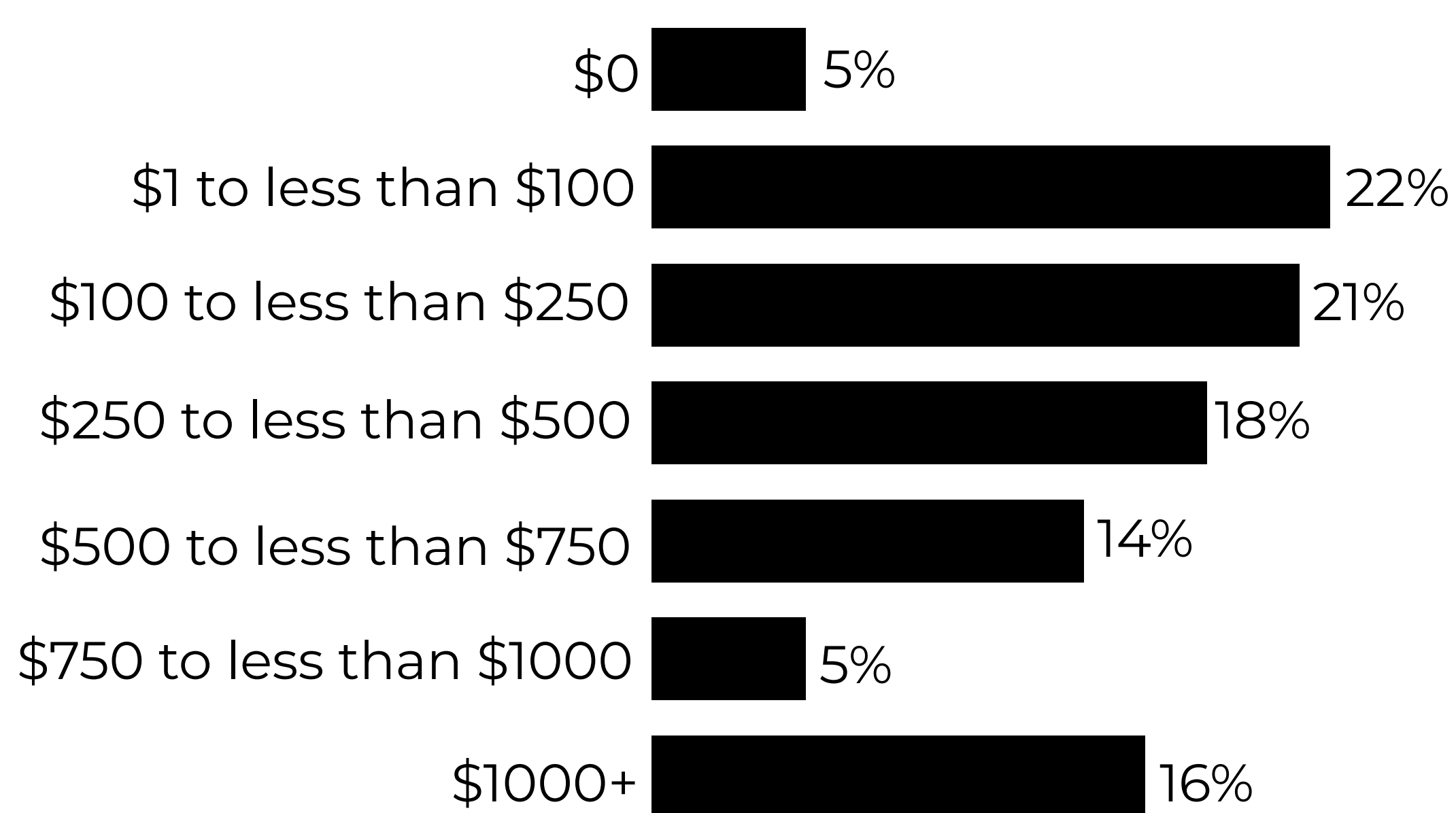
Top Activities:

Shopping	26 %
Visiting relatives	25 %
Rural sightseeing	18 %
Historic sites/Churches	14 %
Museums	13 %
Visiting friends	13 %
State parks/Monuments	12 %
Fine dining	10 %
Hiking/Backpacking	10 %
Art galleries	10 %

