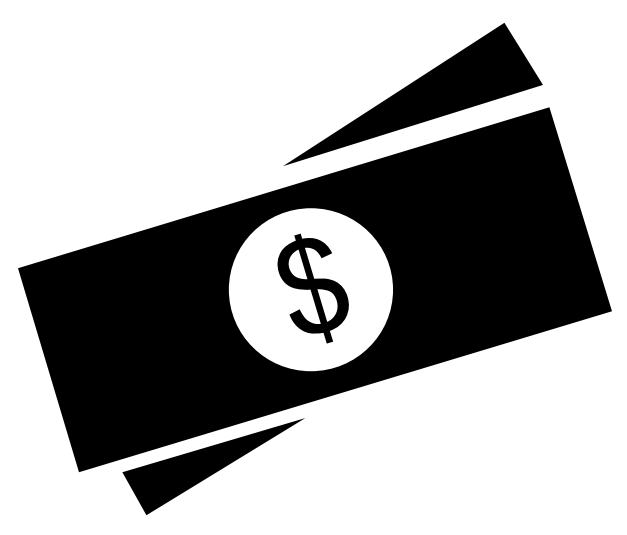




Craft Beer

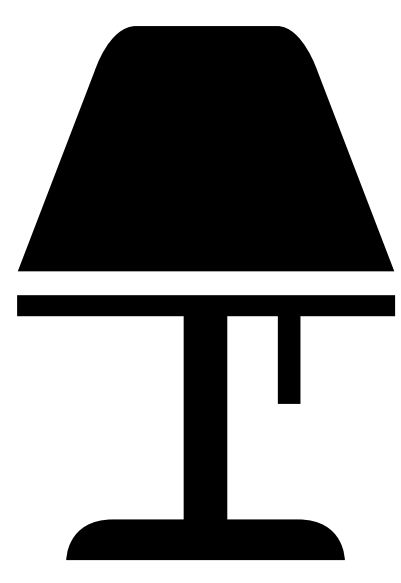


Average travel party spending:



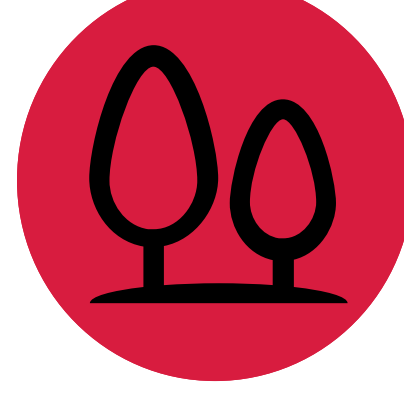
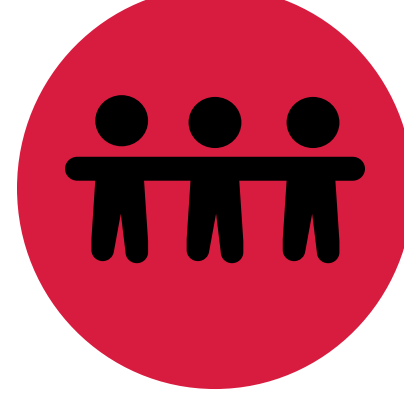
\$902

