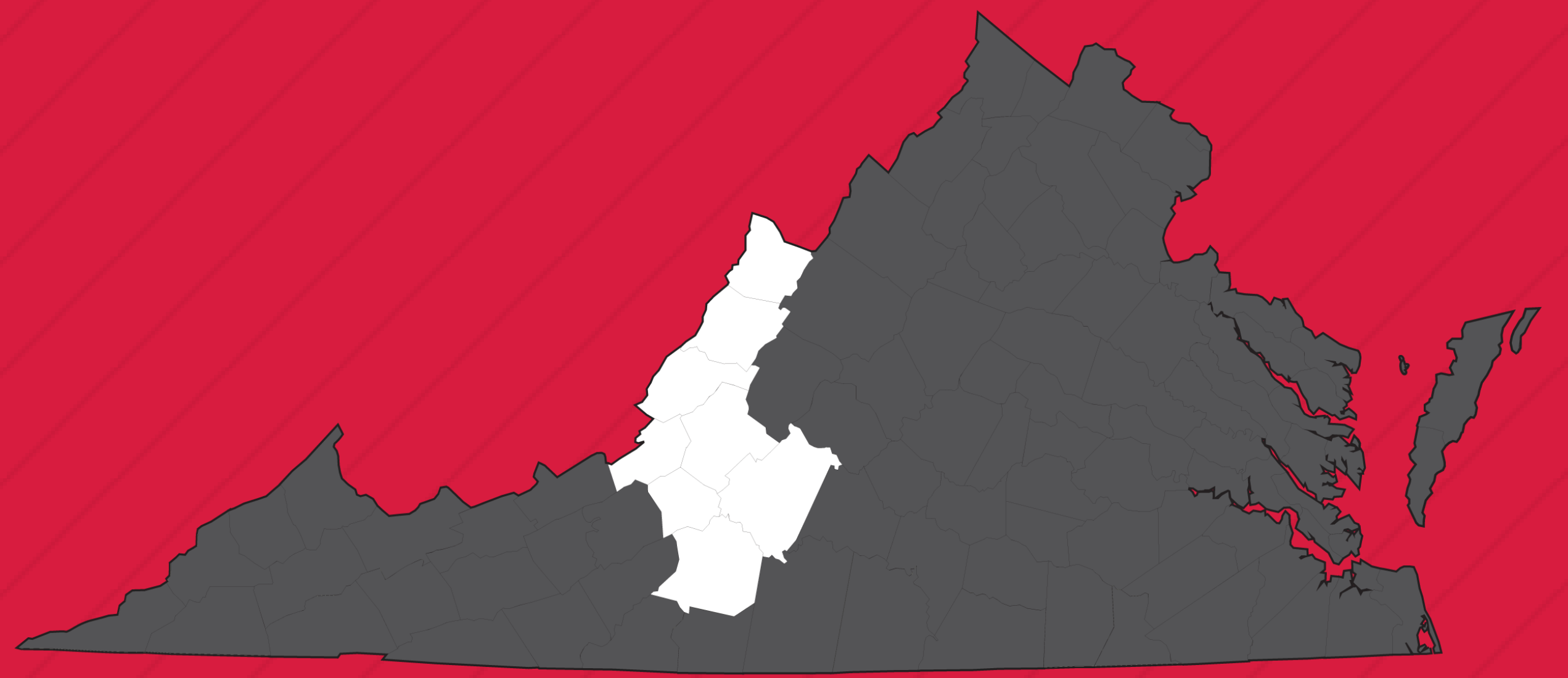
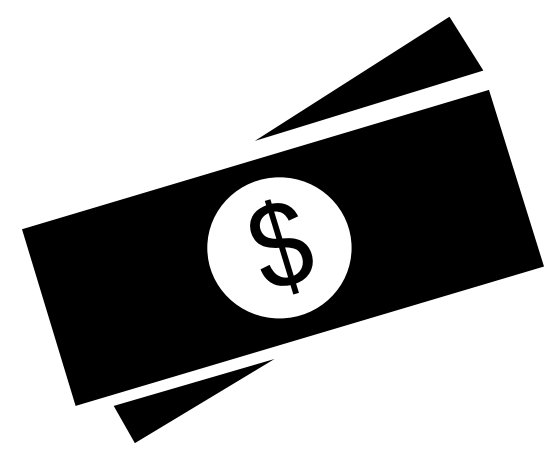


