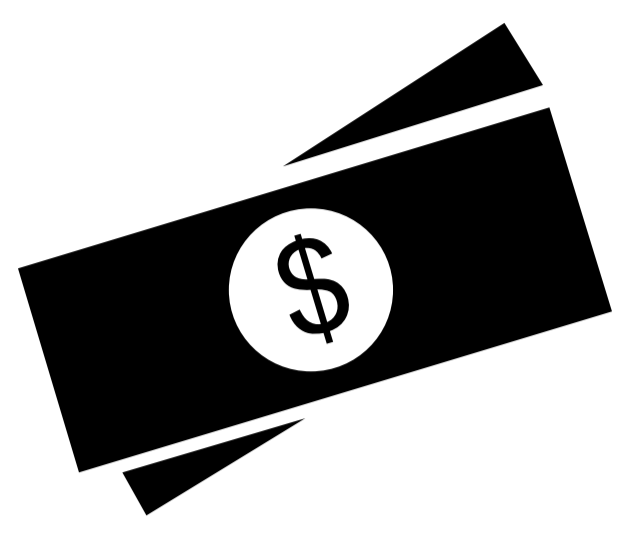




Beach

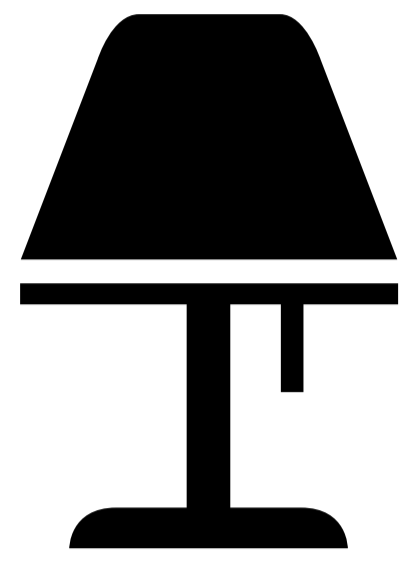


Average travel party spending:



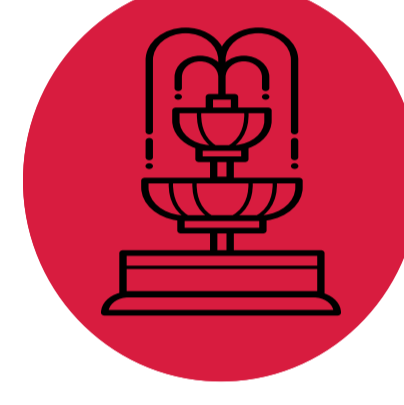
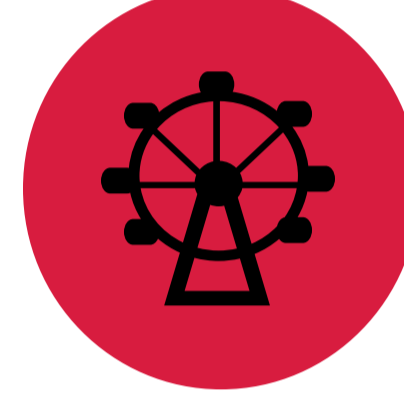
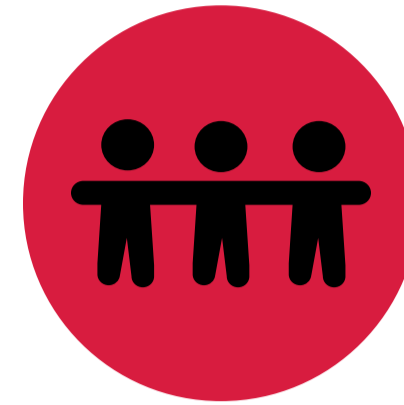
\$930

