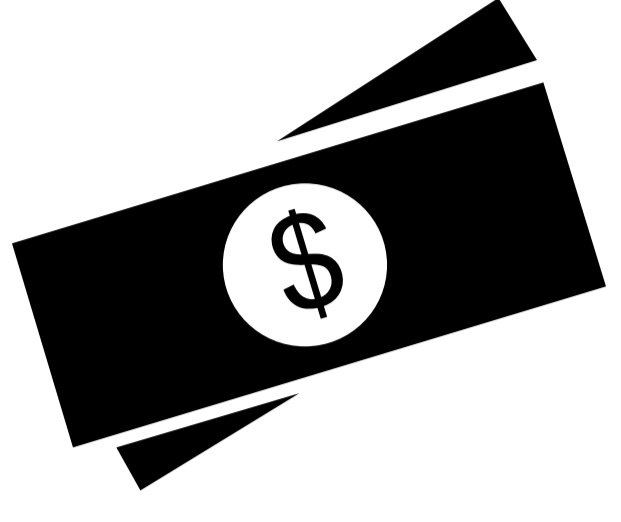




# Travel to Virginia

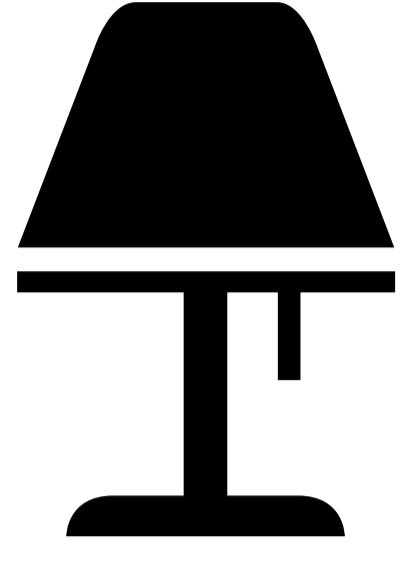


Average travel party spending:



\$571

per trip



2.4

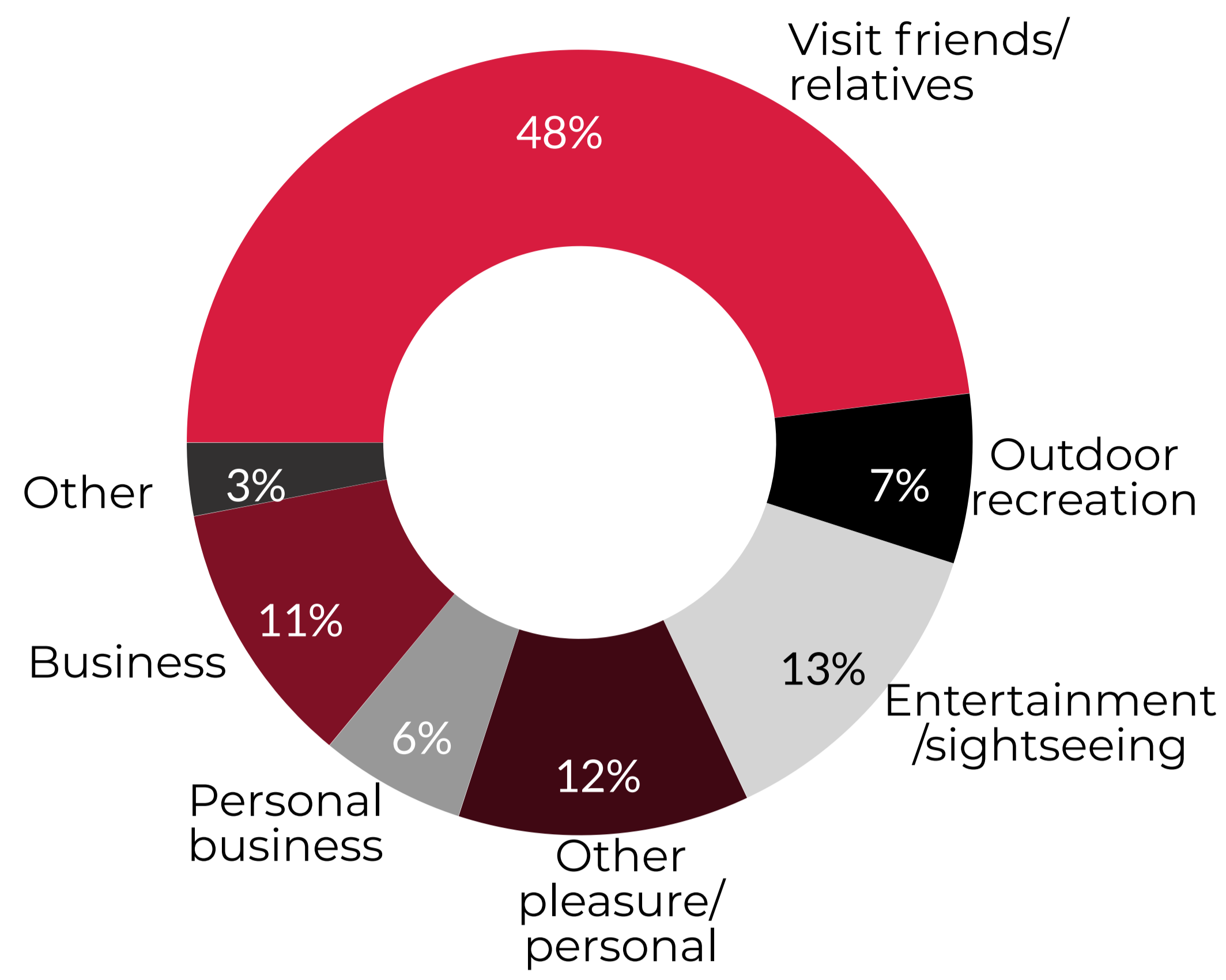
Nights



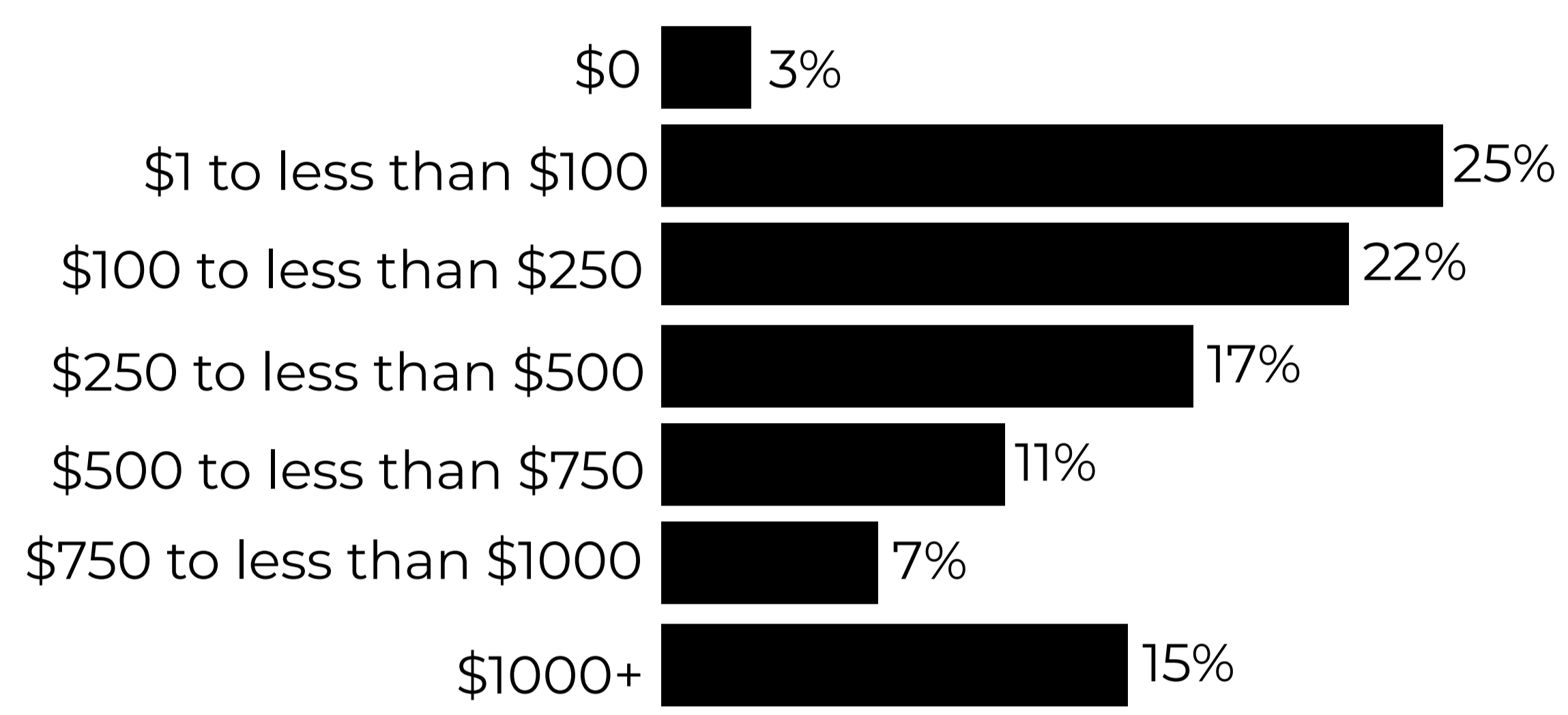
## Top Activities

Visiting relatives	27%
Shopping	21%
Historic Sites/Churches	15%
Visiting friends	14%
Museums	13%
Fine Dining	13%
Rural sightseeing	10%
National Park/Monuments	9%
Urban sightseeing	9%
Beach	8%