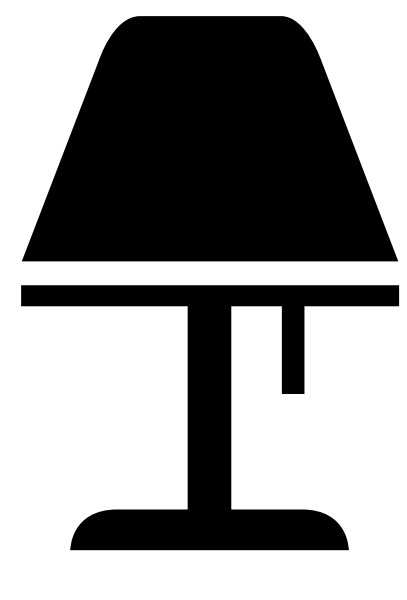
Virginia Mountains Region



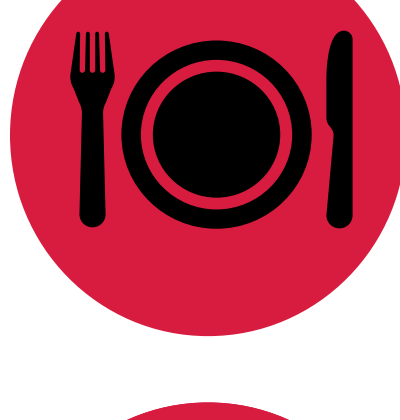
Average travel party spending:



