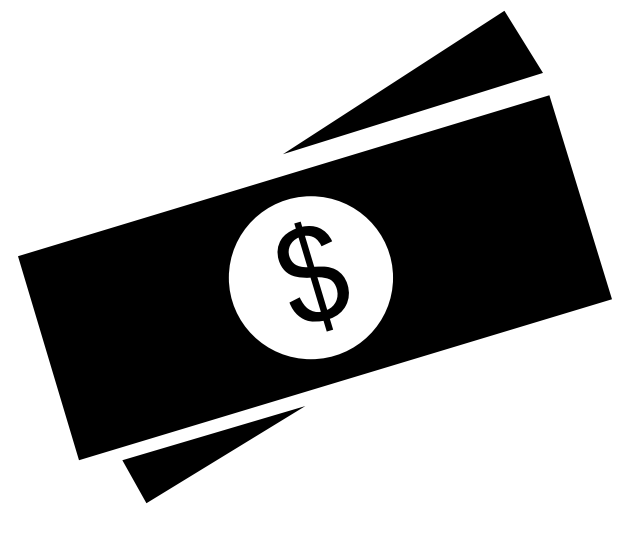




Business

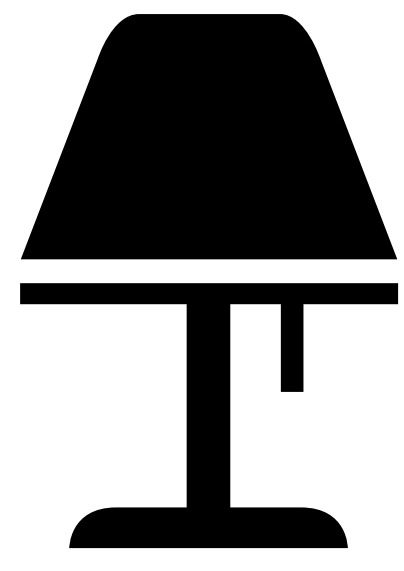


Average travel party spending:



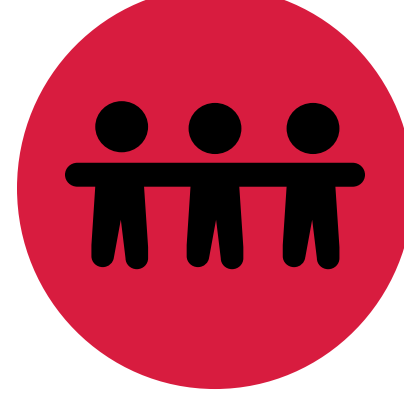
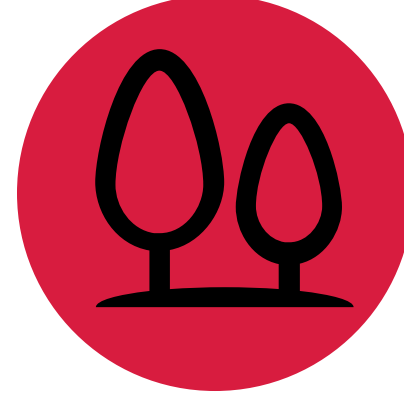
\$932

