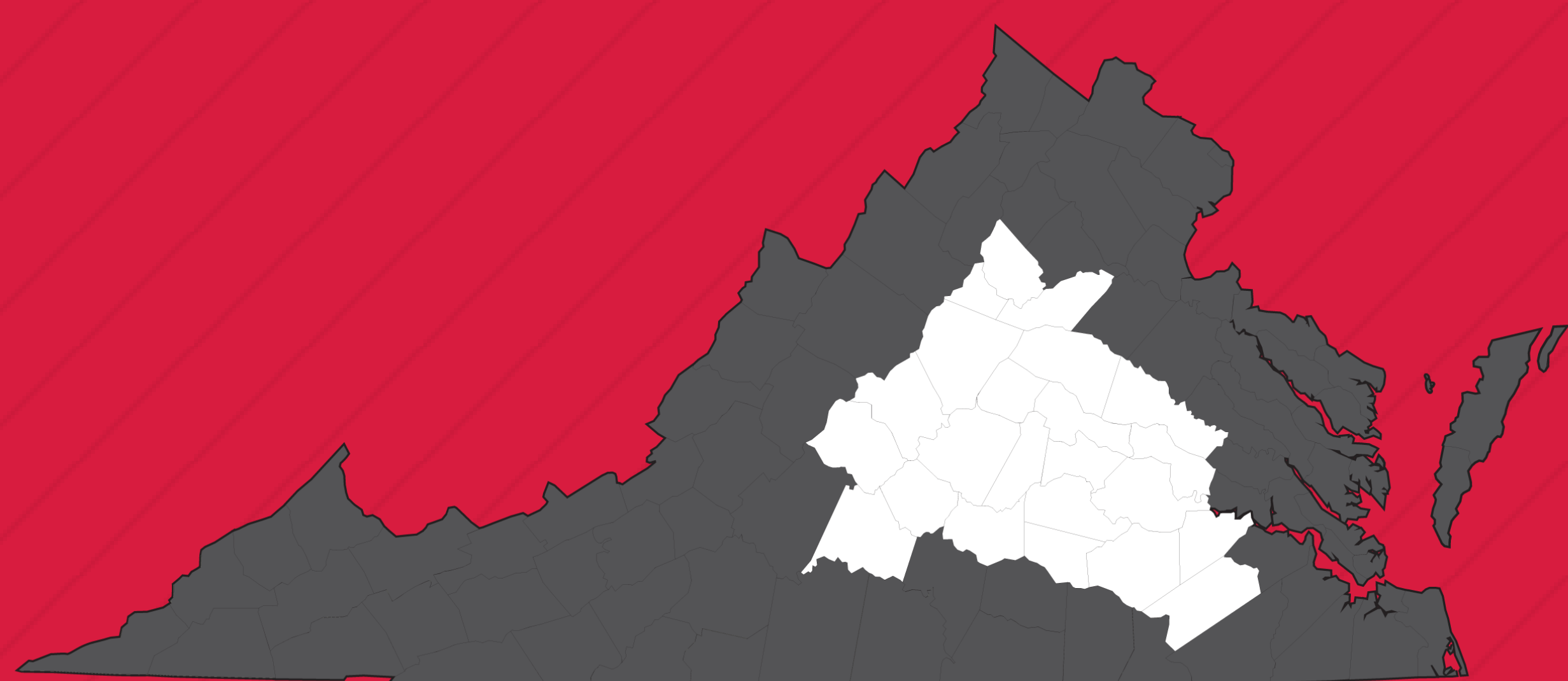


Central Virginia Region



Average travel party spending:

\$623
per trip in Virginia

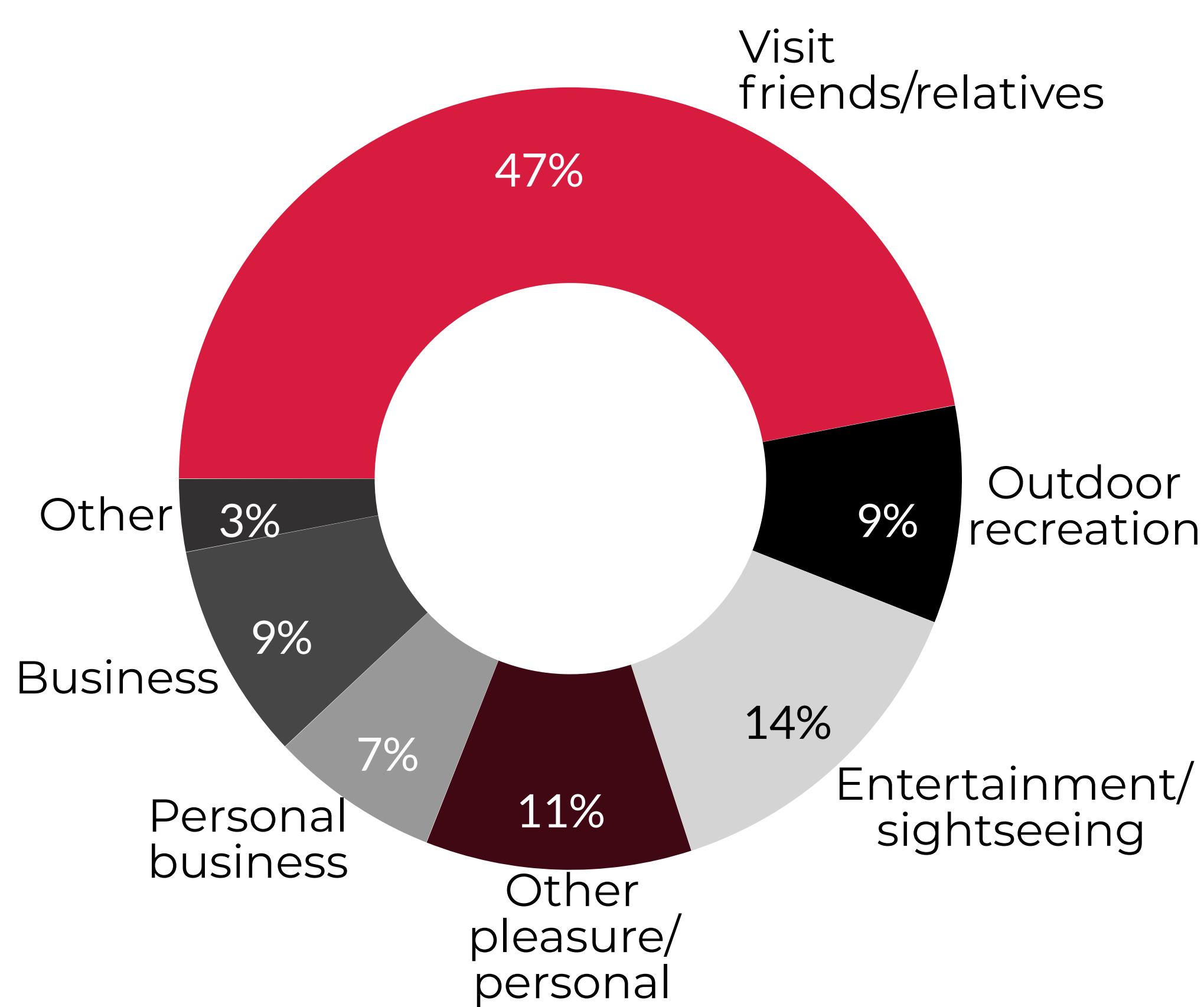
2.6
Nights
per trip



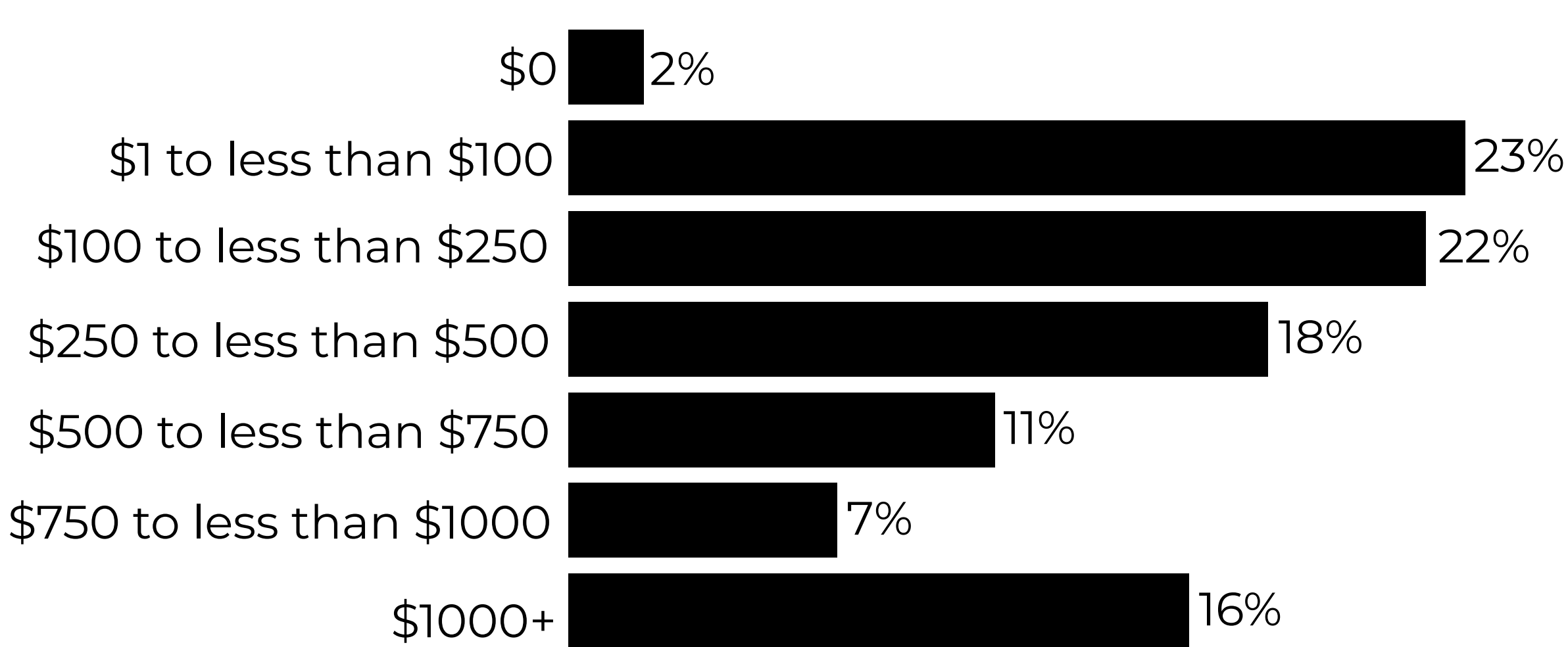
Top Activities:

Visiting relatives	28 %
Shopping	23 %
Historic sites/Churches	18 %
Rural sightseeing	14 %
Museums	13 %
Visiting friends	13 %
Fine dining	12 %
State parks/Monuments	9 %
Urban sightseeing	9 %
National parks/Monuments	9 %