\$652
per trip in Virginia



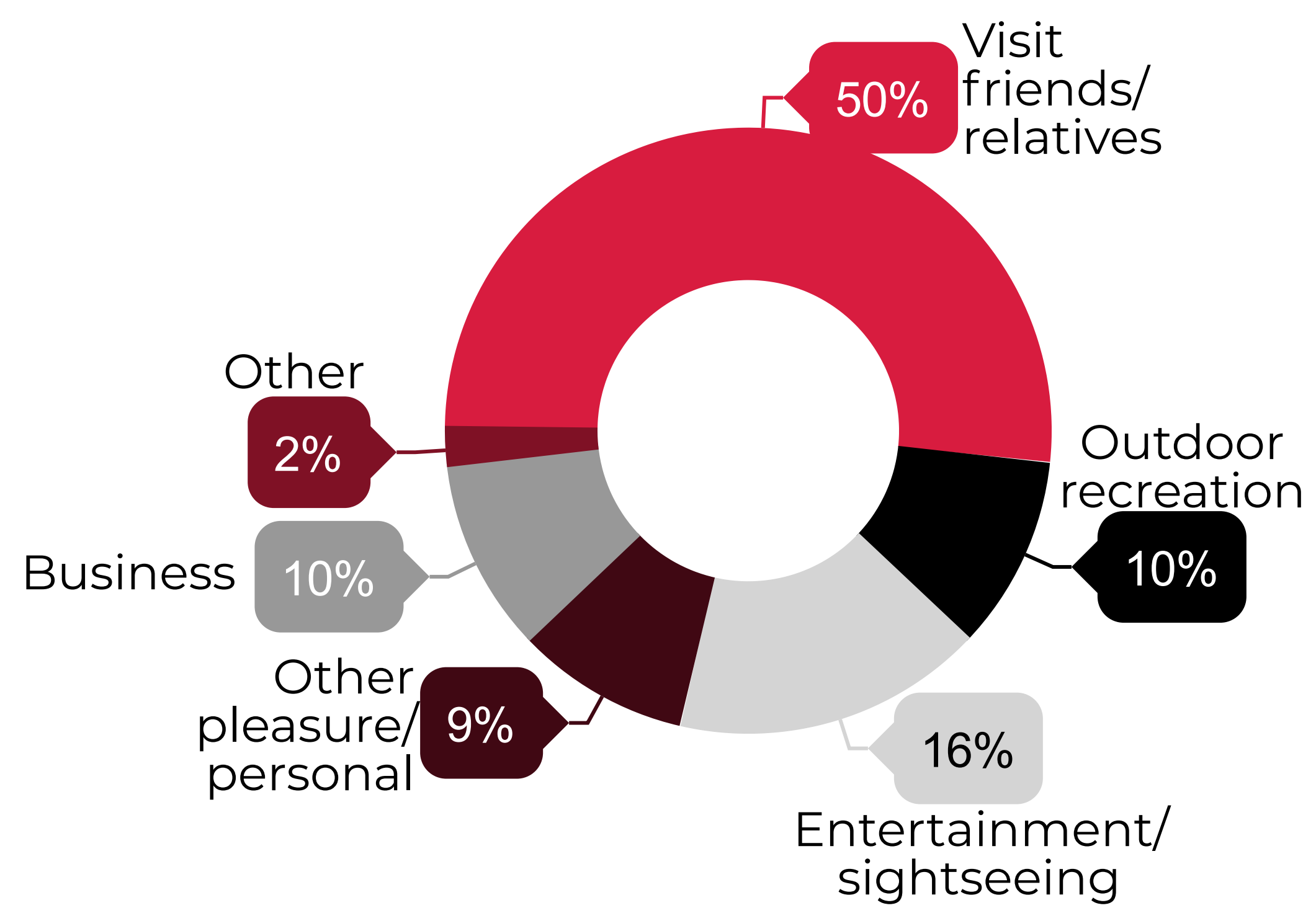
3.3
Nights
per trip



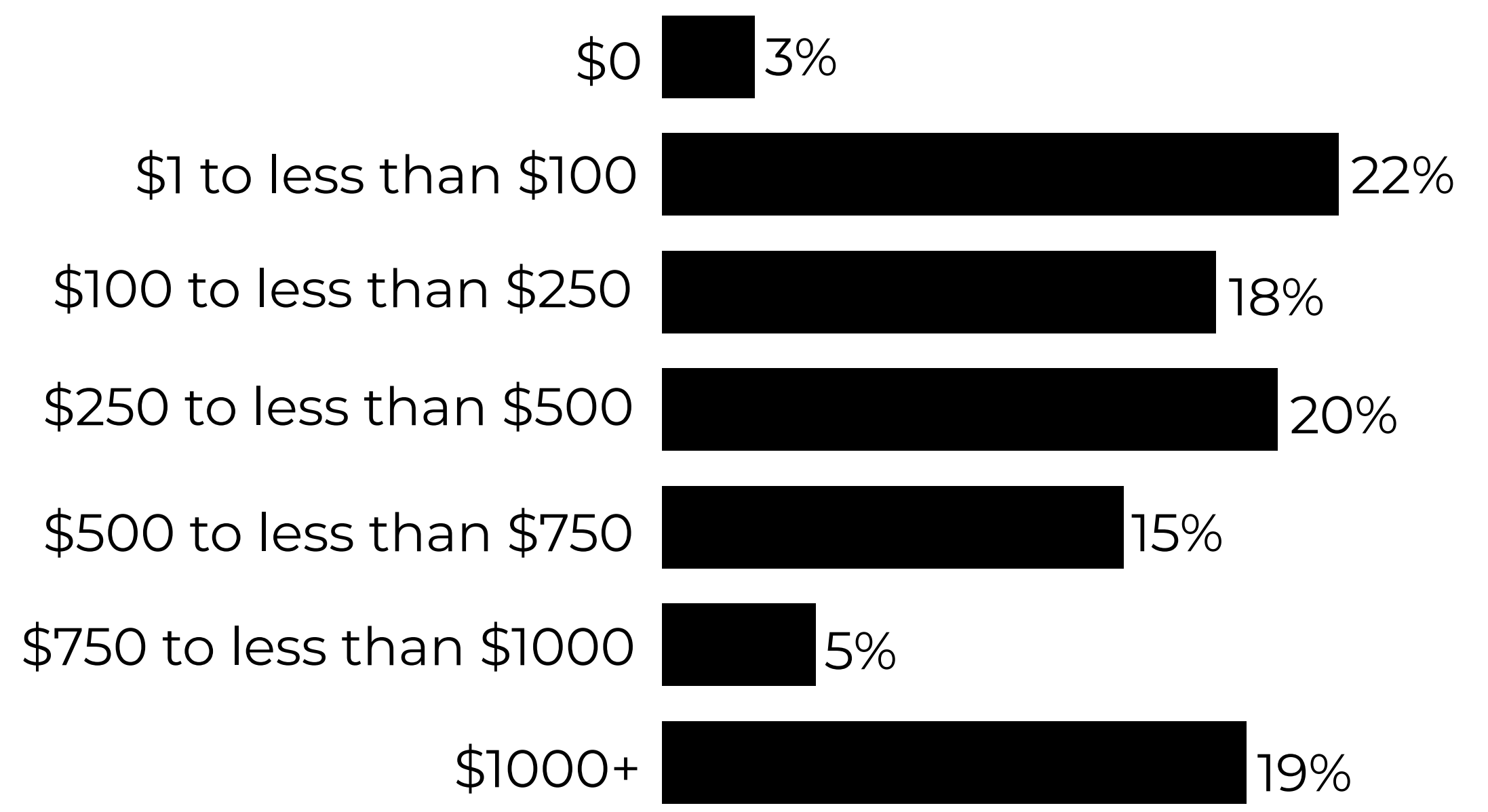
Top Activities:

| | |
|-------------------------|------|
| Shopping | 27 % |
| Visiting relatives | 26 % |
| Rural sightseeing | 20 % |
| Historic sites/Churches | 19 % |
| Visiting friends | 16 % |
| Museums | 15 % |
| State park/Monuments | 15 % |
| Fine dining | 12 % |
| Hiking/Backpacking | 11 % |
| Art galleries | 11 % |