per trip



2.8

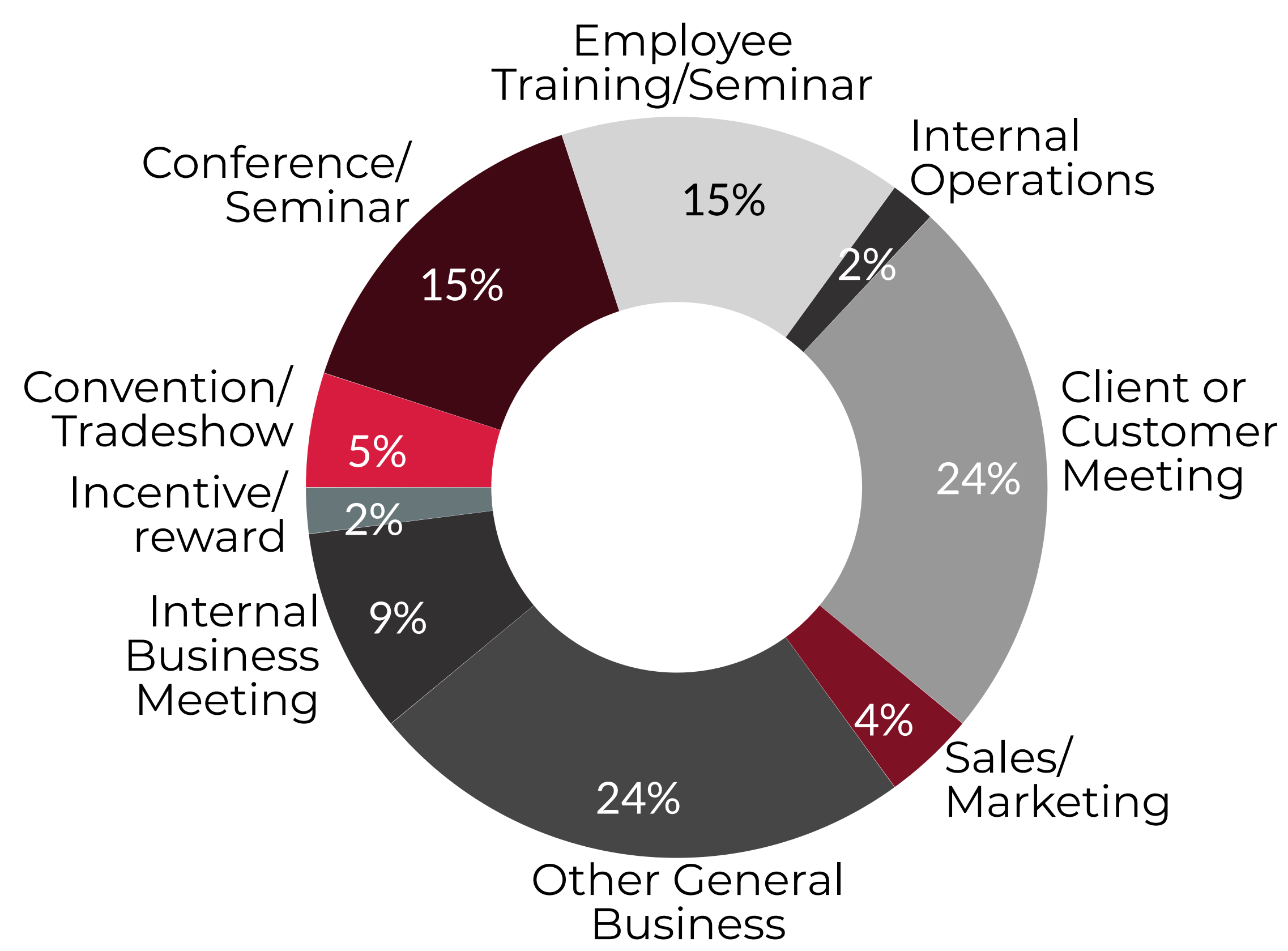
Nights



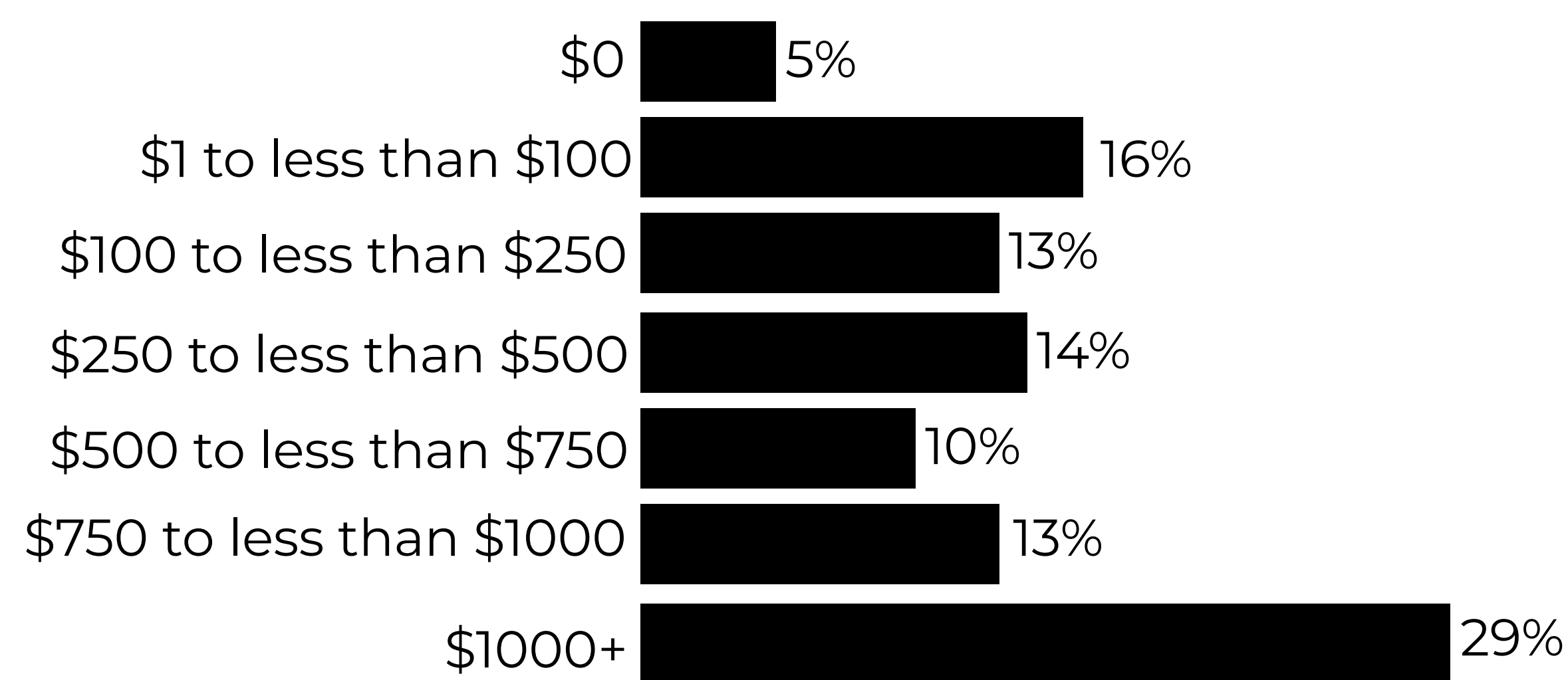
Top Activities

Fine Dining	15%
Shopping	14%
Historic Sites/Churches	10%
Museums	10%
Urban sightseeing	8%
State park/Monuments	7%
National park/Monuments	7%
Visiting friends	7%
Art galleries	6%
Gardens	5%