per trip



3.9

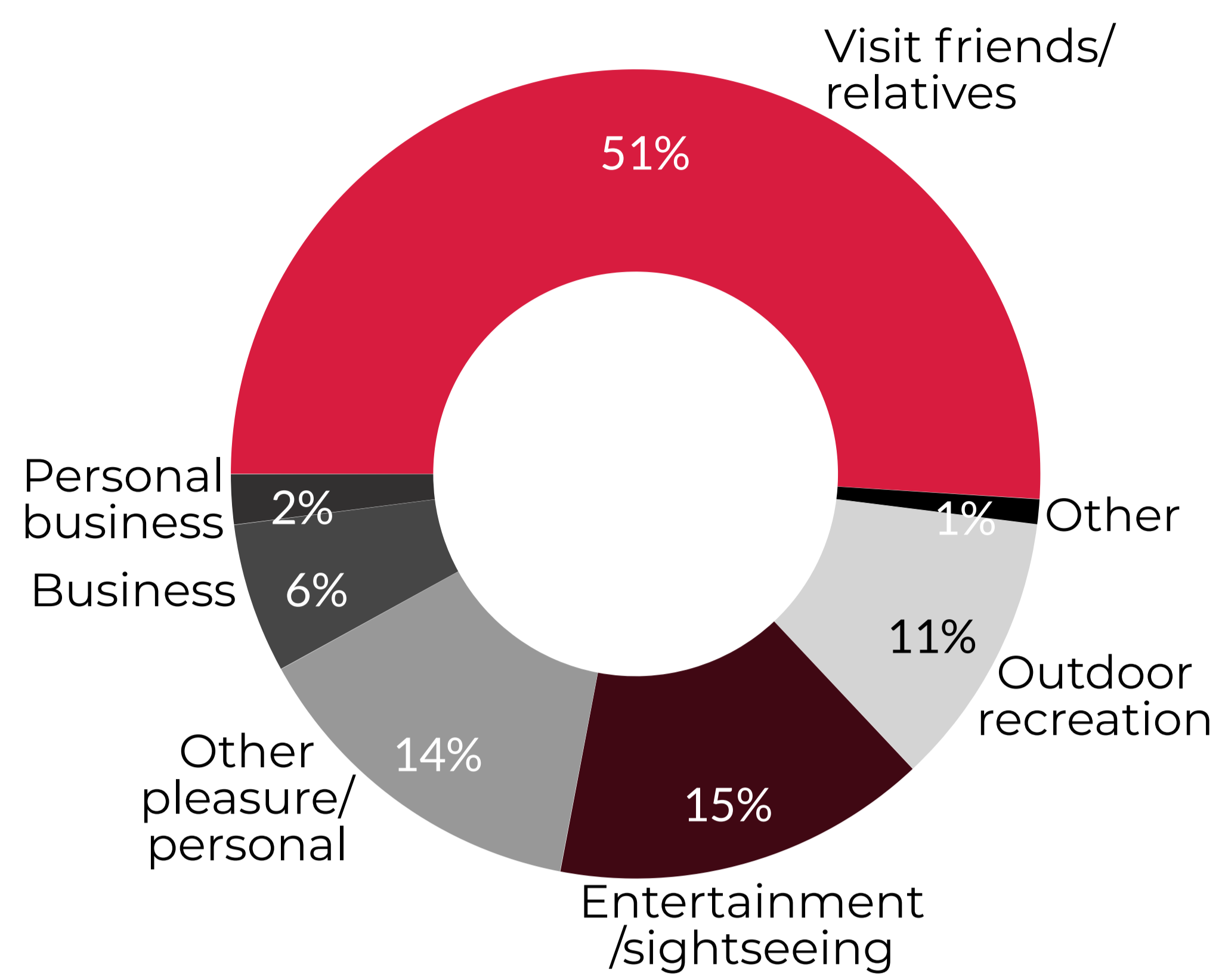
Nights



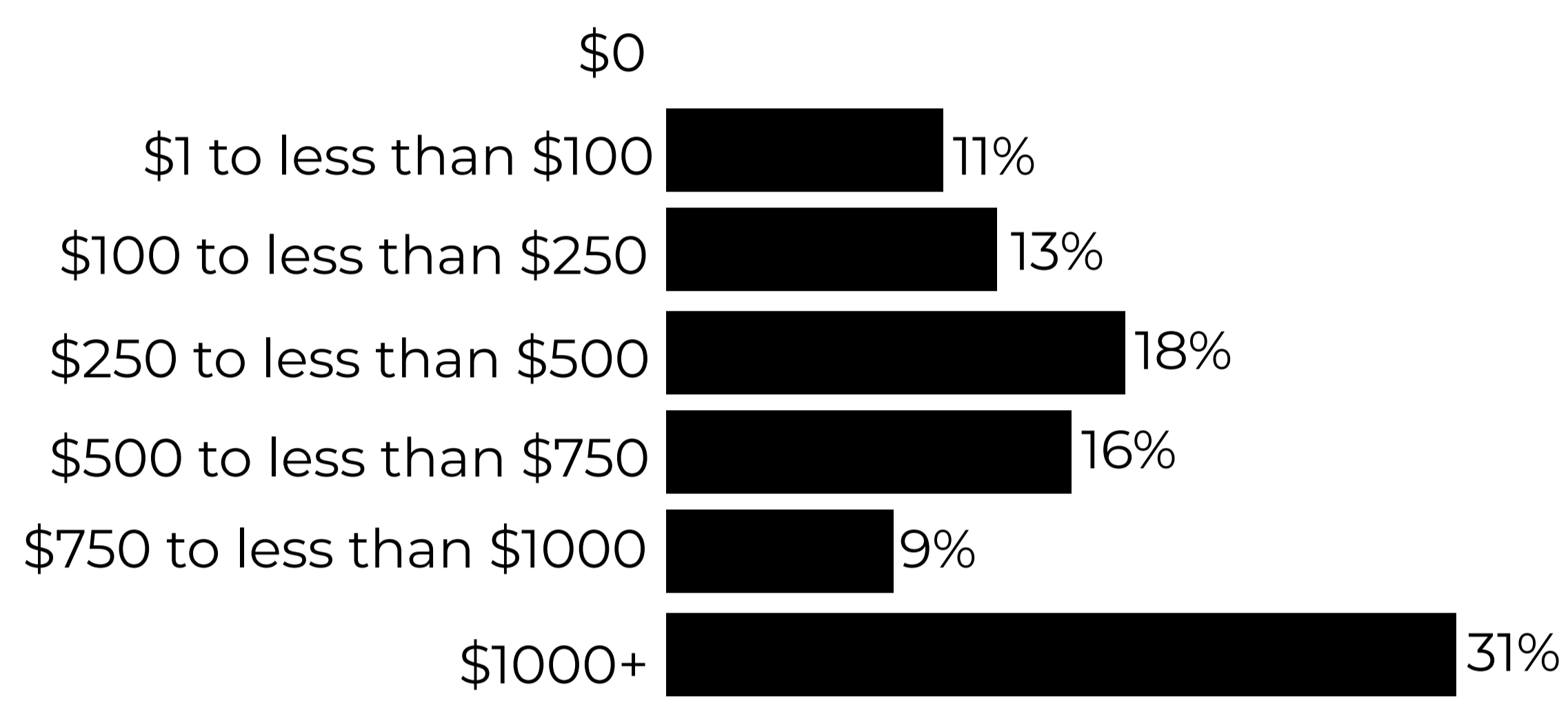
Top Activities

Shopping	35%
Visiting relatives	28%
Fine Dining	26%
Rural sightseeing	23%
Historic Sites/Churches	22%
Visiting friends	20%
Museums	19%
State Park/Monuments	16%
Theme/Amusement parks	14%
Gardens	14%