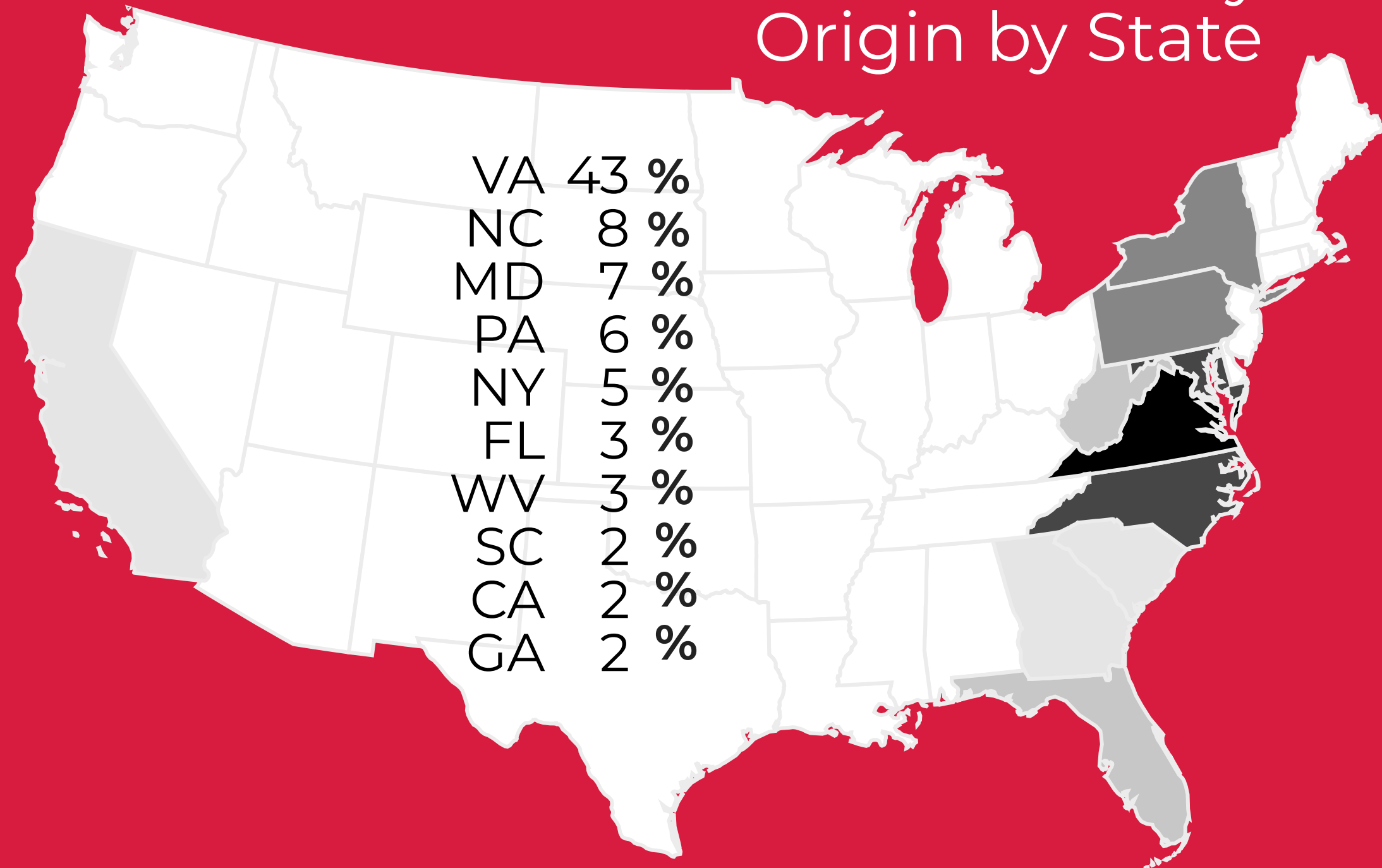
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

