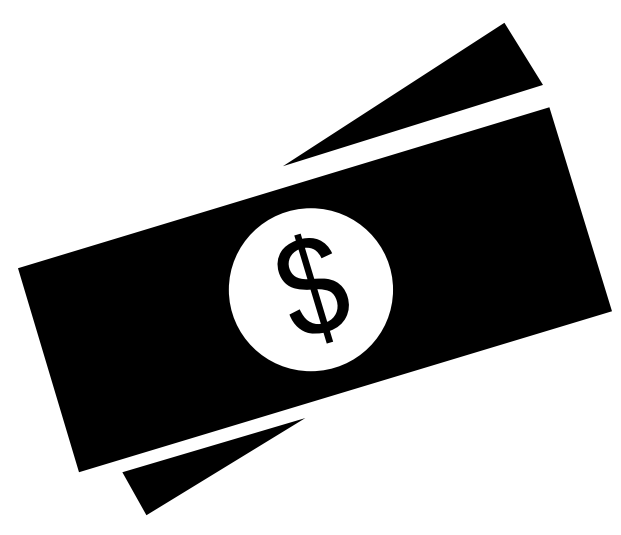




Arts & Culture

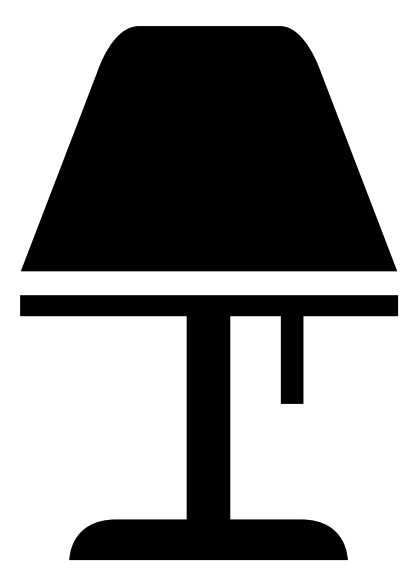


Average travel party spending:

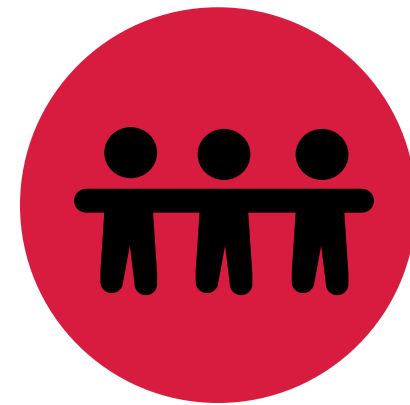


\$909

per trip



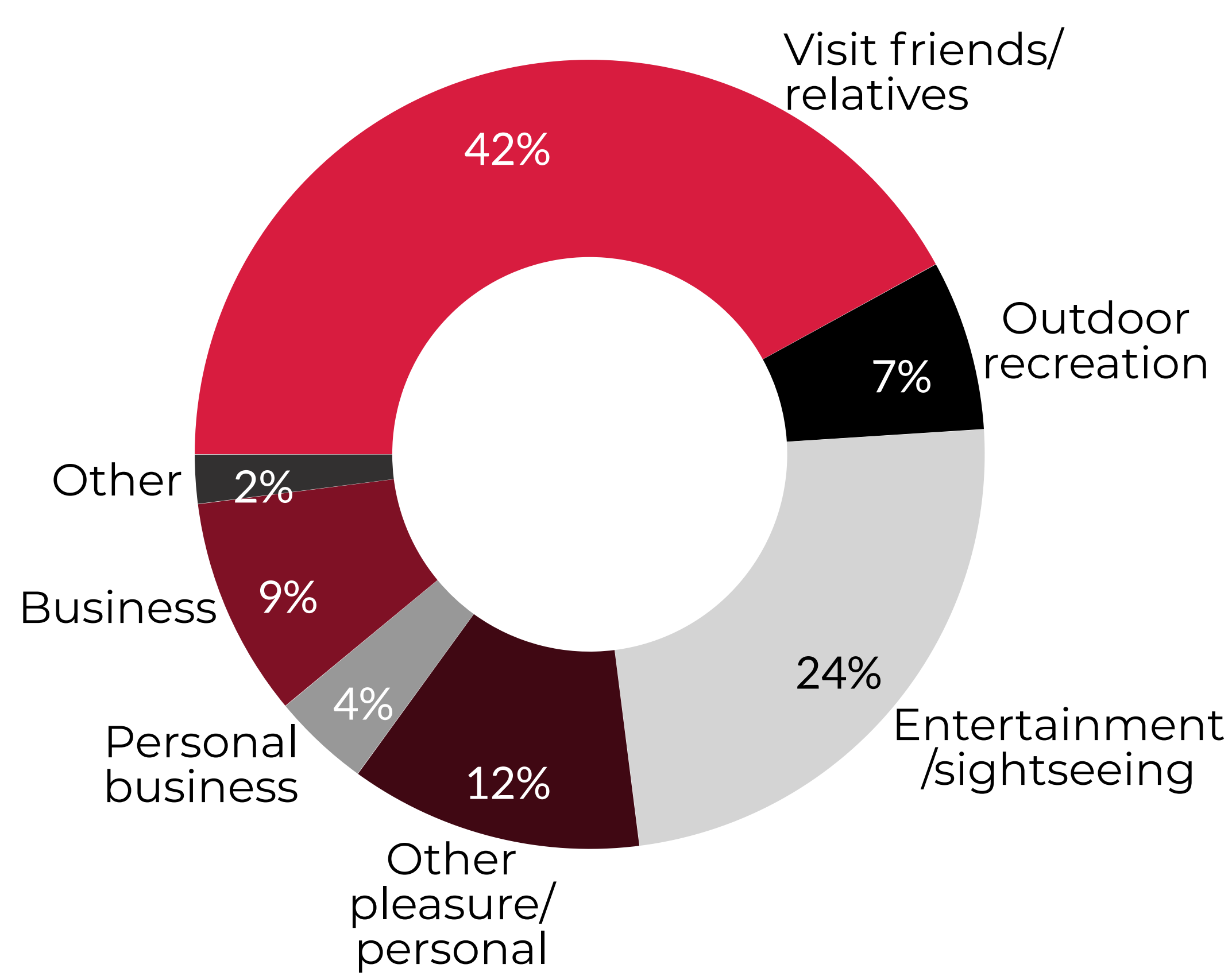
3.2
Nights



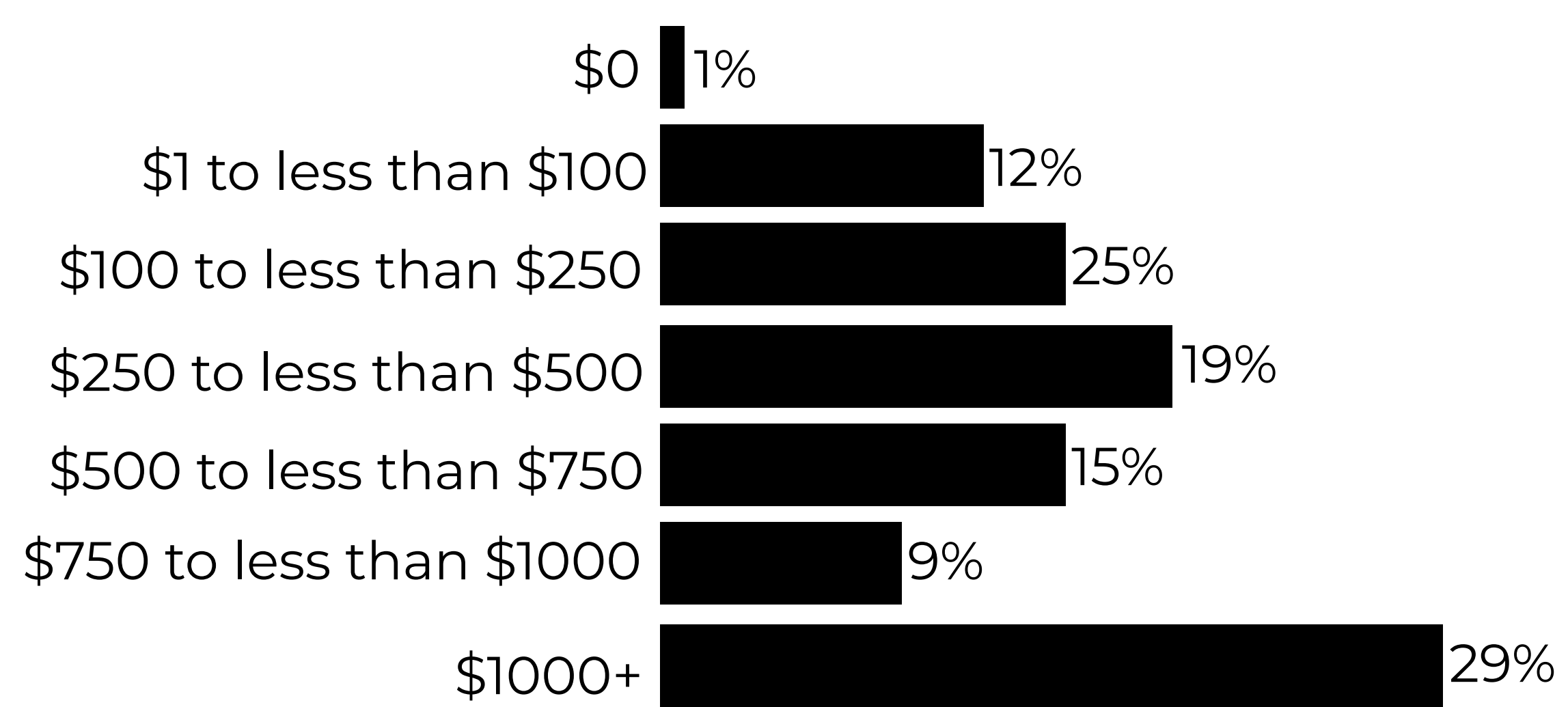
Top Activities

Historic Sites/Churches	52%
Museums	46%
Shopping	32%
Visiting relatives	23%
Fine Dining	23%
National Park/Monuments	22%
Art Galleries	22%
Urban sightseeing	21%
Old homes/mansions	20%
State park/Monuments	19%