per trip



3.7

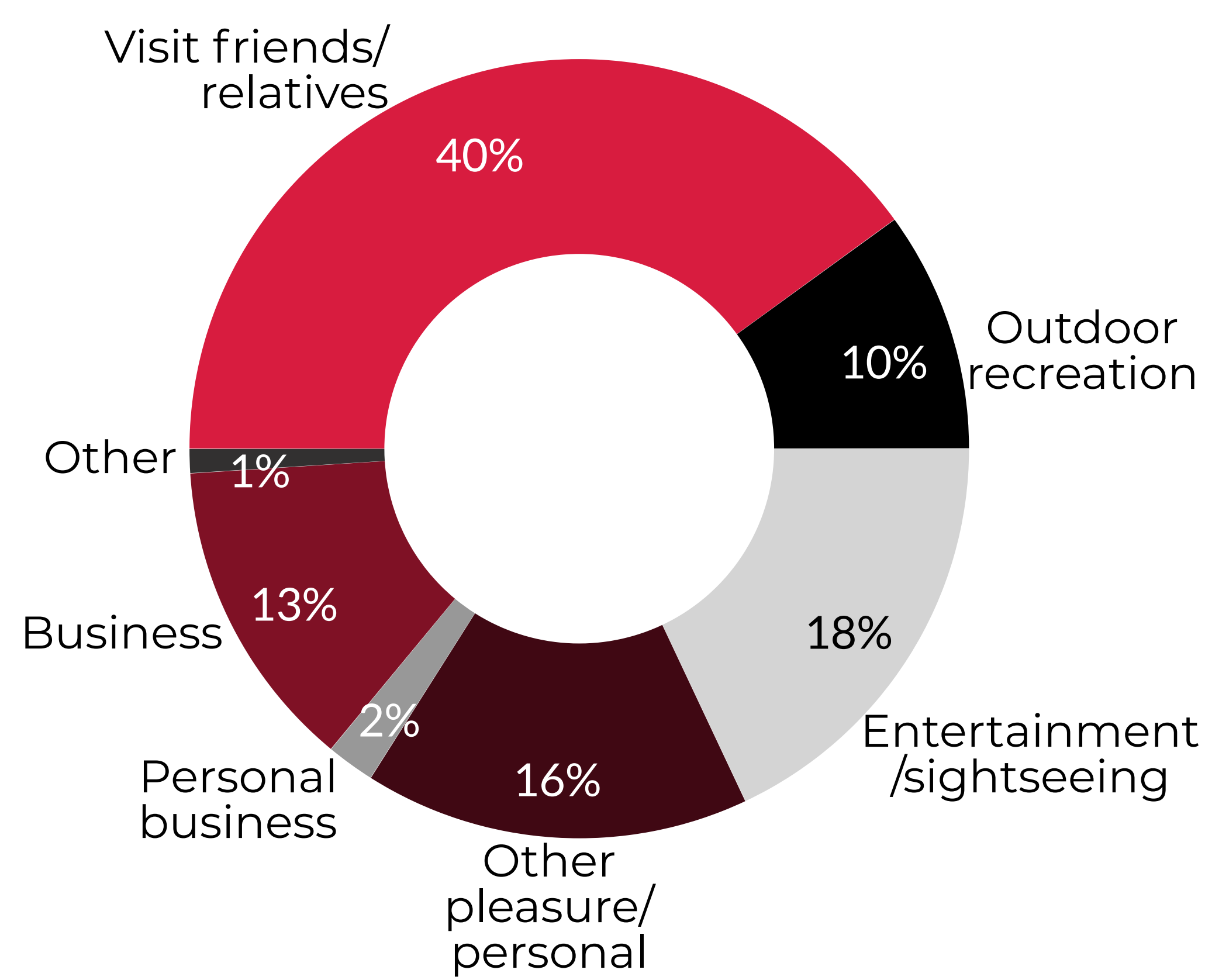
Nights



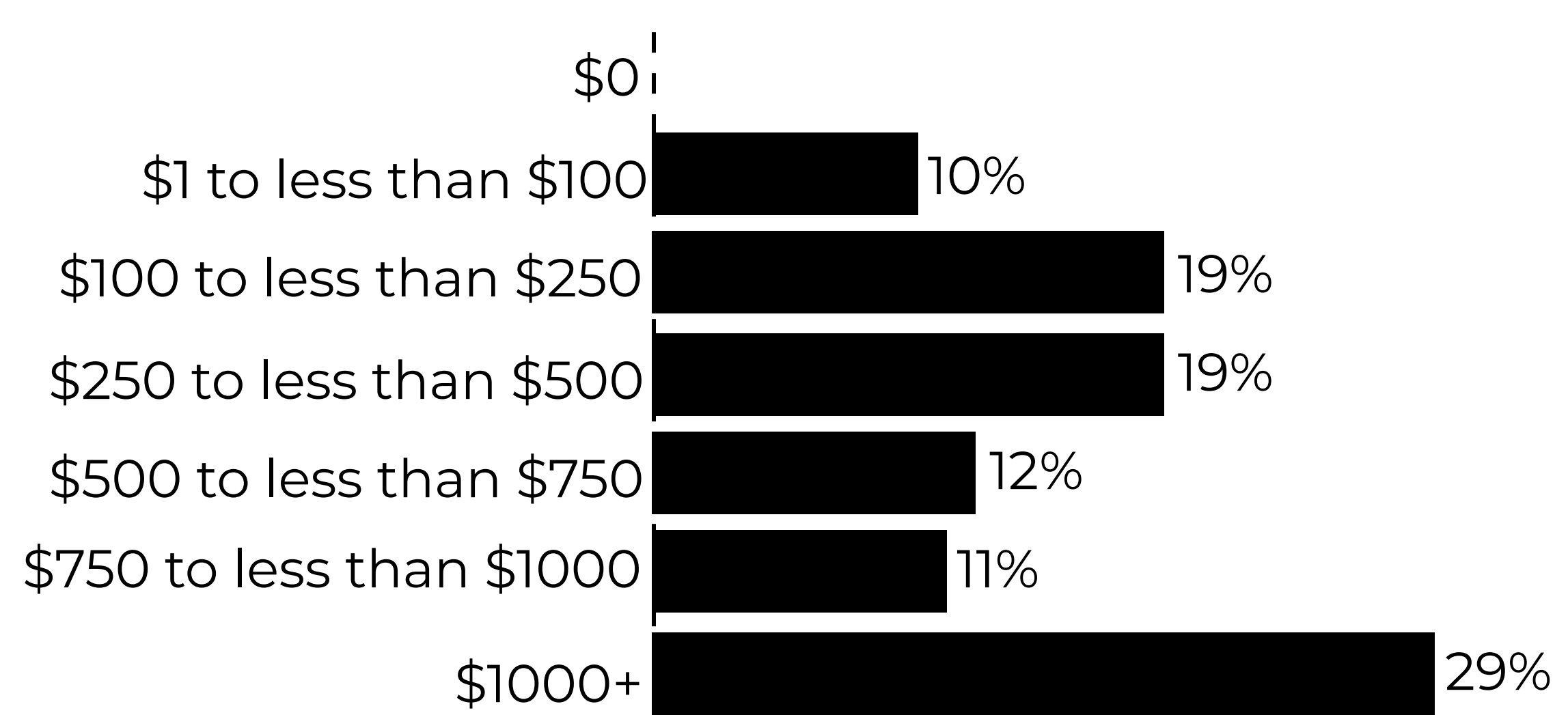
Top Activities

Historic Sites/Churches	37 %
Shopping	34 %
Wine tasting/Winery tour	32 %
Fine Dining	28 %
Rural sightseeing	24 %
Visiting relatives	24 %
Museums	23 %
National Park/Monuments	20 %
State Park/Monuments	19 %
Beach	16 %