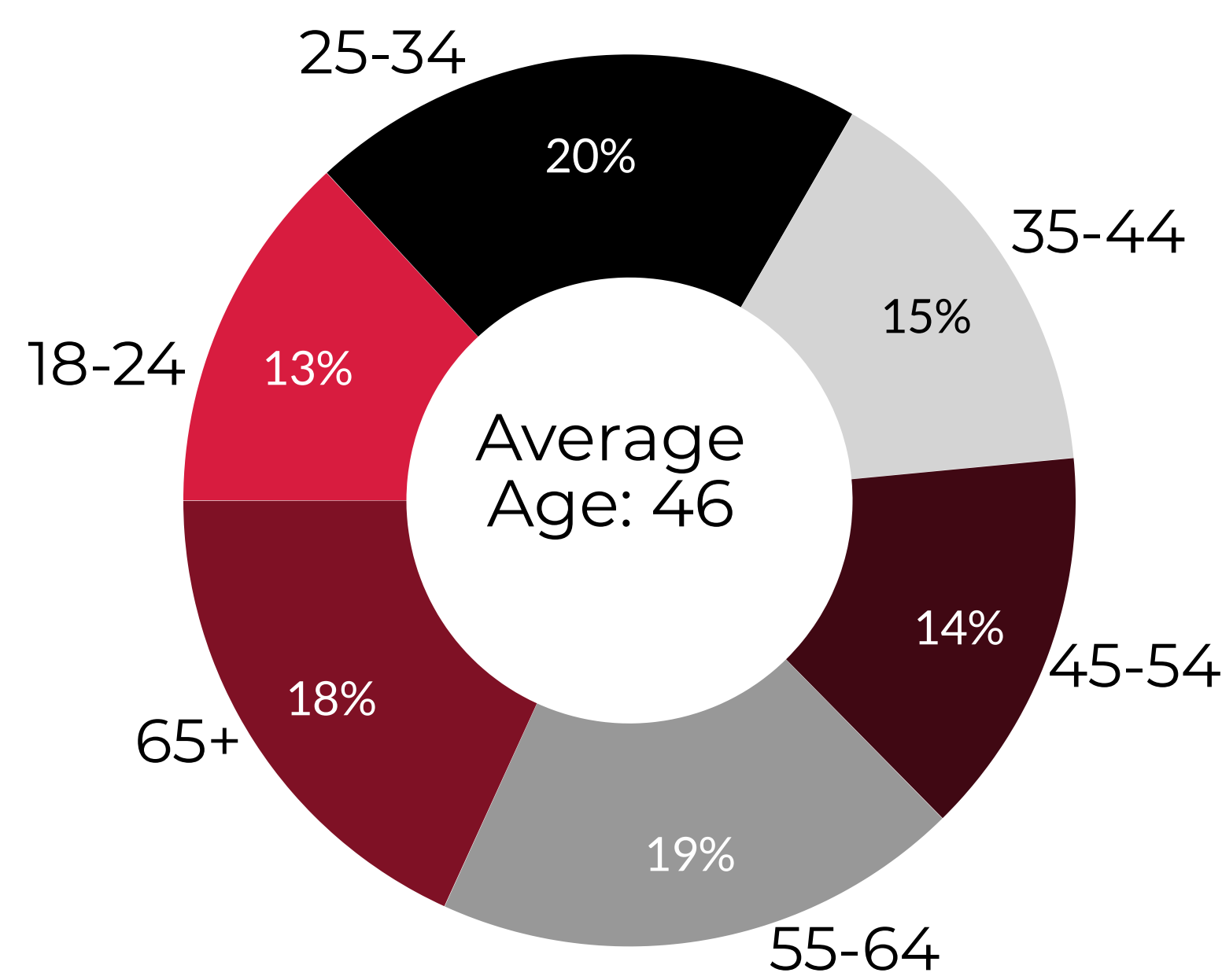
Washington, DC (Hagerstown)	21 %
Richmond-Petersburg	12 %
Norfolk-Portsmouth-Newport News	8 %
Roanoke-Lynchburg	7 %
New York	4 %
Philadelphia	4 %
Baltimore	3 %
Raleigh-Durham (Fayetteville)	3 %
Greensboro-High Point- Winston Salem	3 %
Charlotte	2 %