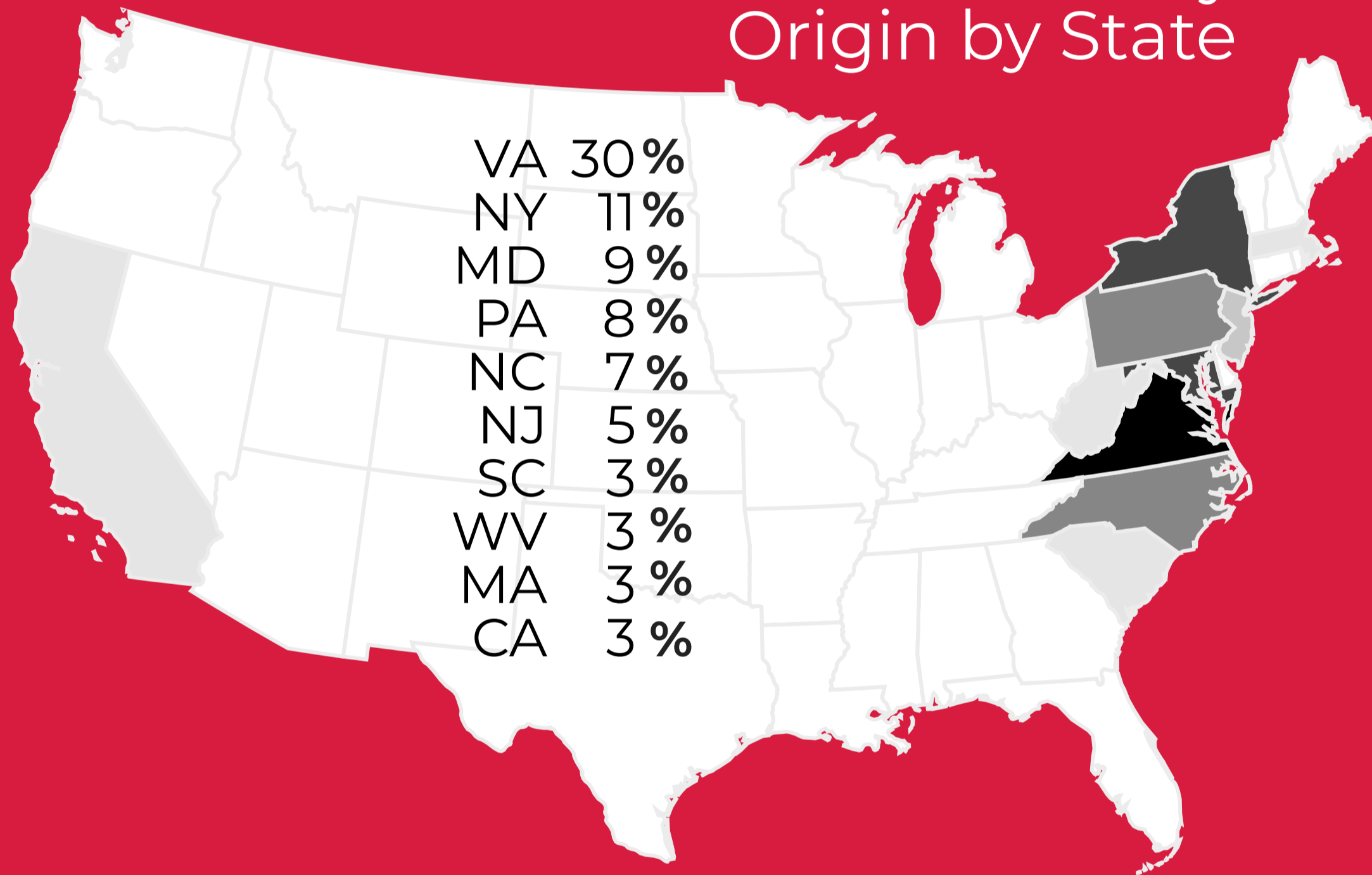
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

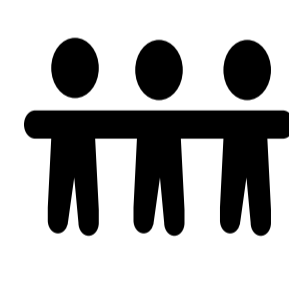


Travel Party Origin by DMA

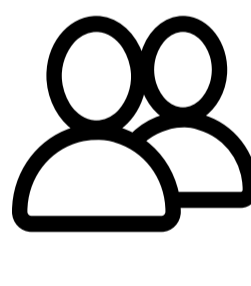
Washington, DC (Hagerstown)	16%
Richmond-Petersburg	12%
New York	9%
Roanoke-Lynchburg	5%
Baltimore	4%
Philadelphia	4%
Norfolk-Portsmouth-Newport News	3%
Watertown	3%
Boston (Manchester)	2%
Charlotte	2%