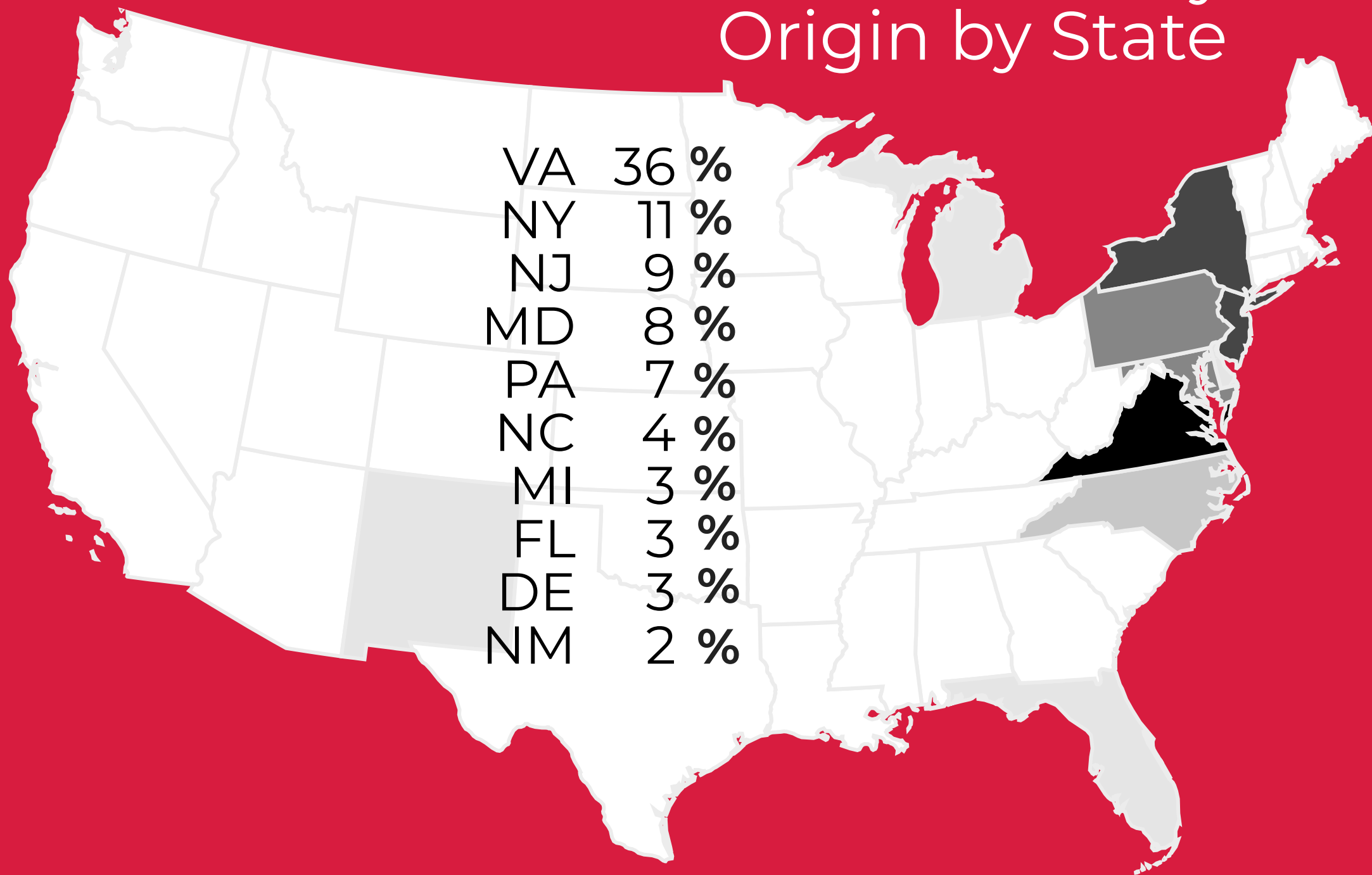
Primary Purpose of Trip



Travel Party Spending

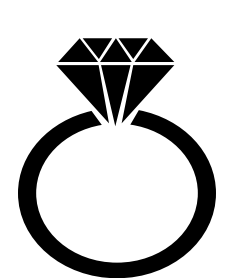


Travel Party Origin by State

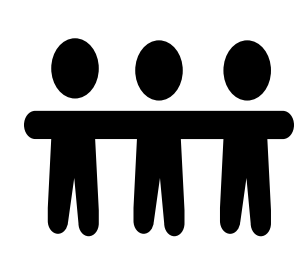


Travel Party Origin by DMA

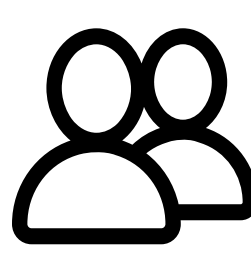
Washington, DC (Hagerstown)	16 %
Richmond-Petersburg	16 %
New York	11 %
Philadelphia	7 %
Watertown	6 %
Norfolk-Portsmouth-Newport News	5 %
Roanoke-Lynchburg	4 %
Baltimore	3 %
Detroit	2 %
Albuquerque-Santa Fe	2 %