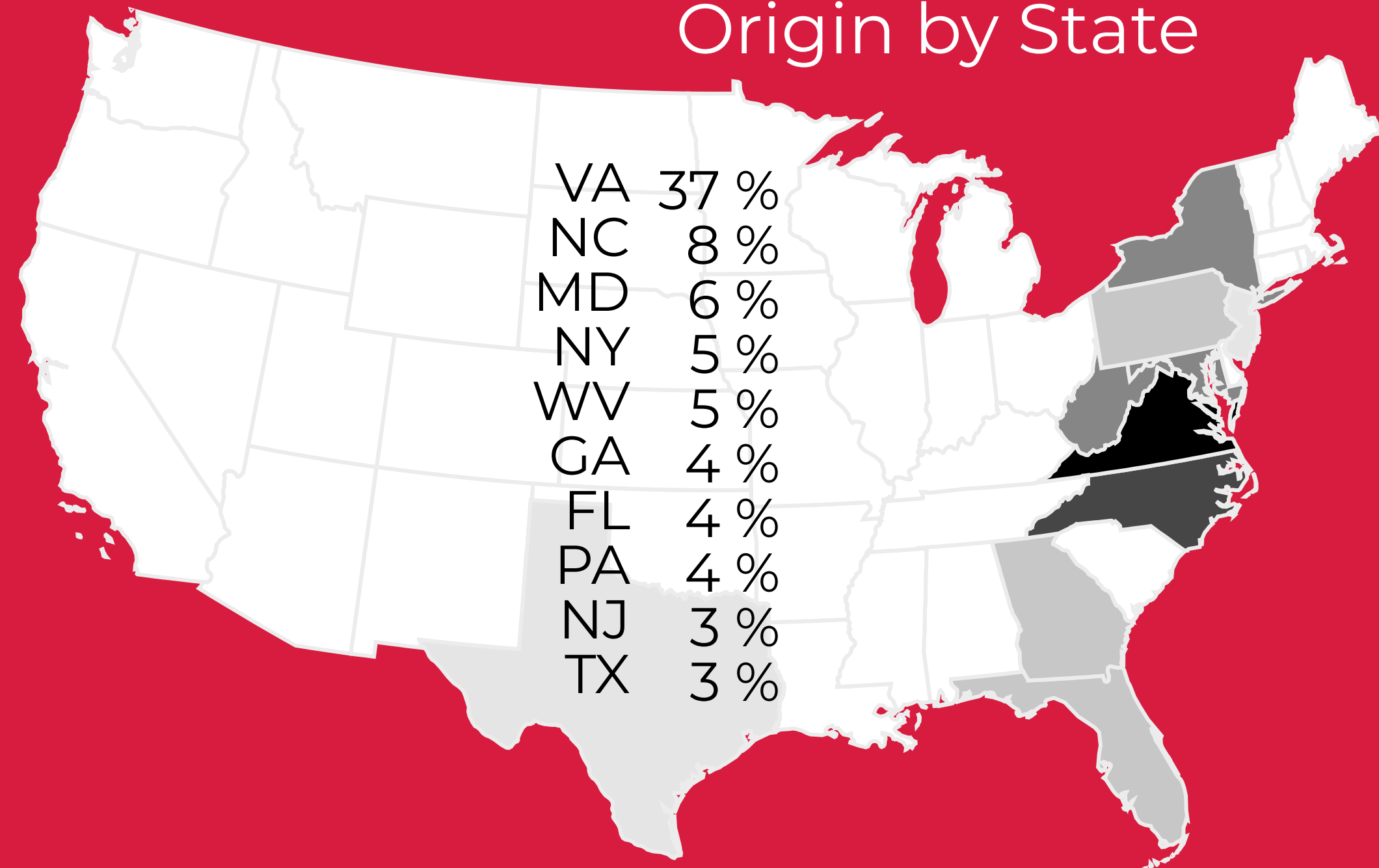
## Primary Purpose of Trip



## Travel Party Spending



## Travel Party Origin by State



## Travel Party Origin by DMA

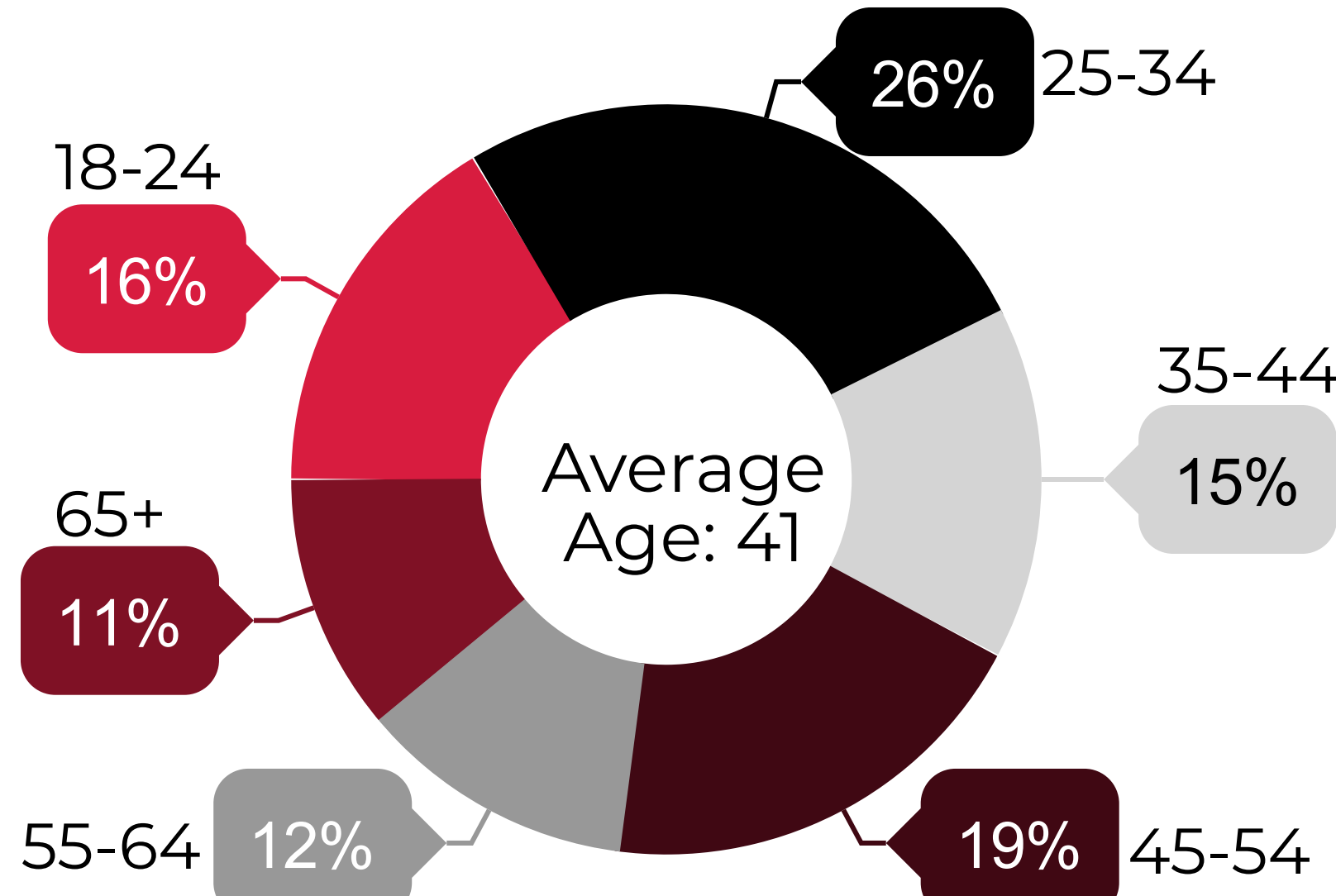
Washington, DC (Hagerstown)	18 %
Roanoke-Lynchburg	8 %
Tri-Cities, TN-VA	6 %
Richmond-Petersburg	5 %
New York	5 %
Norfolk-Portsmouth-Newport News	4 %
Charlotte	3 %
Philadelphia	3 %
Bluefield-Beckley-Oak Hill	3 %
Greensboro-High Pont-Winston Salem	3 %