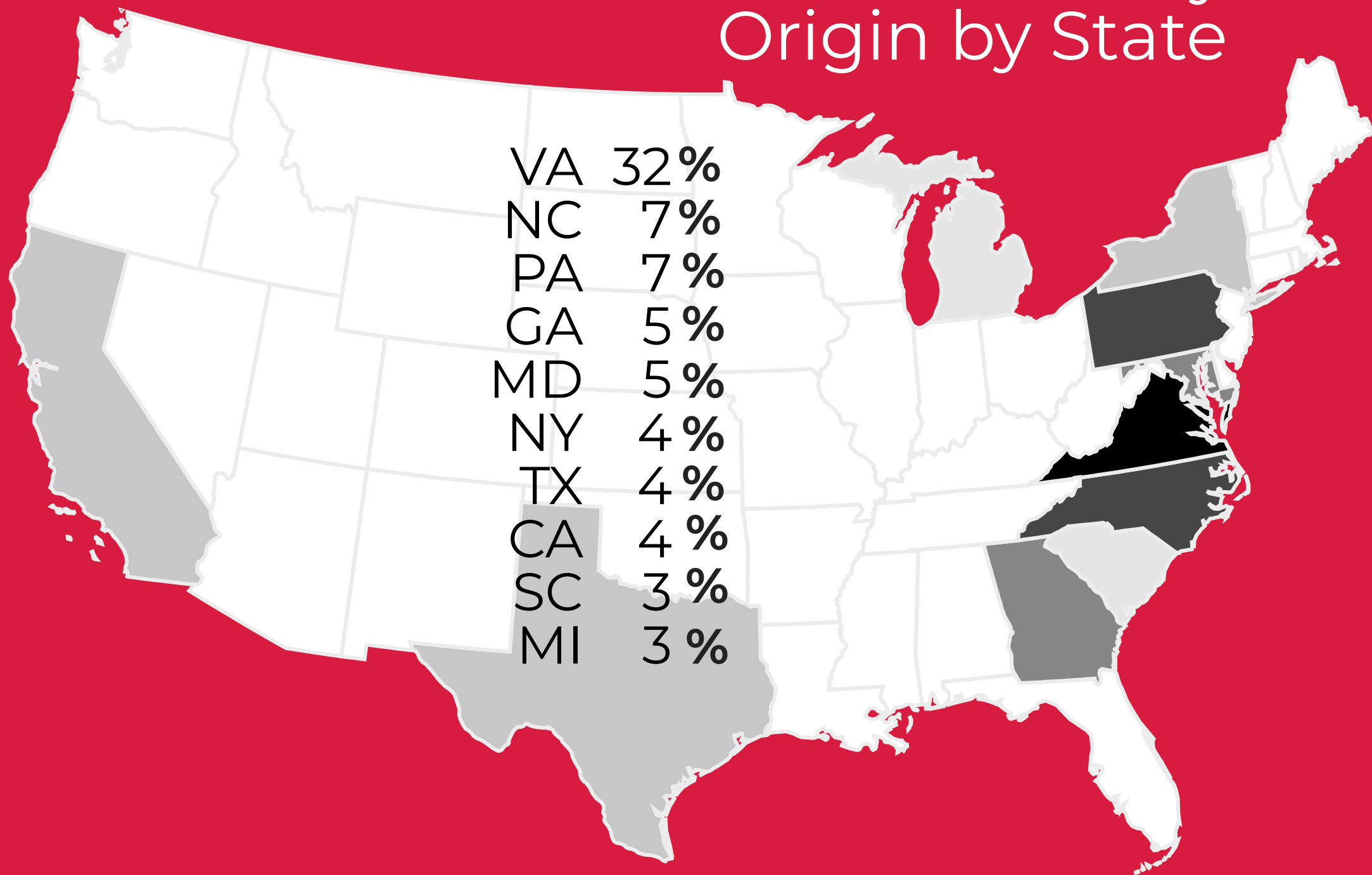
Primary Purpose of Trip



Travel Party Spending

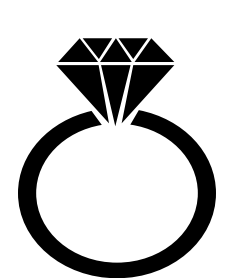


Travel Party Origin by State

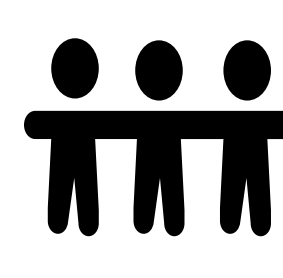


Travel Party Origin by DMA

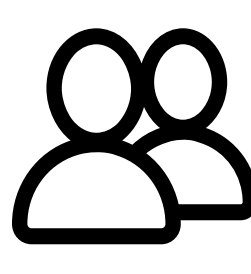
Washington, DC (Hagerstown)	15%
Richmond-Petersburg	7%
Roanoke-Lynchburg	7%
Norfolk-Portsmouth-Newport News	5%
Philadelphia	5%
New York	4%
Columbus, GA	3%
Minneapolis-St. Paul	3%
Baltimore	2%
San Francisco-Oakland-San Jose	2%