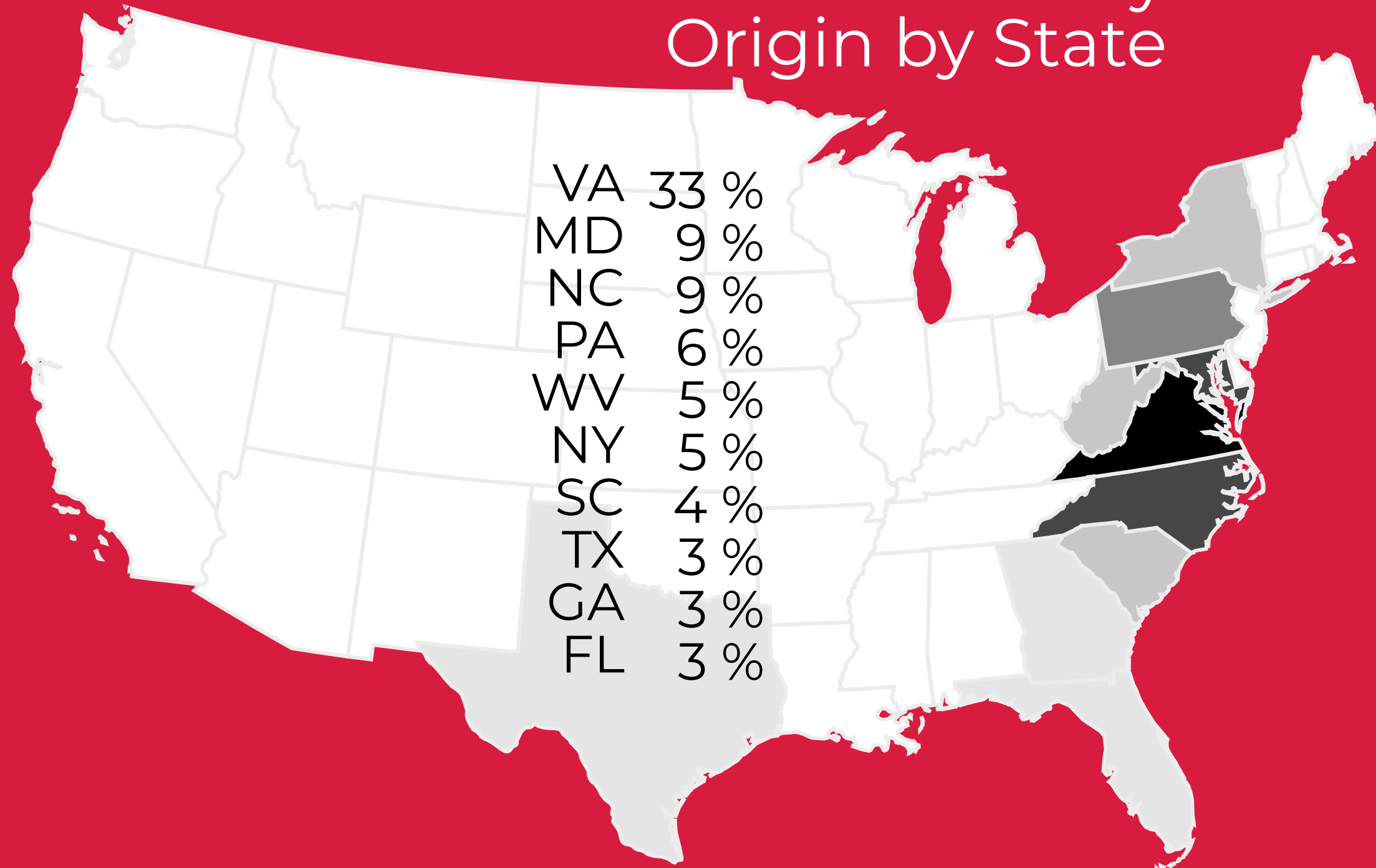
Primary Purpose of Trip



Travel Party Spending

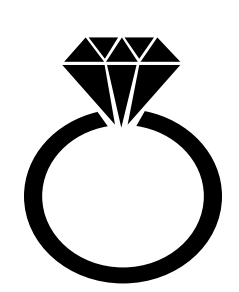


Travel Party Origin by State

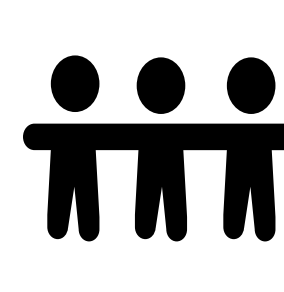


Travel Party Origin by DMA

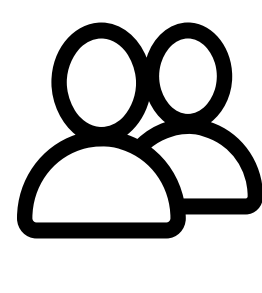
| | |
|------------------------------------|------|
| Washington, DC (Hagerstown) | 20 % |
| Roanoke-Lynchburg | 7 % |
| Philadelphia | 5 % |
| Richmond-Petersburg | 5 % |
| New York | 4 % |
| Baltimore | 4 % |
| Norfolk-Portsmouth-Newport News | 4 % |
| Charlotte | 4 % |
| Greensboro-High Pont-Winston Salem | 3 % |
| Tri-Cities, TN-VA | 3 % |