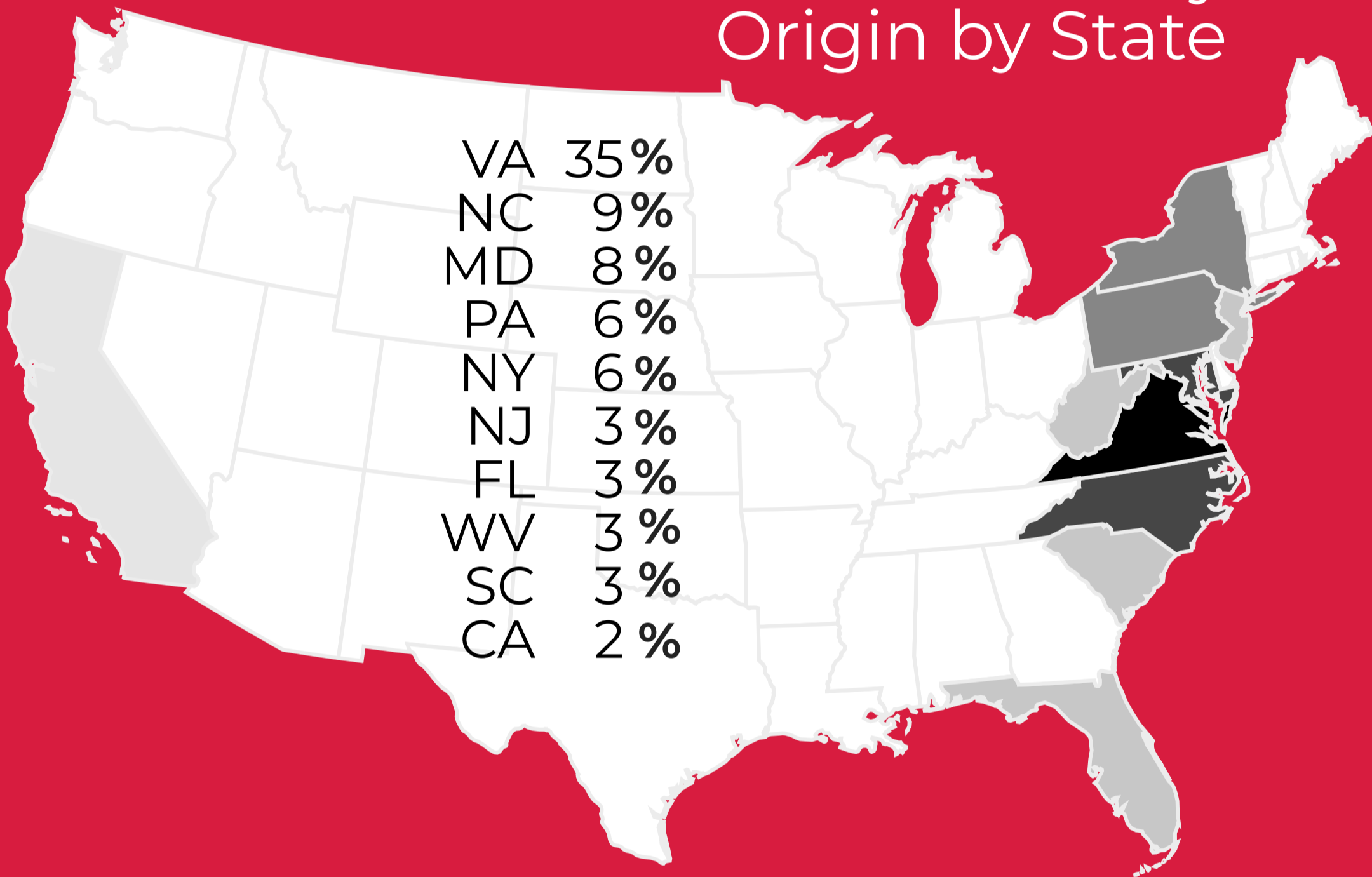
## Primary Purpose of Trip



## Travel Party Spending



## Travel Party Origin by State

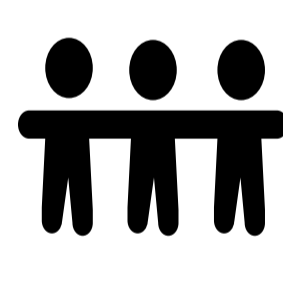


## Travel Party Origin by DMA

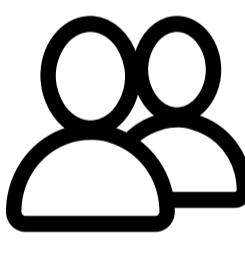
Washington, DC (Hagerstown)	18%
Richmond-Petersburg	9%
Norfolk-Portsmouth-Newport News	7%
New York	7%
Roanoke-Lynchburg	6%
Philadelphia	5%
Baltimore	4%
Raleigh-Durham (Fayetteville)	3%
Charlotte	2%
Greensboro-High Point-Winston Salem	2%