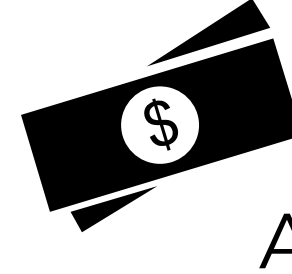
61% Married



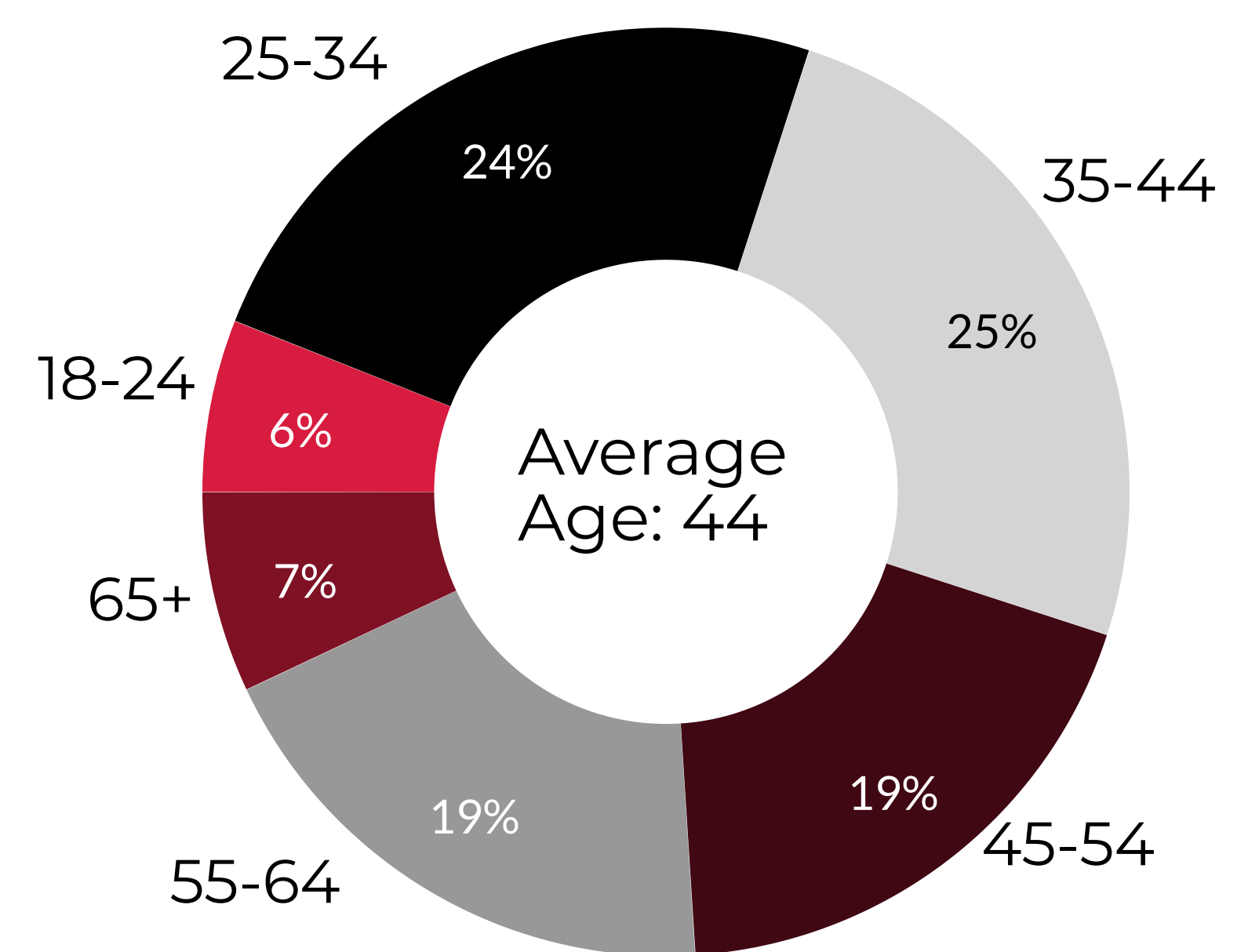
7% Traveling with Children



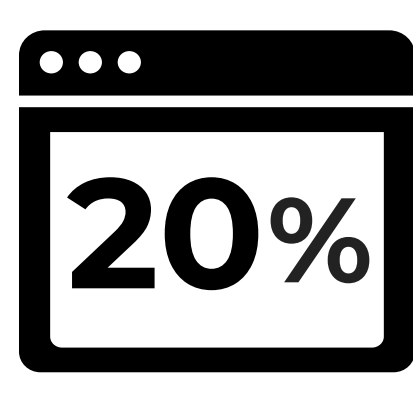
1.9 Average travel party size



53% Annual household income of 100K or more



Planning Sources



20% Travel provider website (airline, hotel etc.)



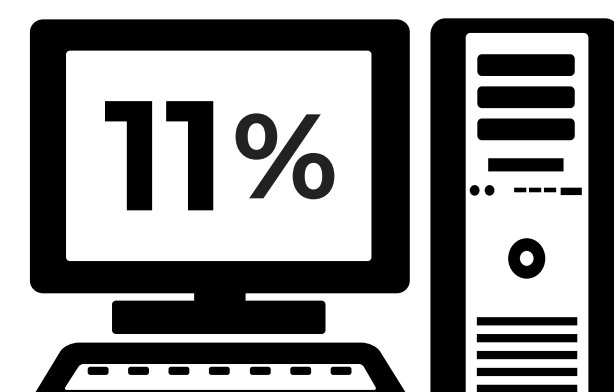
18% Corporate travel department



12% Use information from friends and relatives.