58%
Married

27%
Traveling with Children

2.6
Average travel party size

35%
Annual household income of 100K or more



Planning Sources

18%
Search engine

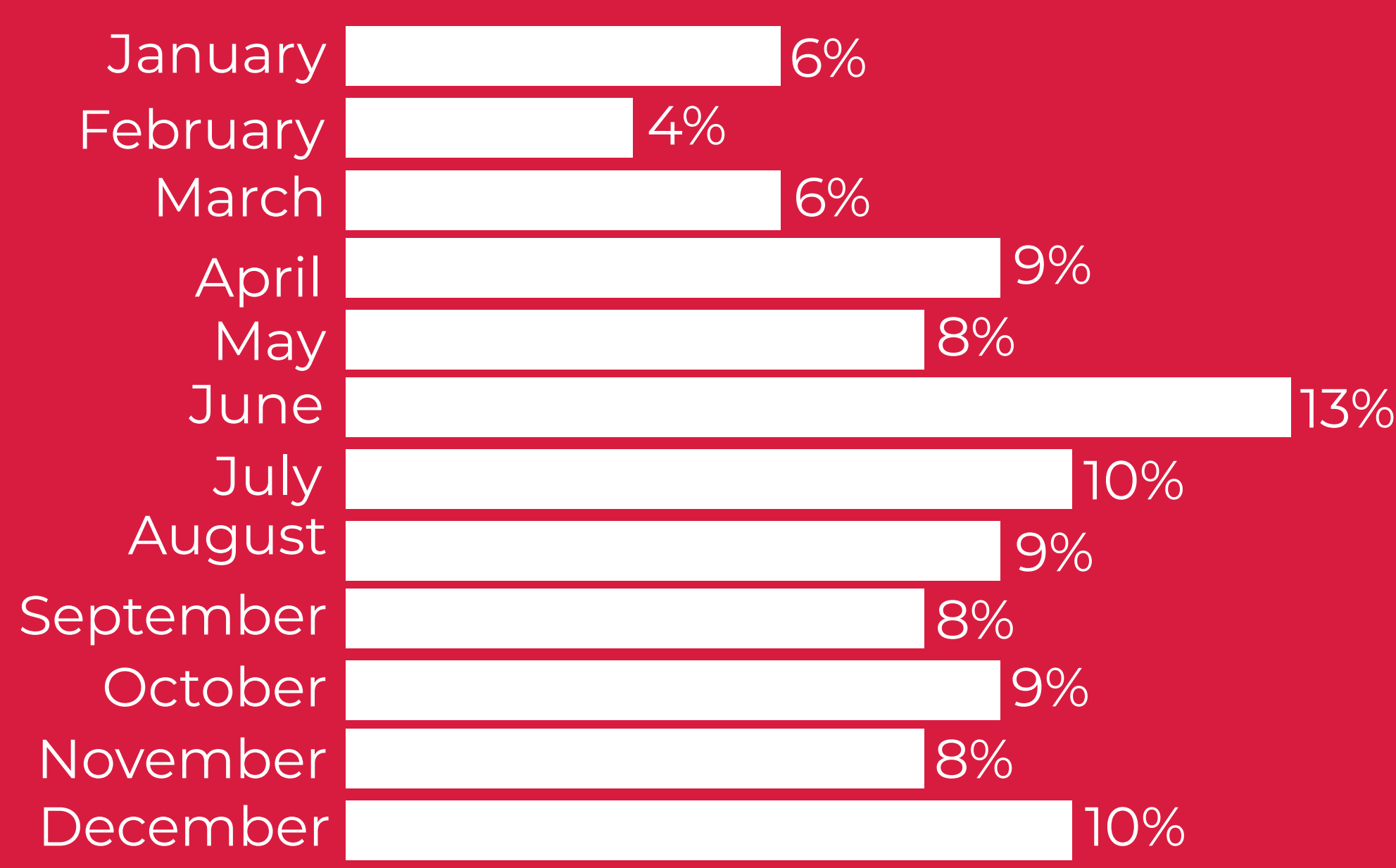
12%
Destination website

29%
Use information from friends and relatives.

10%

9%
Travel provider website (airline, hotel, rental car etc.)

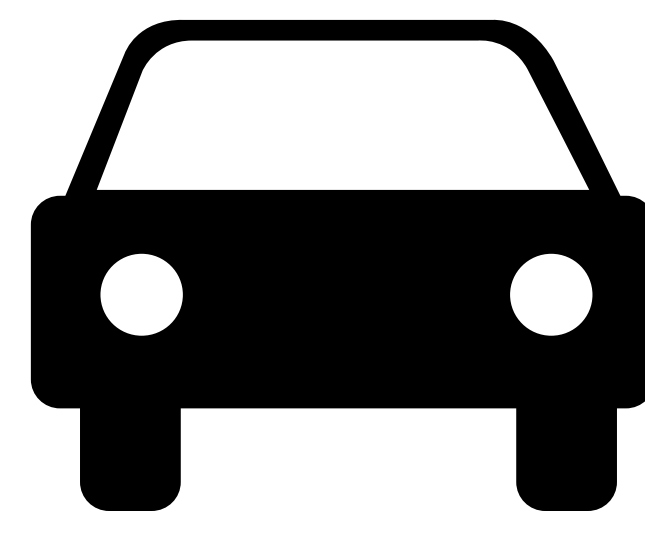
Month of Travel



Planning Time



45% consider visiting Virginia less than a month before their visit
55% decide visiting Virginia less than a month before their visit