**63%**  
Married

**38%**  
Traveling with Children

**3.0**  
Average travel party size

**34%**  
Annual household income of 100K or more



## Planning Sources

**32%**  
Use information from friends and relatives.

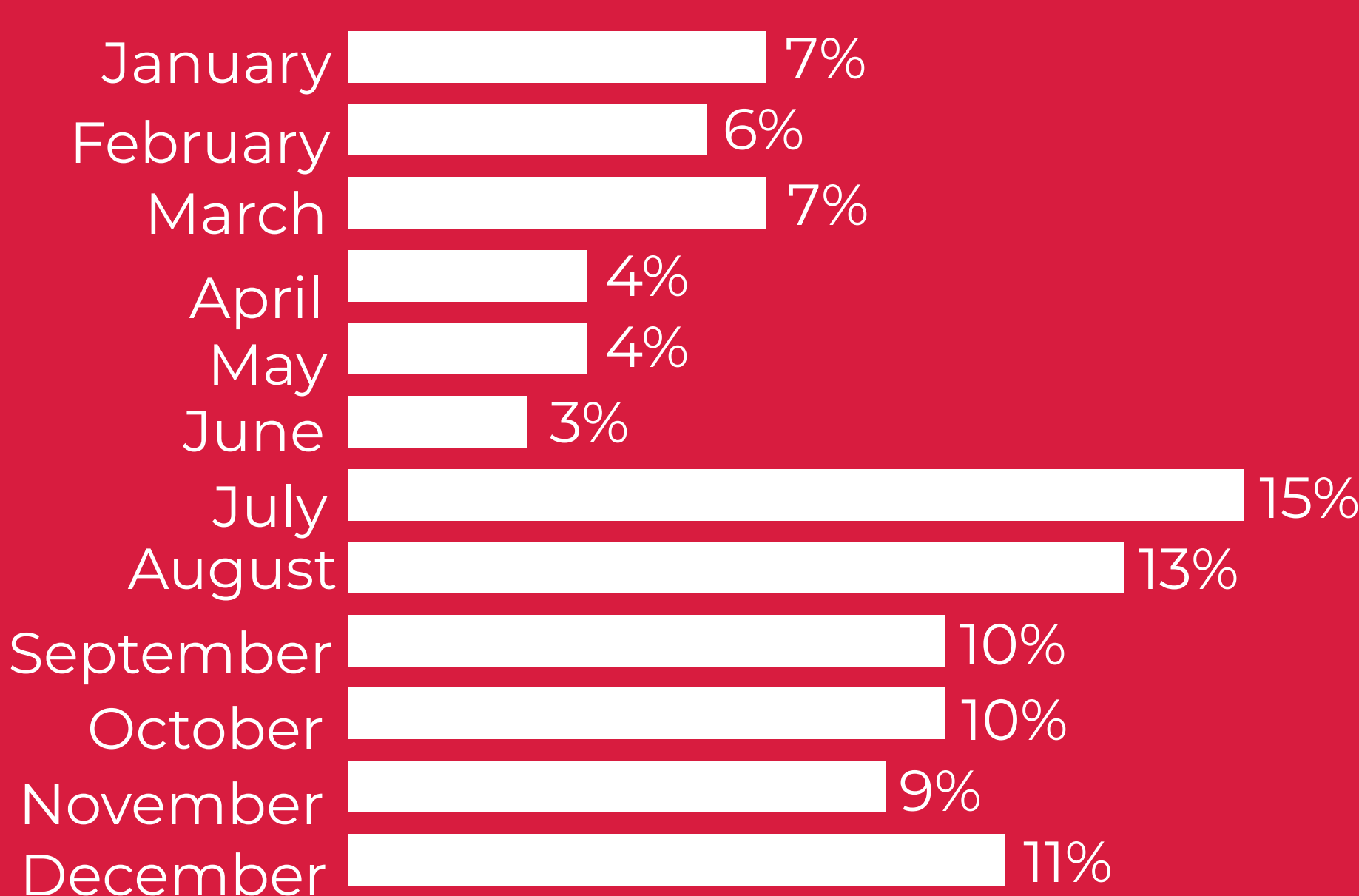
**17%**  
Search engine

**17%**  
Facebook

**12%**  
Destination website

**11%**  
Online full service travel website

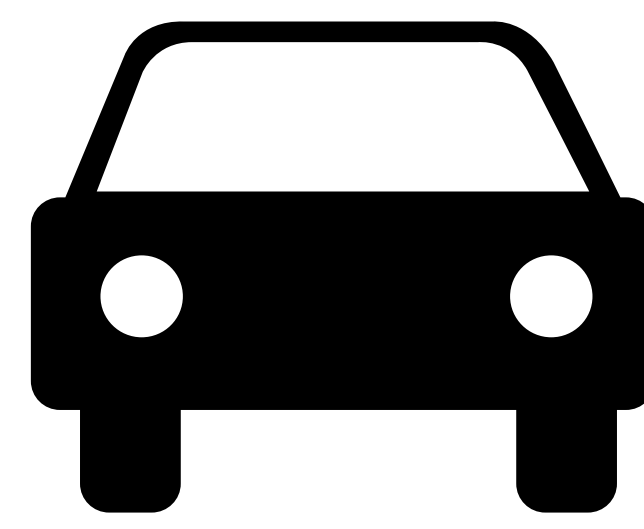
## Month of Travel



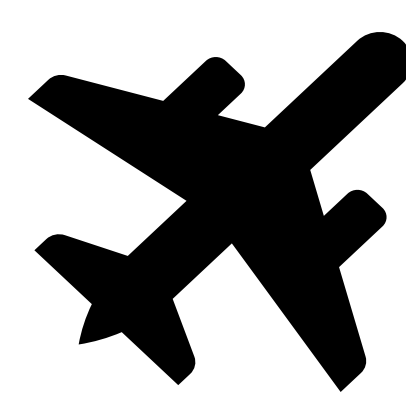
## Planning Time



45% consider visiting Virginia less than a month before their visit  
60% decide visiting Virginia less than a month before their visit