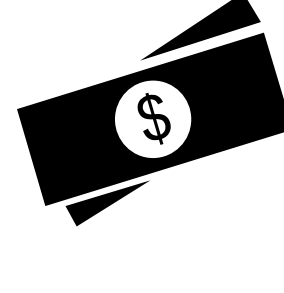
67%
Married



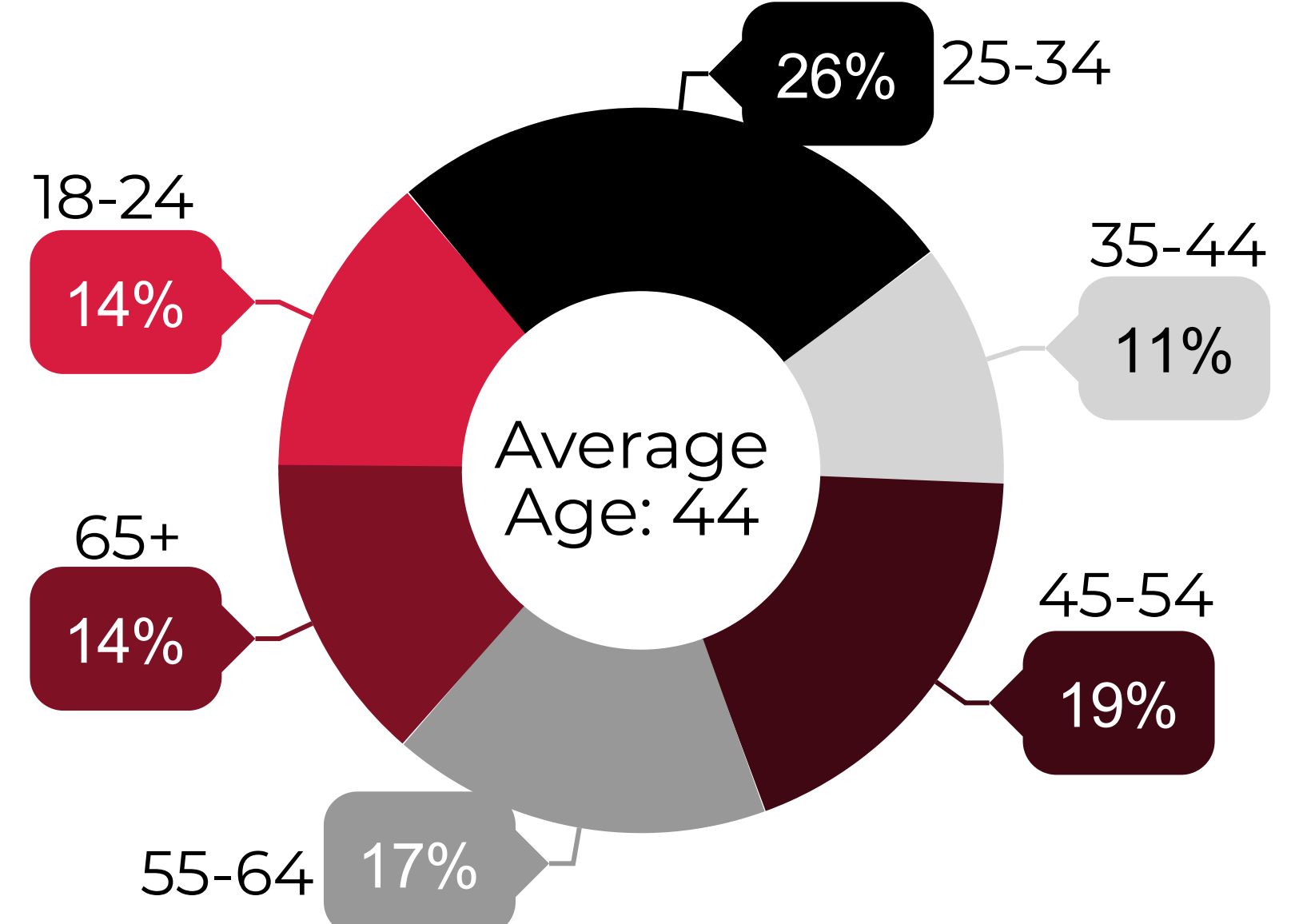
34%
Traveling with Children



2.8
Average travel party size

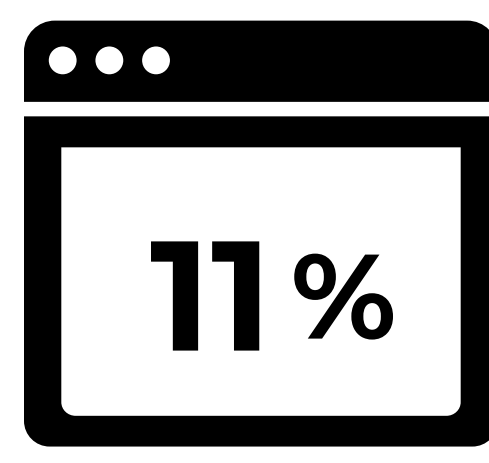
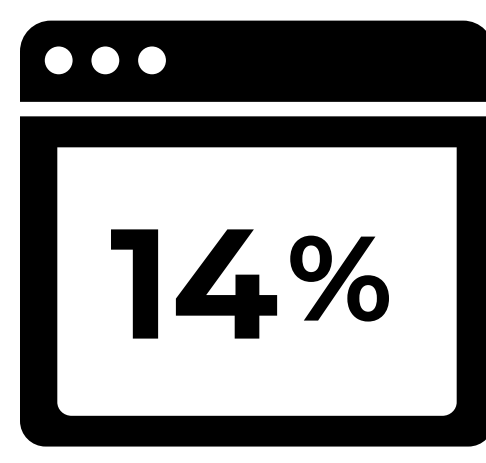
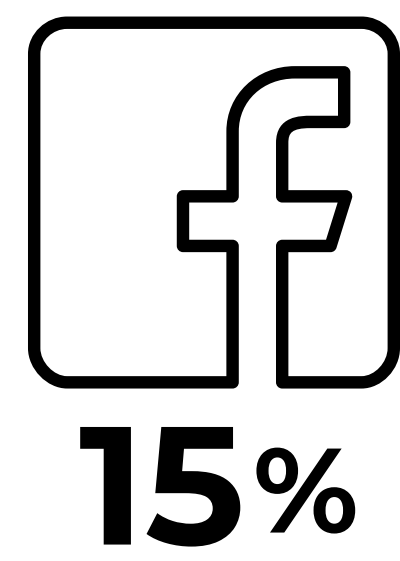
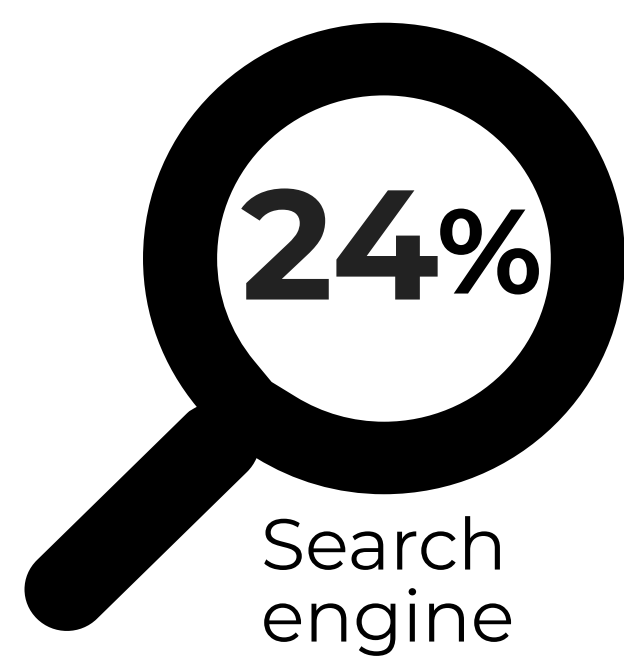