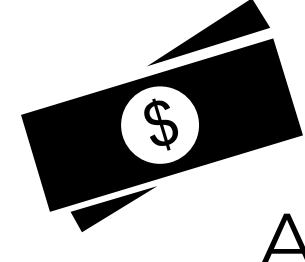
61%
Married



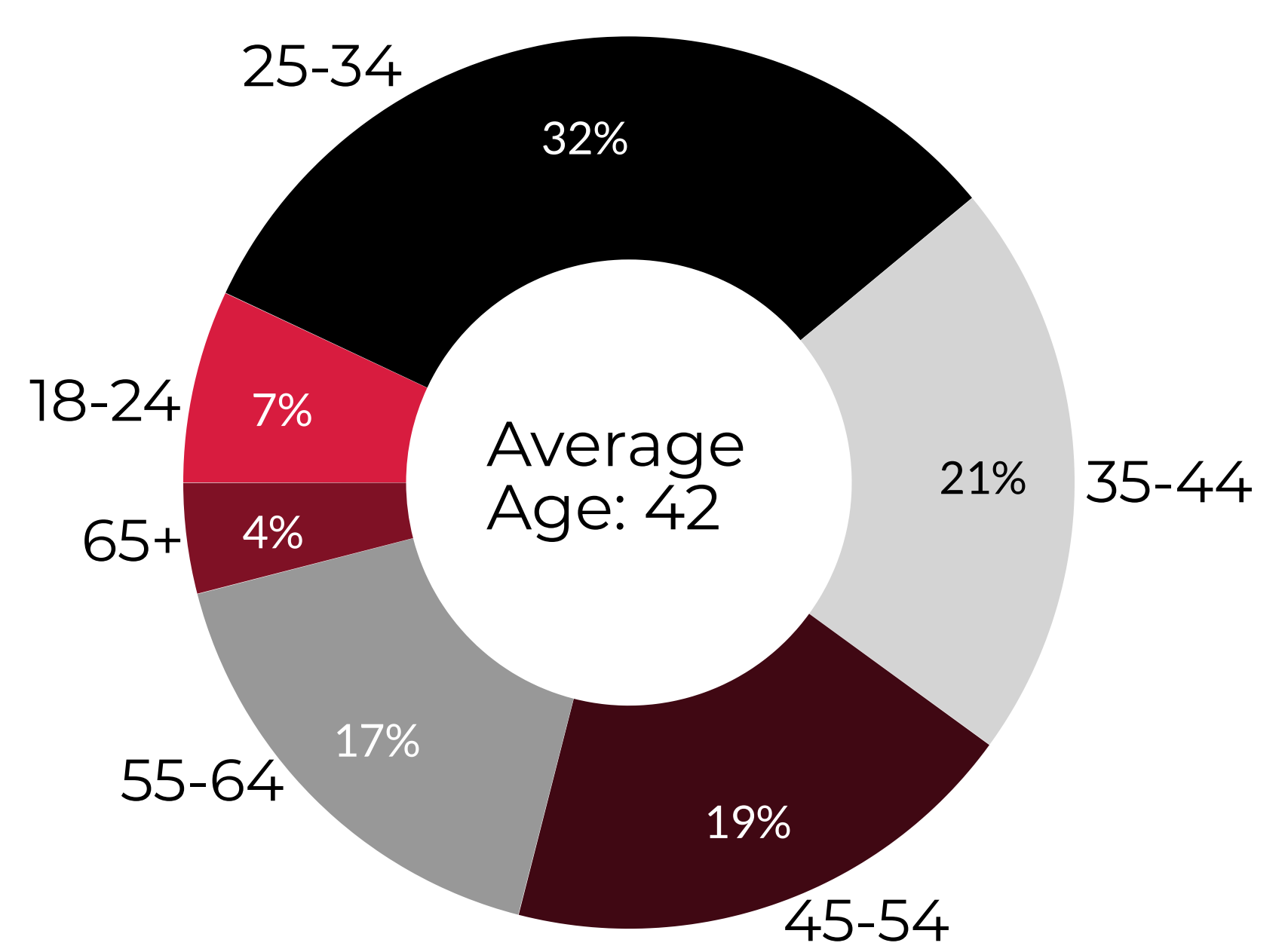
19%
Traveling with Children



2.6
Average travel party size



40%
Annual household income of 100K or more



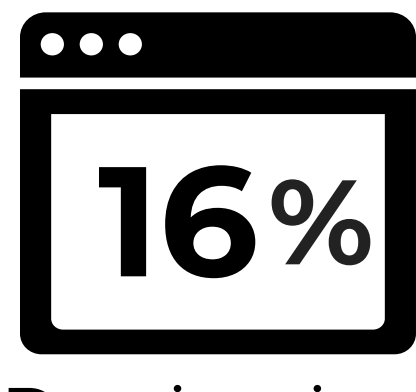
Planning Sources



43%
Own experience



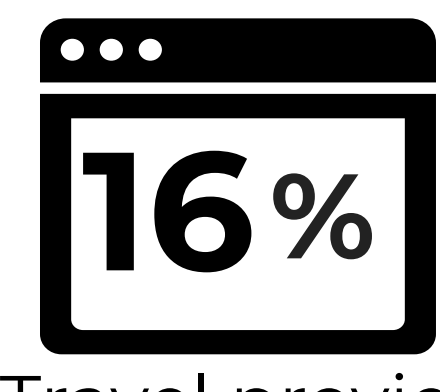
26%
Search engine



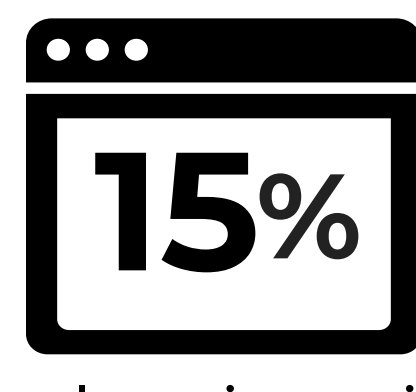
16%
Destination website



30%
Use information from friends and relatives.