**60%**  
Married



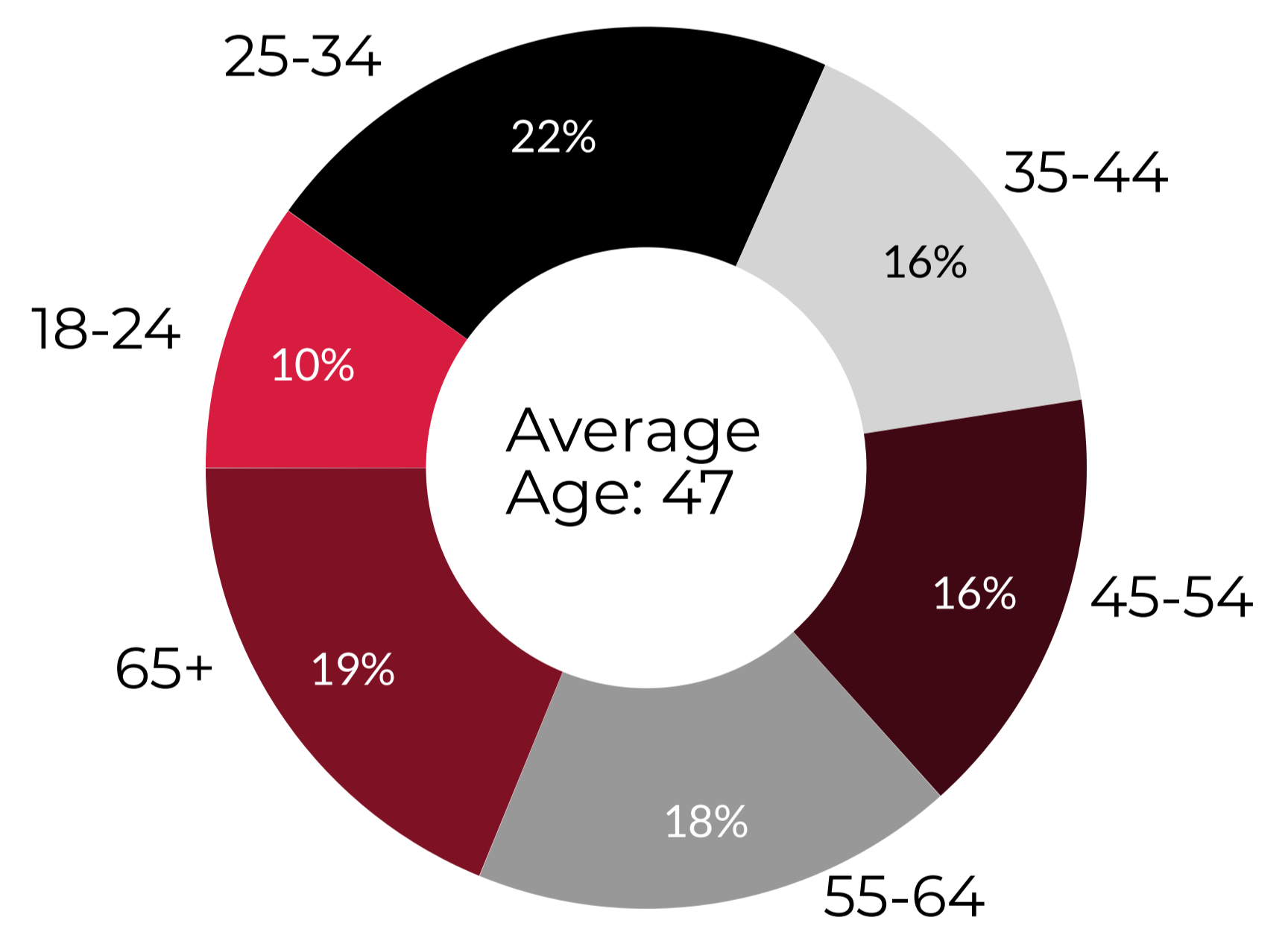
**25%**  
Traveling with Children



**2.5**  
Average travel party size

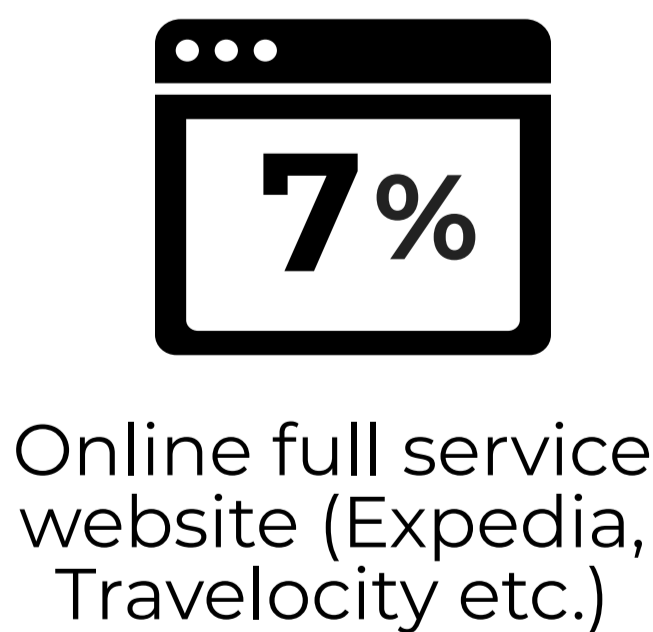
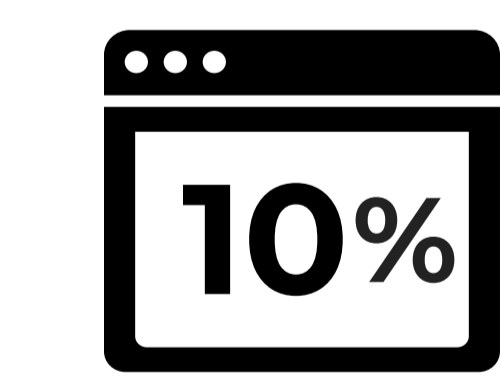