40%
Annual household income of 100K or more

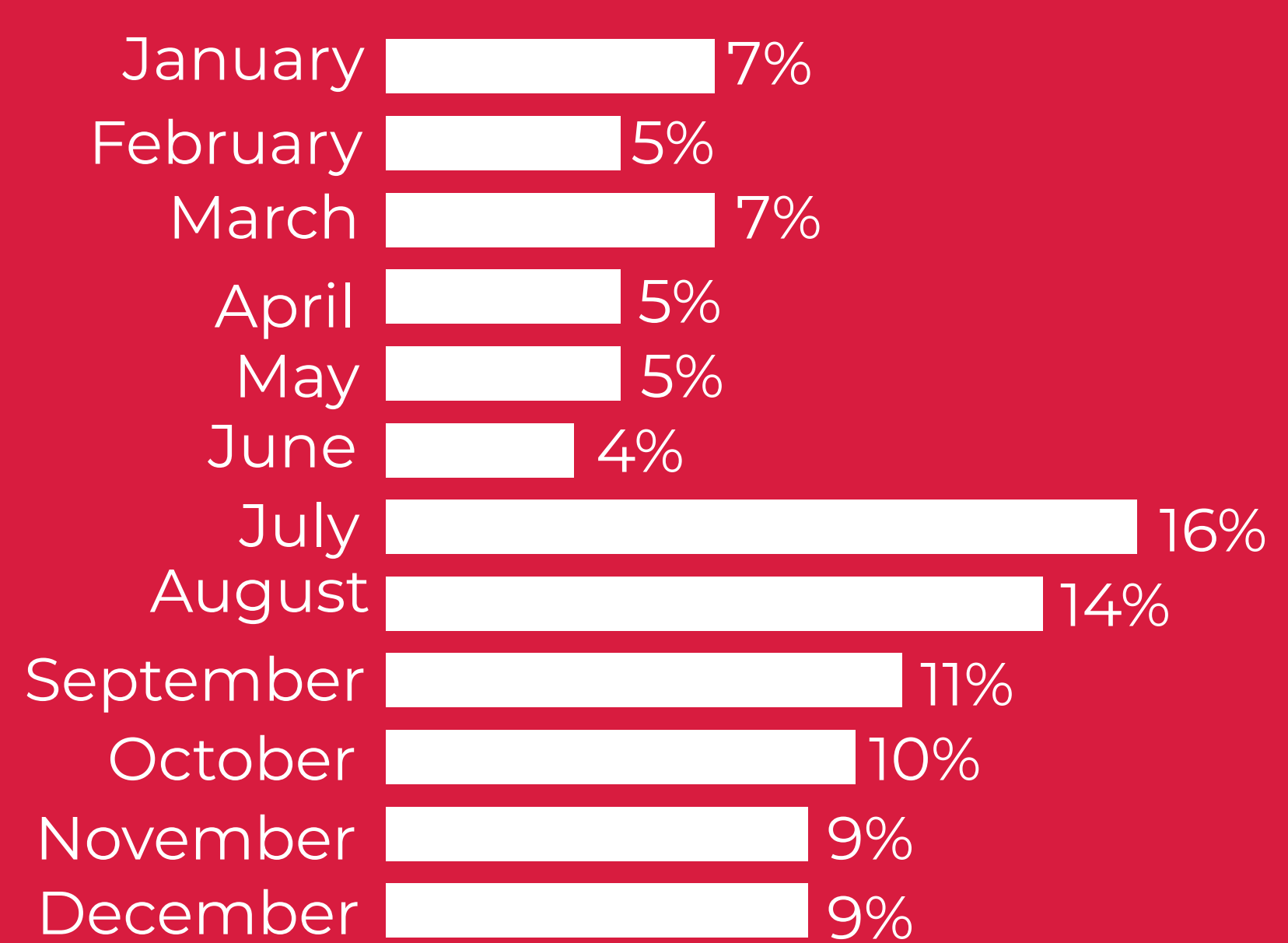


Planning Sources

32%
Use information from friends and relatives.



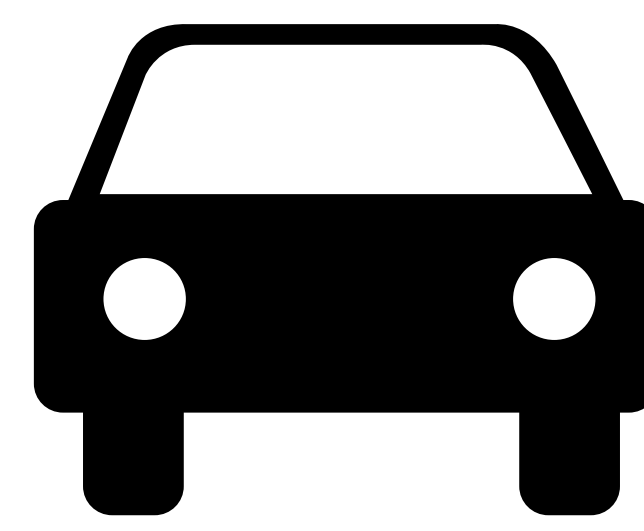
Month of Travel



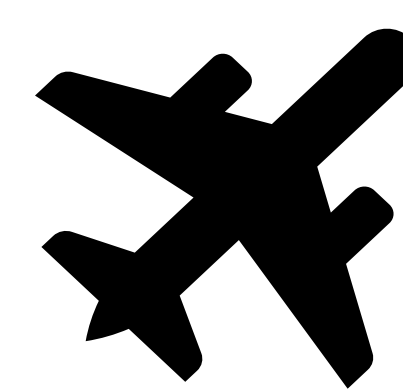
Planning Time



42% consider visiting Virginia less than a month before their visit
56% decide visiting Virginia less than a month before their visit