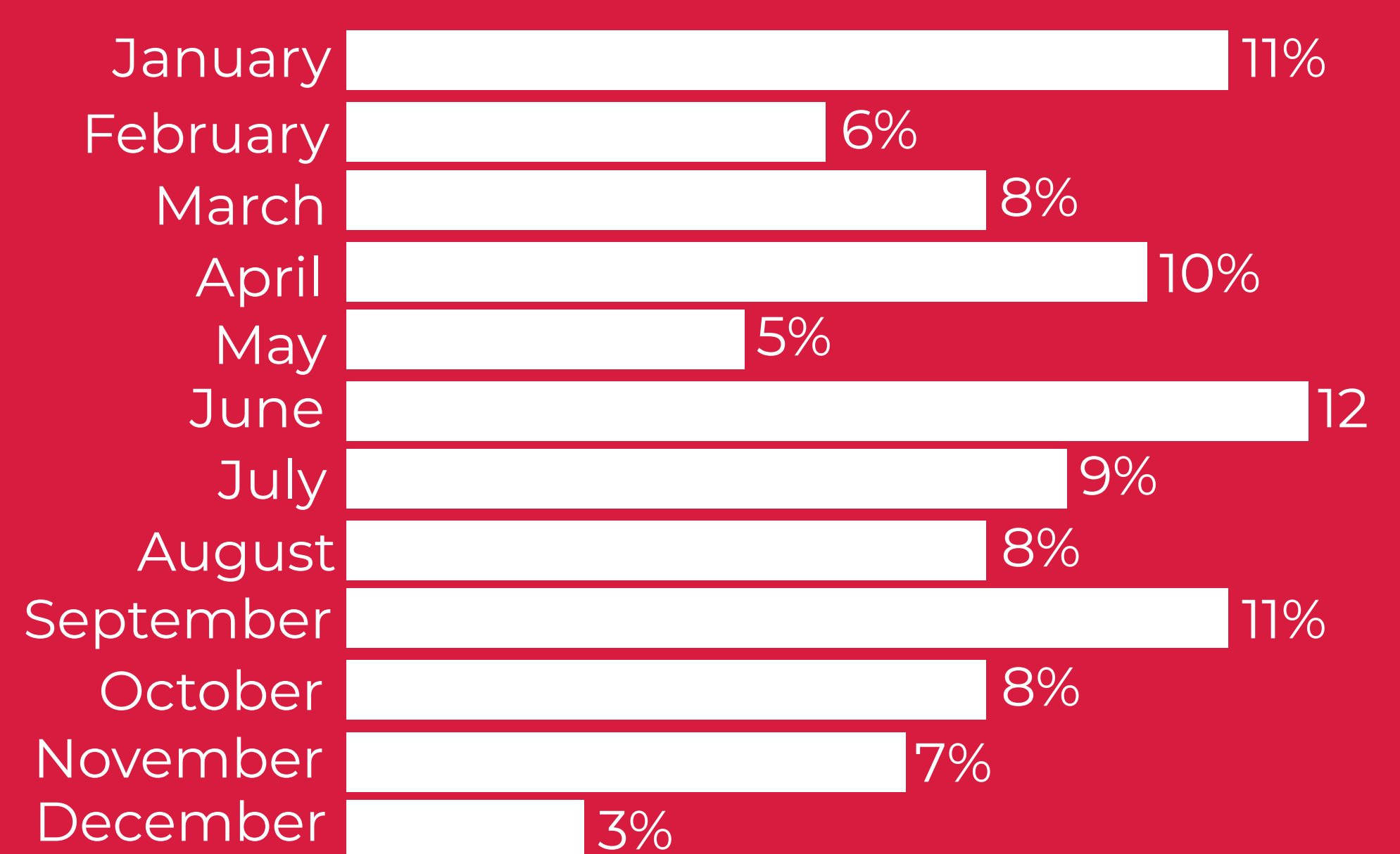


16% Search engine



11% Corporate desktop travel tool

Month of Travel



Planning Time



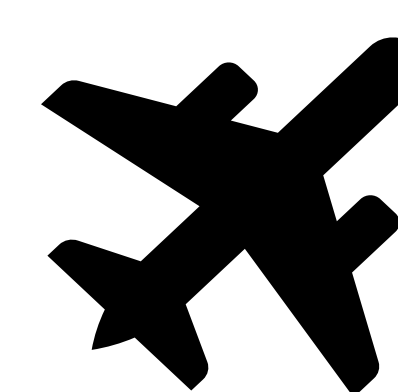
49% consider visiting Virginia less than a month before their visit

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



59%

Travel by owned auto or rental cars



32%

Travel by plane