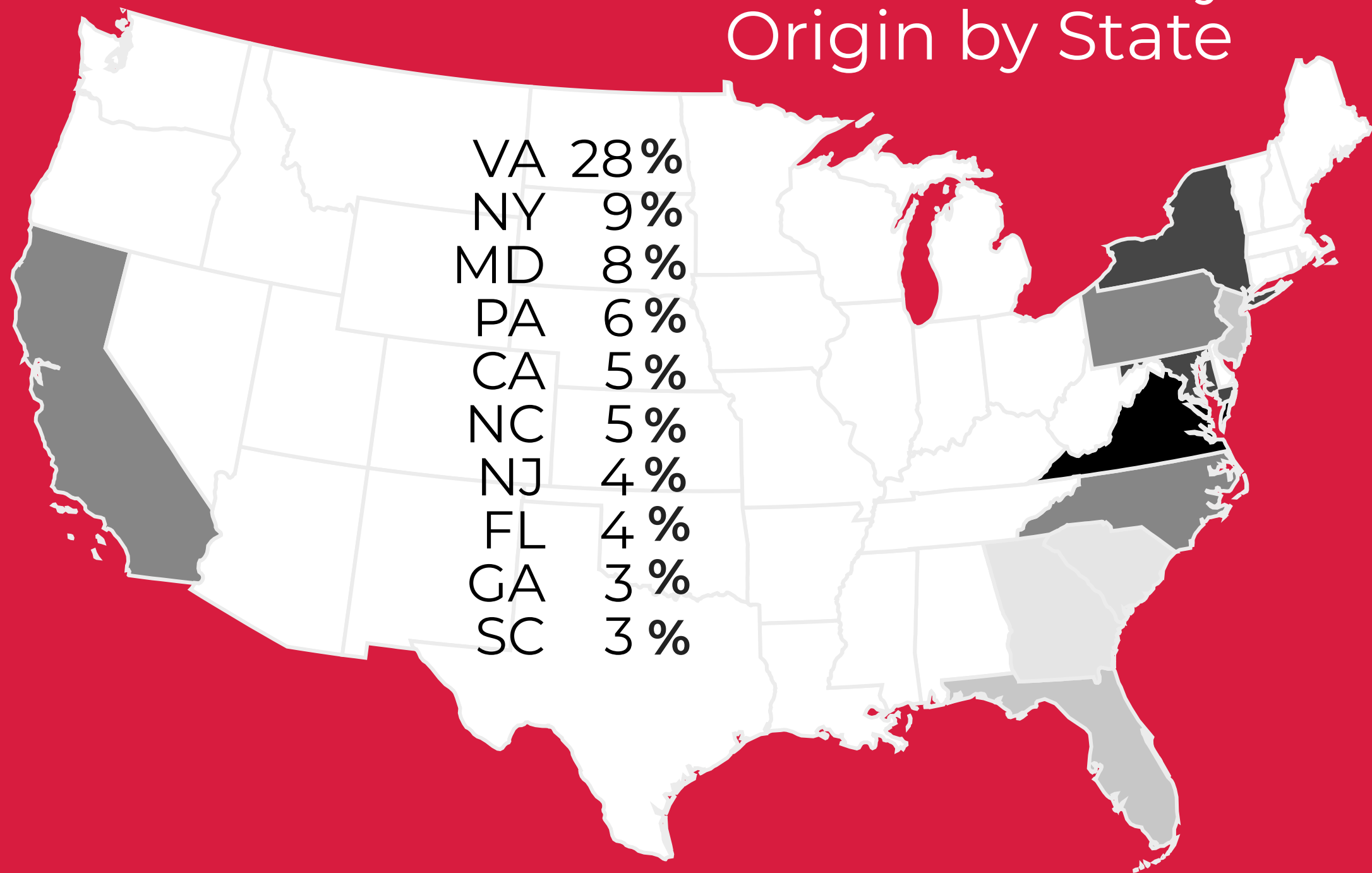
Primary Purpose of Trip



Travel Party Spending

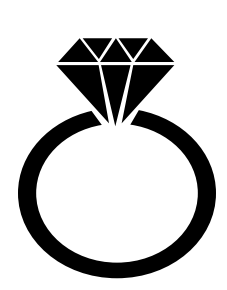


Travel Party Origin by State

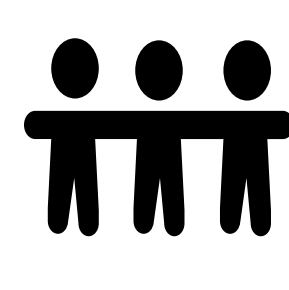


Travel Party Origin by DMA

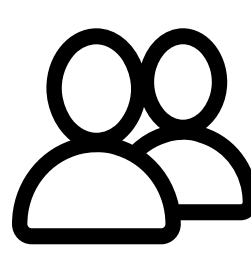
Washington, DC (Hagerstown)	15%
New York	9%
Richmond-Petersburg	7%
Norfolk-Portsmouth-Newport News	6%
Roanoke-Lynchburg	4%
Philadelphia	4%
Baltimore	4%
Charlotte	2%
Los Angeles	2%
Boston (Manchester)	2%