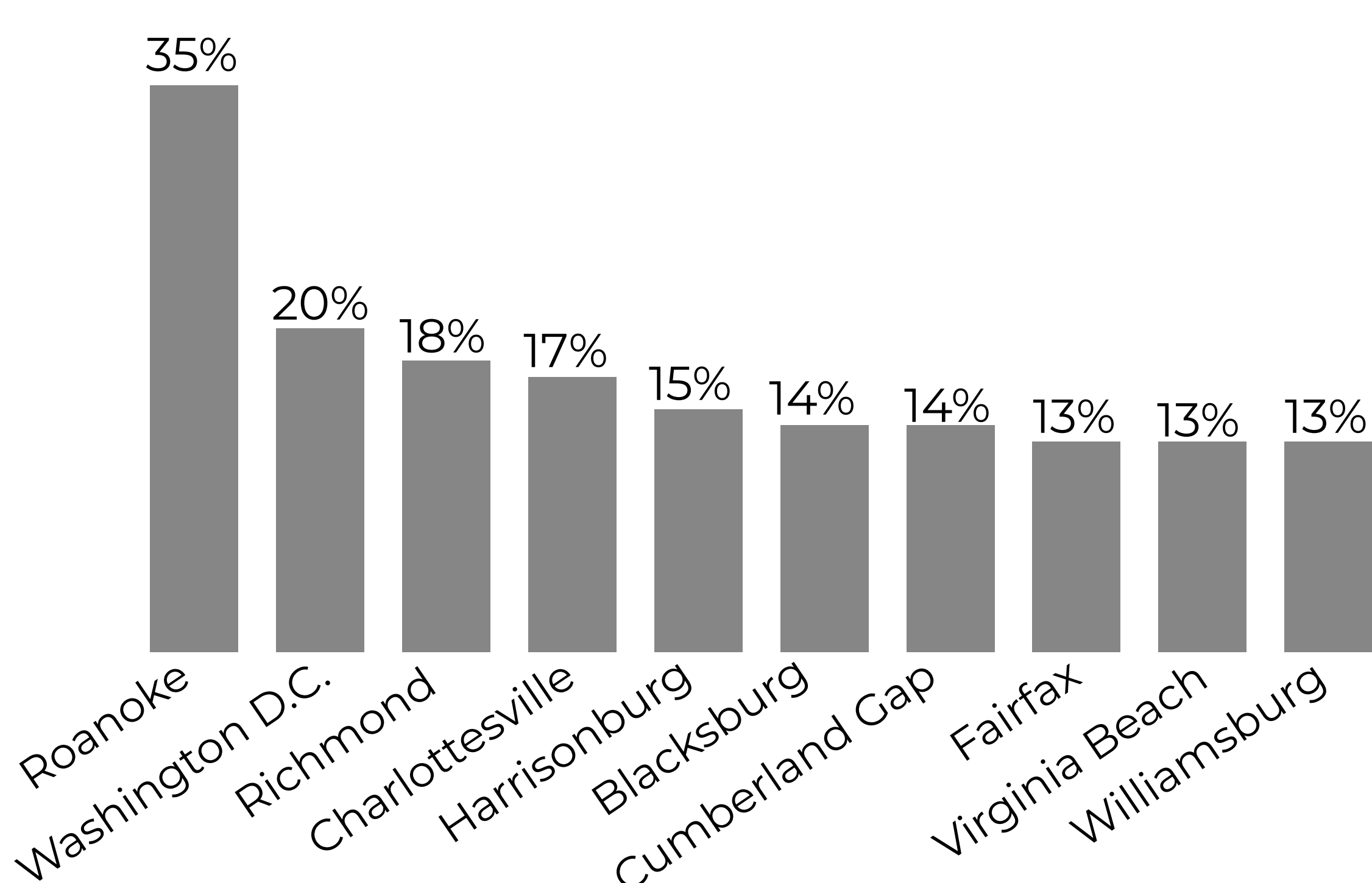


89%
Travel by owned auto or rental cars



3%
Travel by plane

Top 10 Most Visited Cities



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