57%
Married



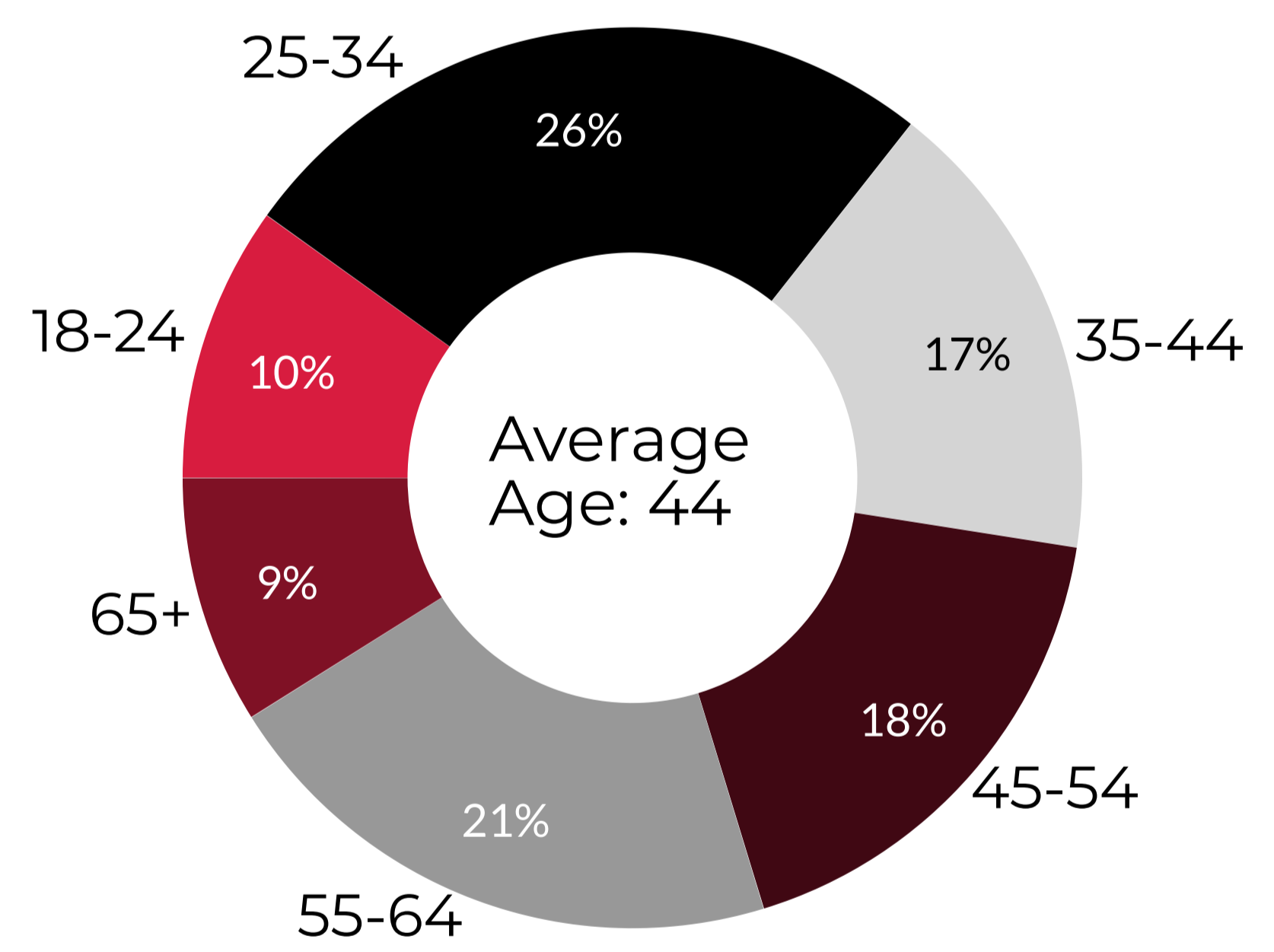
38%
Traveling with Children



2.7
Average travel party size



34%
Annual household income of 100K or more



Planning Sources

35%

Search engine

16%

Online full service website (Expedia, Travelocity etc.)

40%

Use information from friends and relatives.