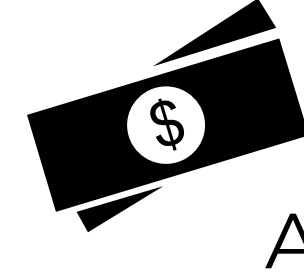
60%
Married



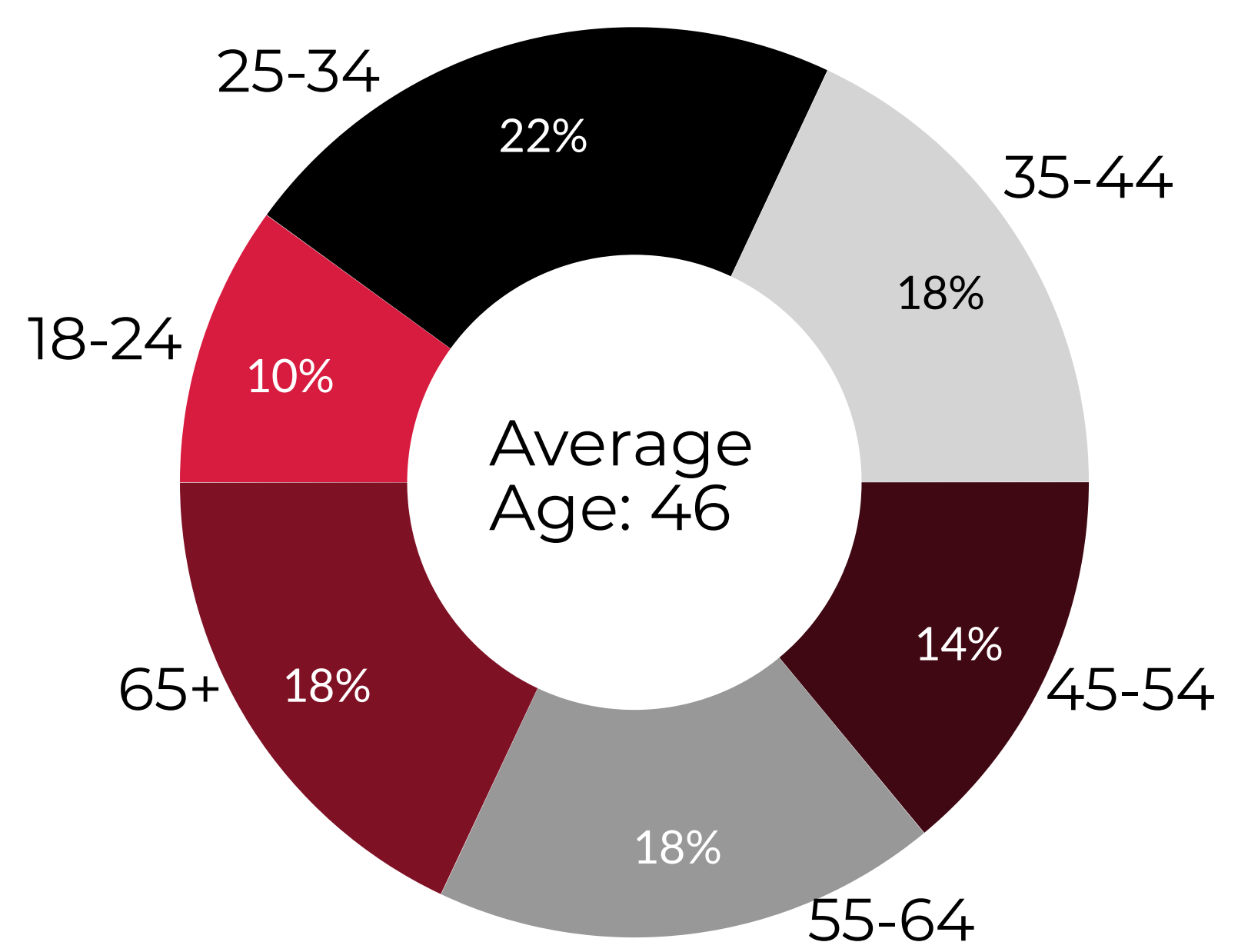
28%
Traveling with Children



2.7
Average travel party size



39%
Annual household income of 100K or more



Planning Sources

28%

Search engine

19%

Destination website

31%

Use information from friends and relatives.