**39%**  
Annual household income of 100K or more

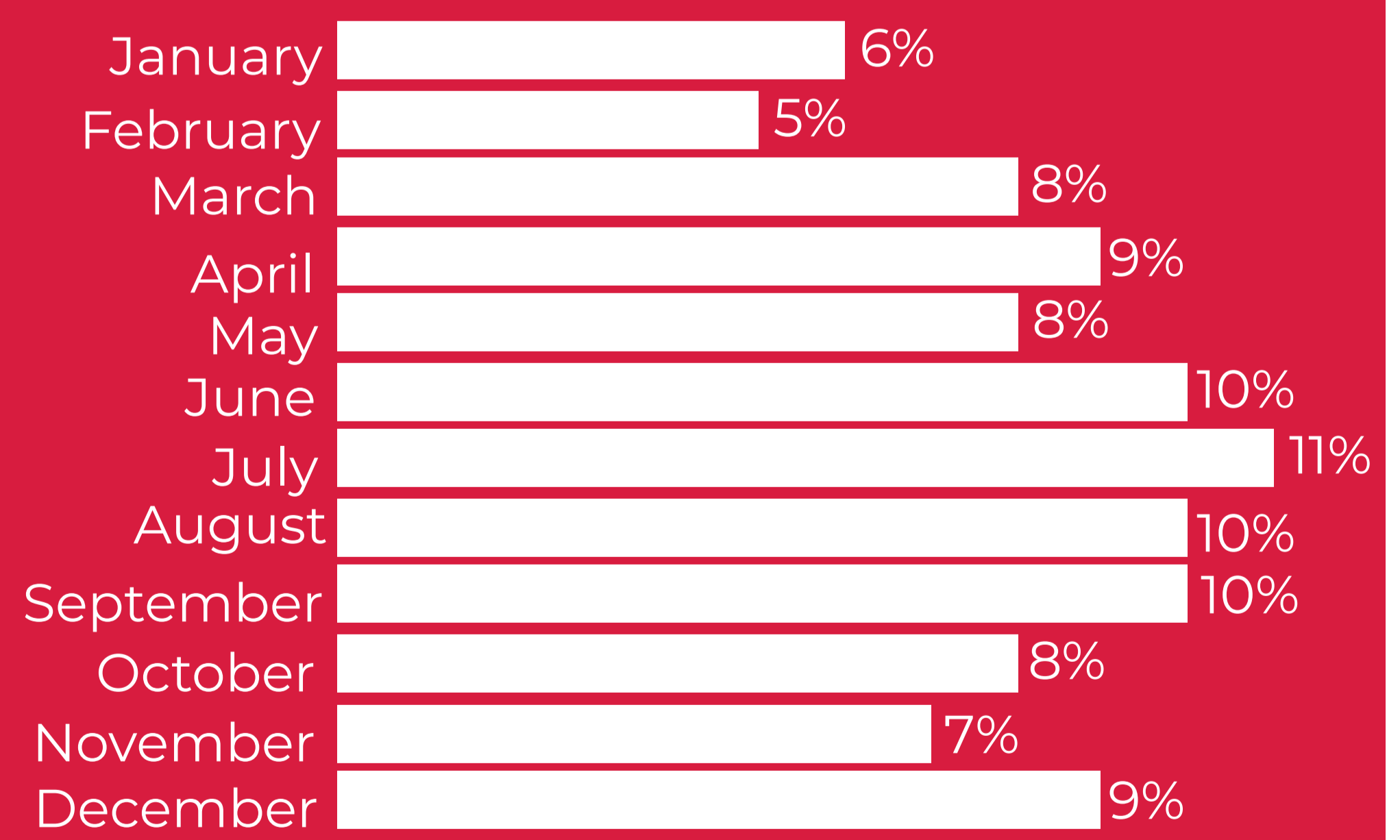


## Planning Sources

**27%**  
Use information from friends and relatives.



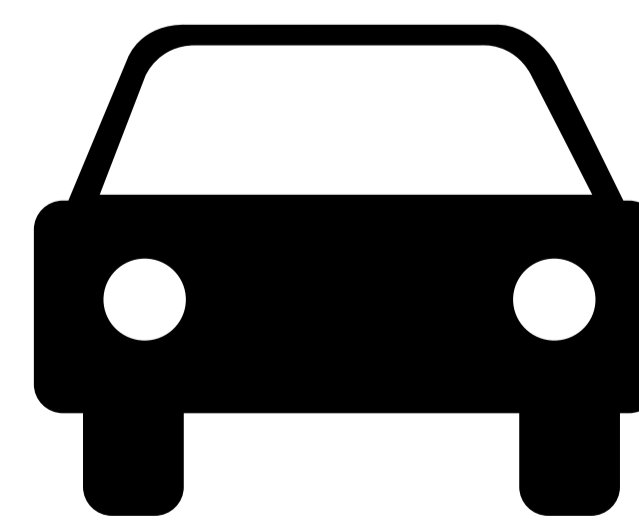
## Month of Travel



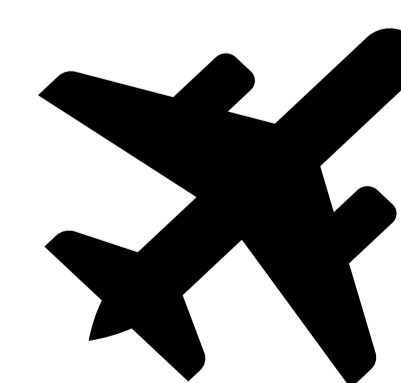
## Planning Time



46% consider visiting Virginia less than a month before their visit  
54% decide visiting Virginia less than a month before their visit



**82%**  
Travel by owned auto or rental cars



**11%**  
Travel by plane