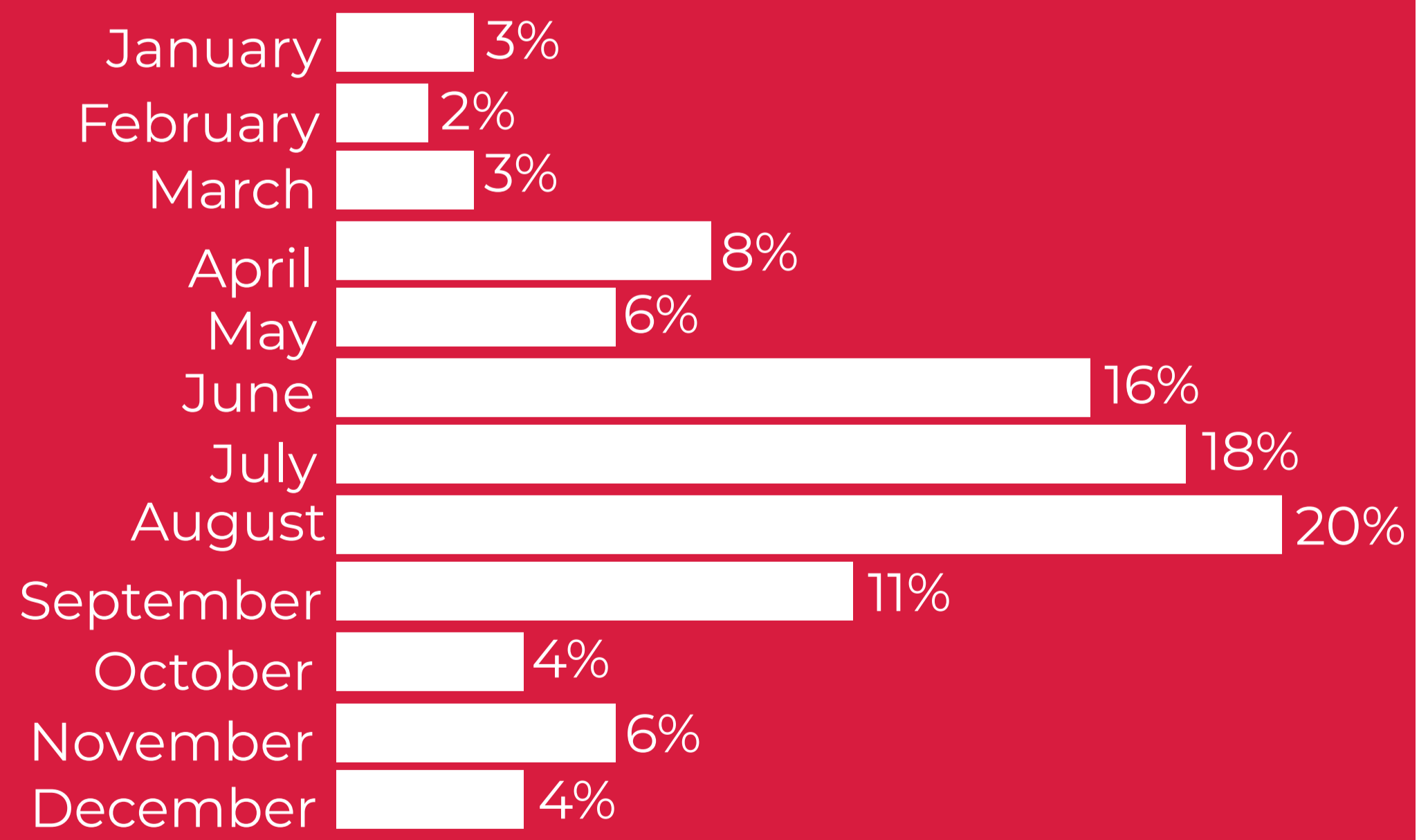
14%

Destination website

14%

Facebook

Month of Travel



Planning Time



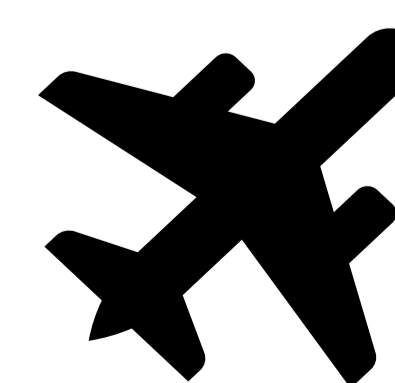
34% consider visiting Virginia less than a month before their visit

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



87%

Travel by owned auto or rental cars



7%

Travel by plane