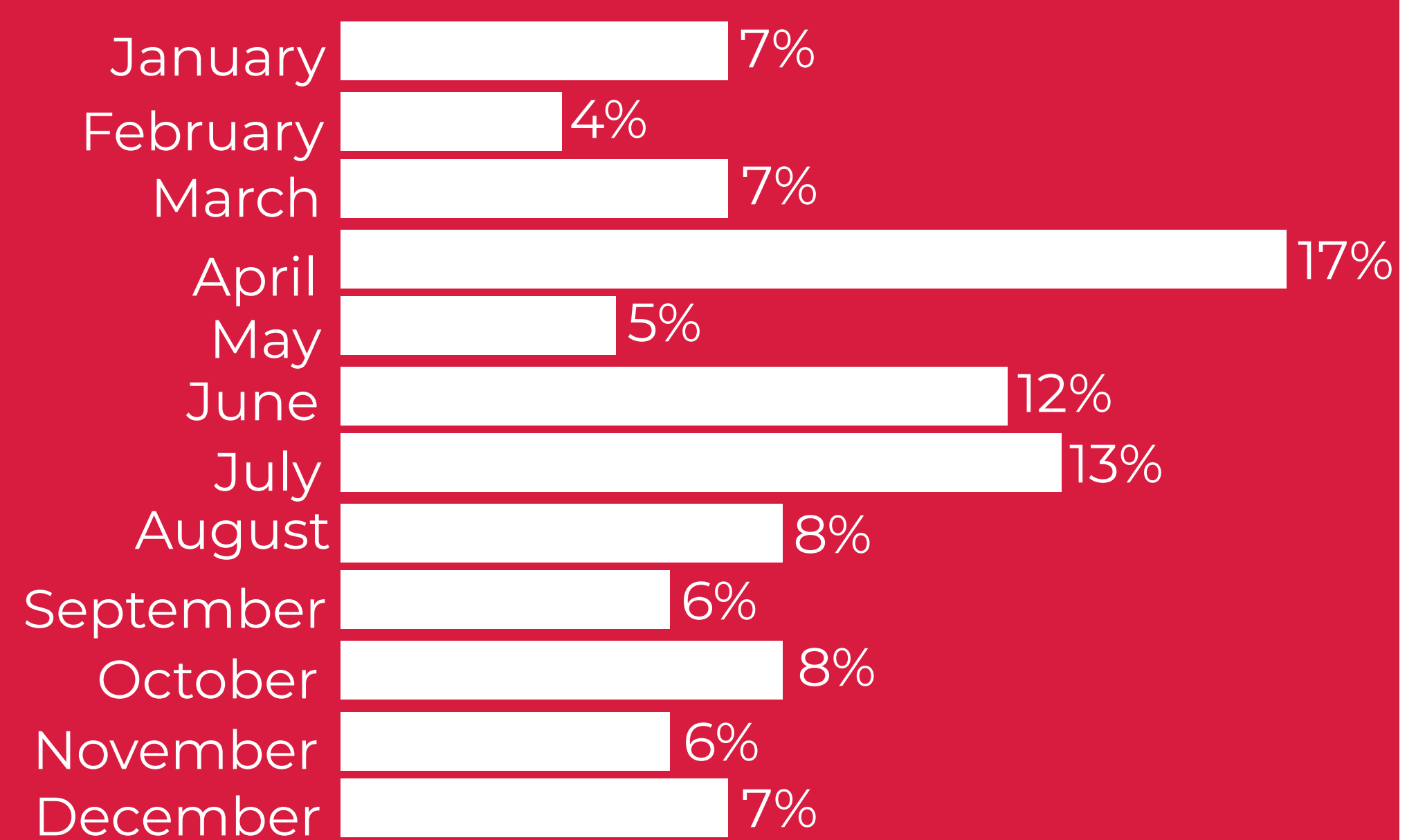


16%
Travel provider website (airline, hotel etc.)



15%
Travel review sites (TripAdvisor, YELP etc)

Month of Travel



Planning Time

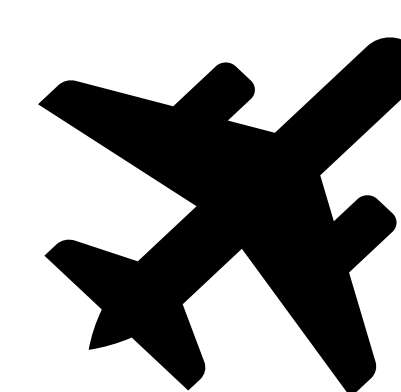


38% consider visiting Virginia less than a month before their visit

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



82%
Travel by owned auto or rental cars



14%
Travel by plane