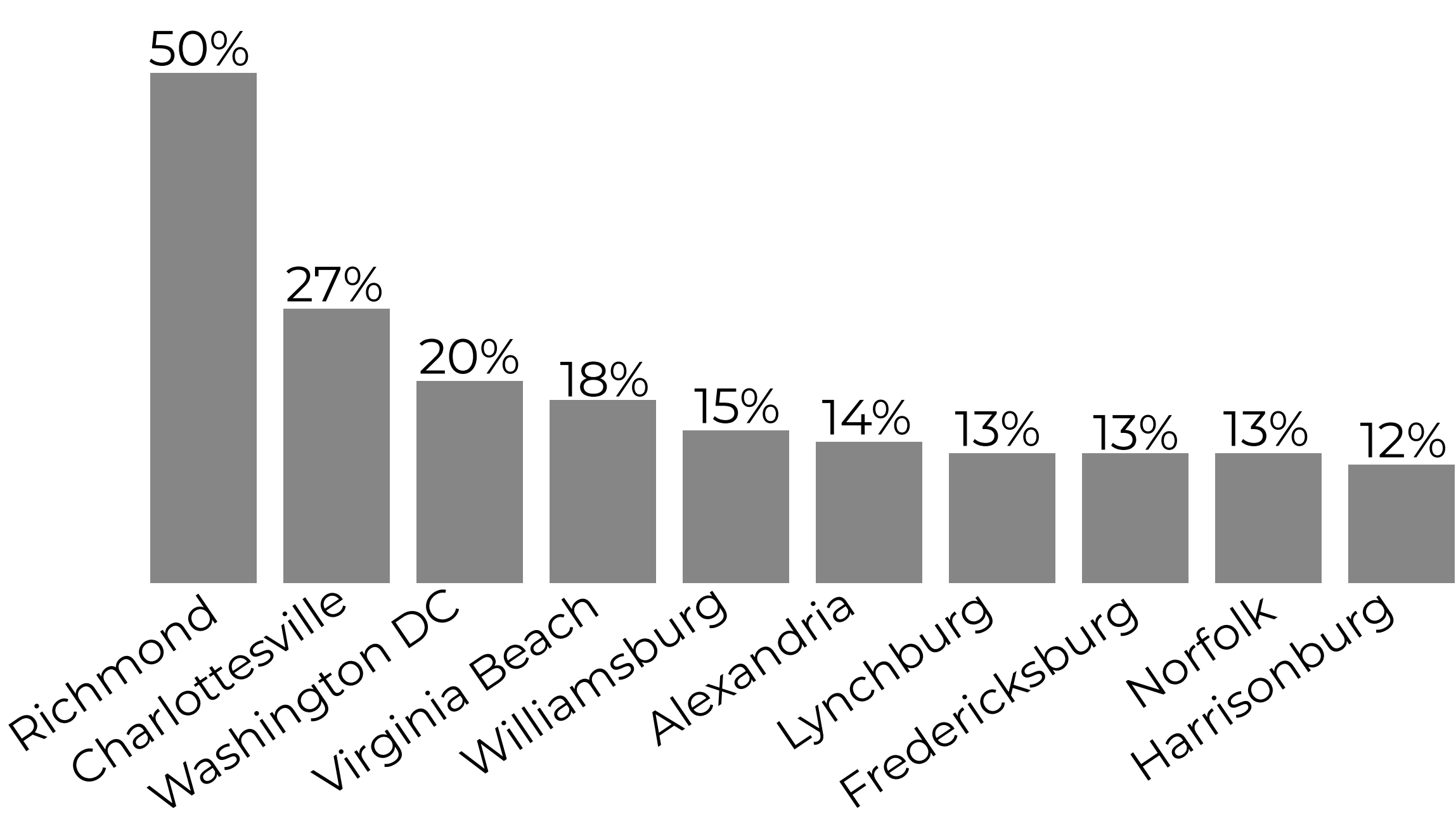


85%
Travel by owned auto or rental cars

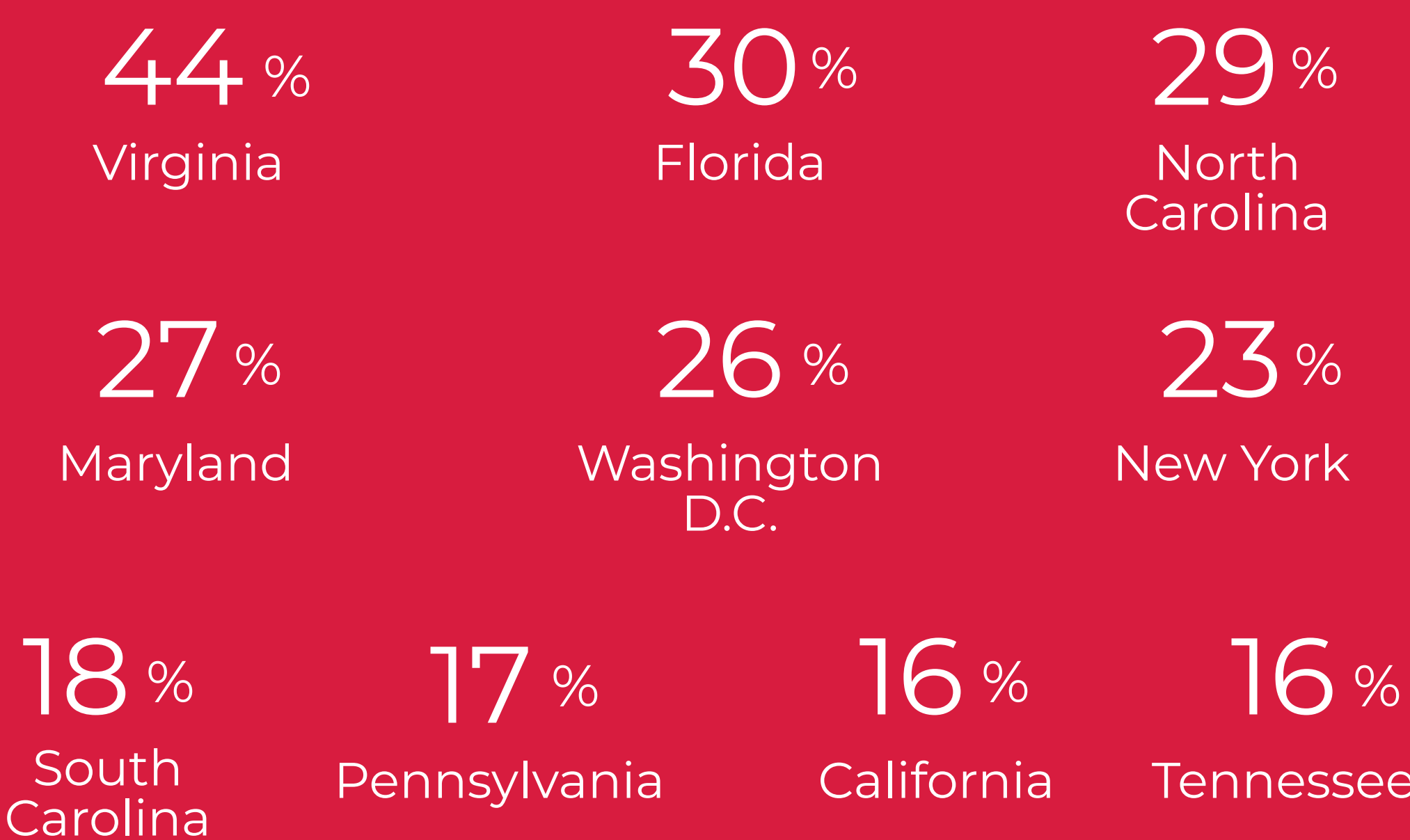


7%
Travel by plane

Top 10 Most Visited Cities



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



CENTRAL VIRGINIA REGION TRAVEL PROFILE

Source: TNS-TravelTrakAmerica, VA Module, FY 2019 (N=1,024)

Localities - Albemarle, Amelia, Amherst, Appomattox, Buckingham, Campbell, Charlottesville City, Chesterfield, Colonial Heights City, Cumberland, Dinwiddie, Fluvanna, Goochland, Greene, Hanover, Henrico, Hopewell City, Louisa, Lynchburg City, Madison, Nelson, Nottoway, Orange, Petersburg City, Powhatan, Prince Edward, Prince George, Richmond City, and Sussex.

VIRGINIA IS FOR LOVERS