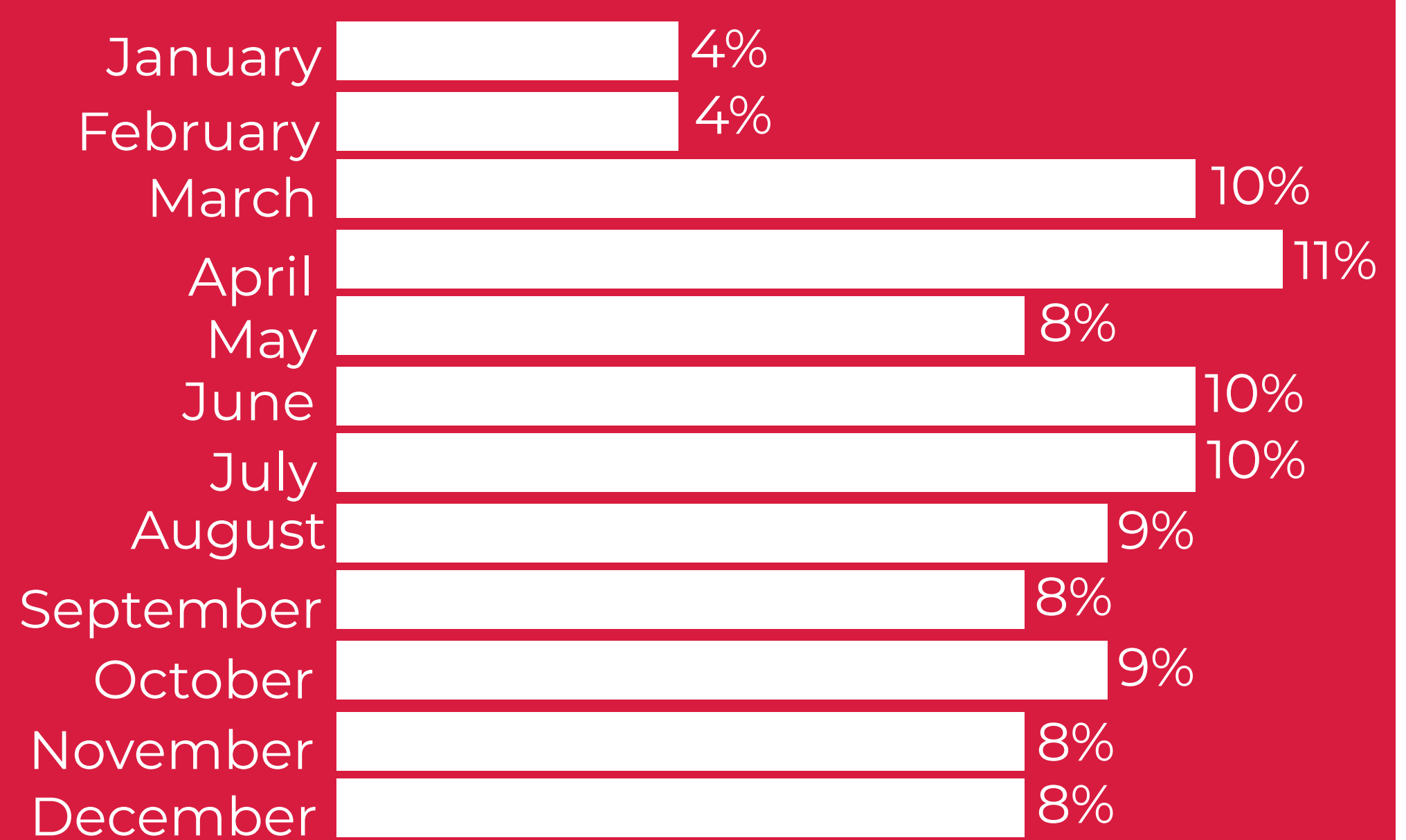
15%

Travel provider website (airline, hotel etc.)

12%

Online full service website (Expedia, Travelocity etc.)

Month of Travel



Planning Time



33% consider visiting Virginia less than a month before their visit

43% decide visiting Virginia less than a month before their visit



74%

Travel by owned auto or rental cars



17%

Travel by plane