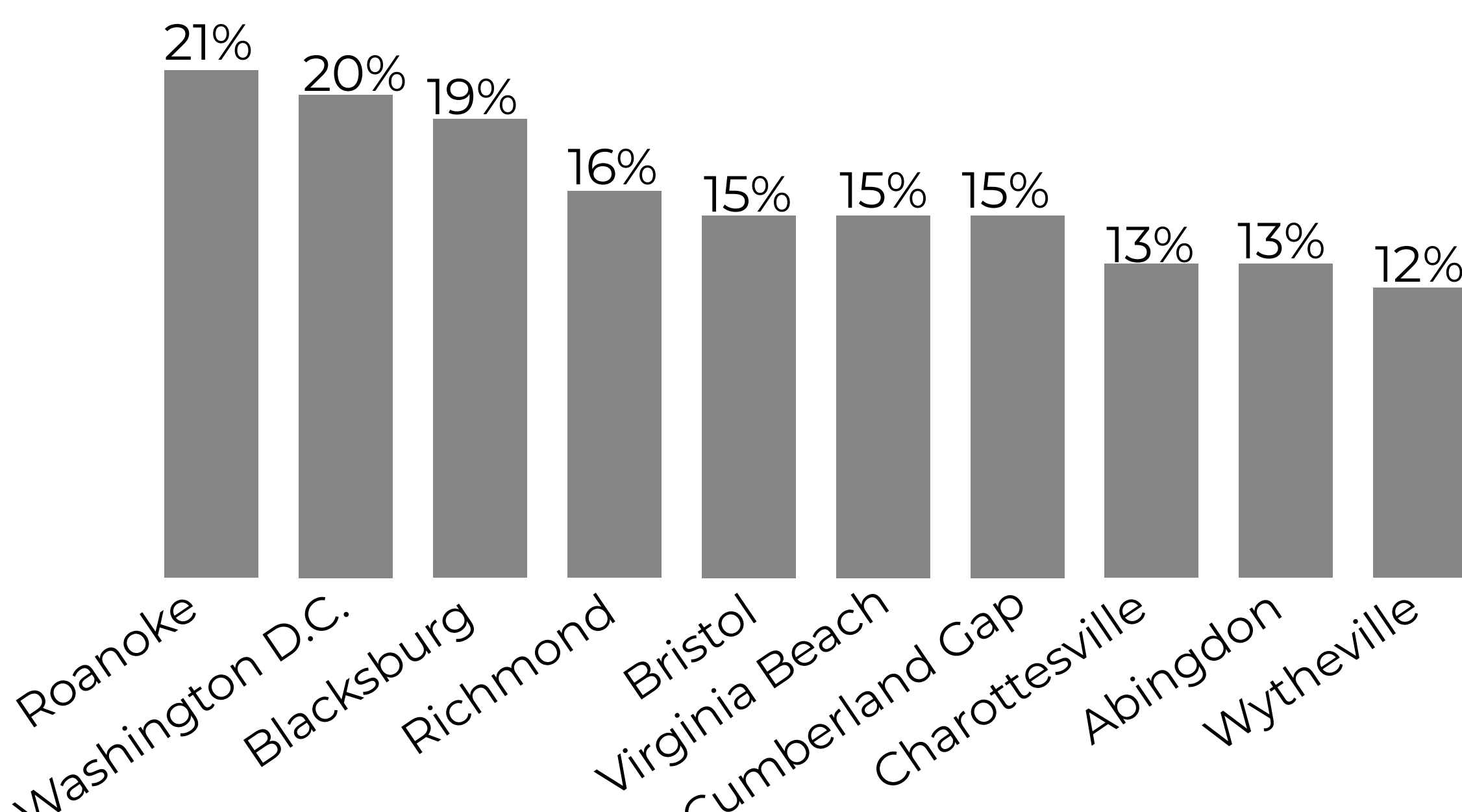


**89%**  
Travel by owned auto or rental cars



**4%**  
Travel by plane

## Top 10 Most Visited Cities



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

