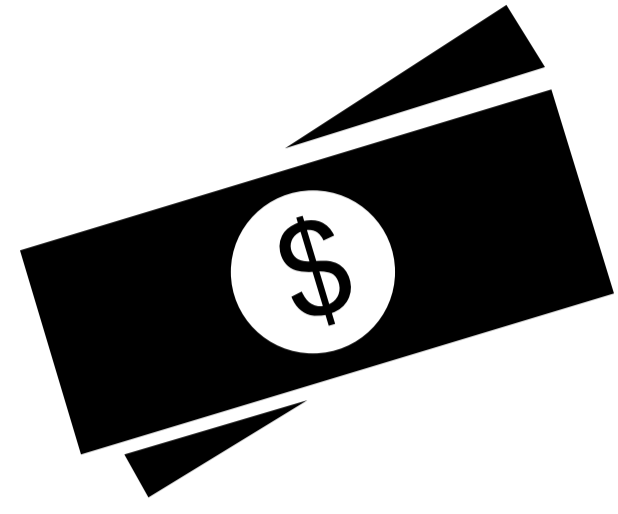


# Day Travel

Average travel party spending:



**\$106**

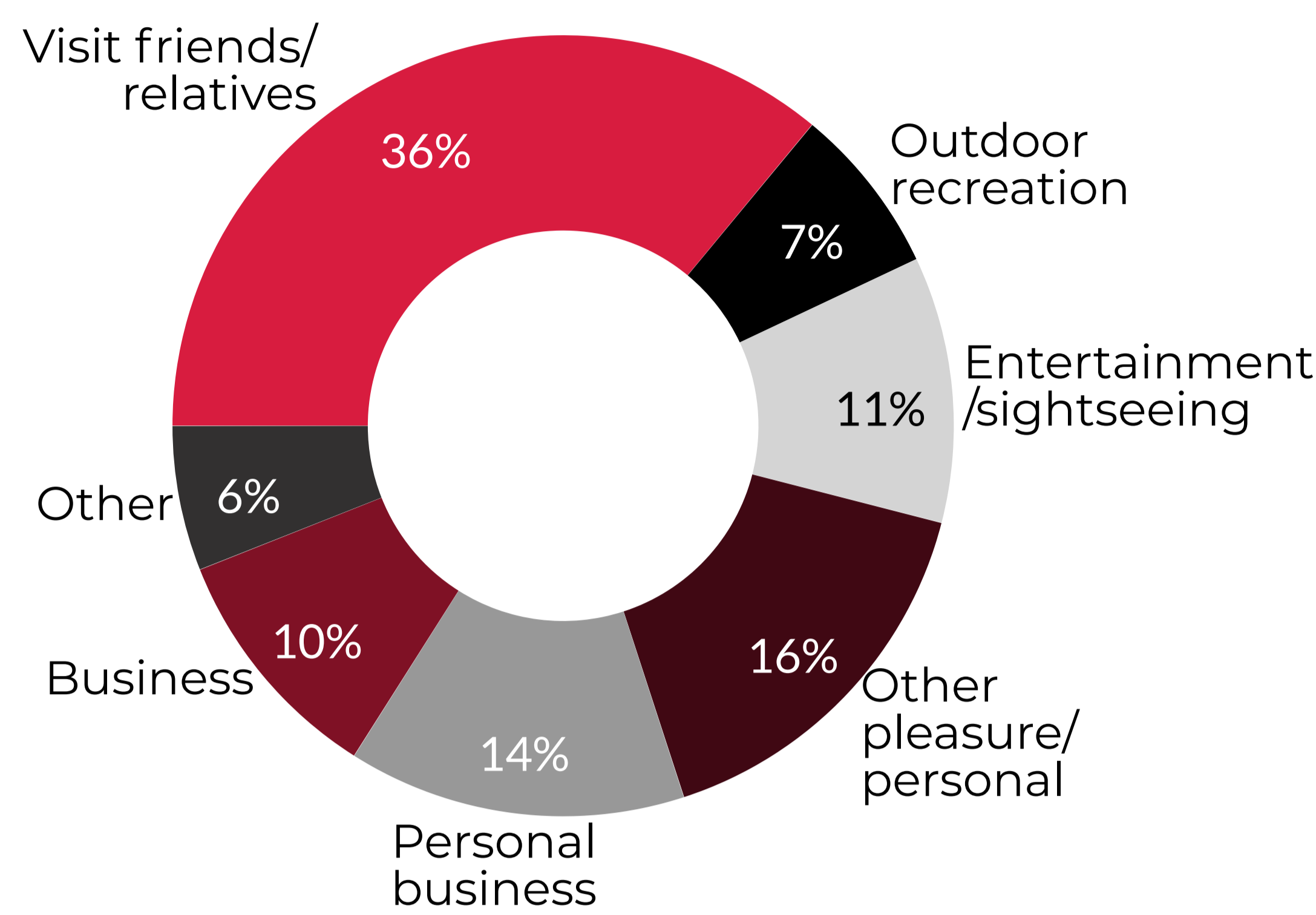
per trip



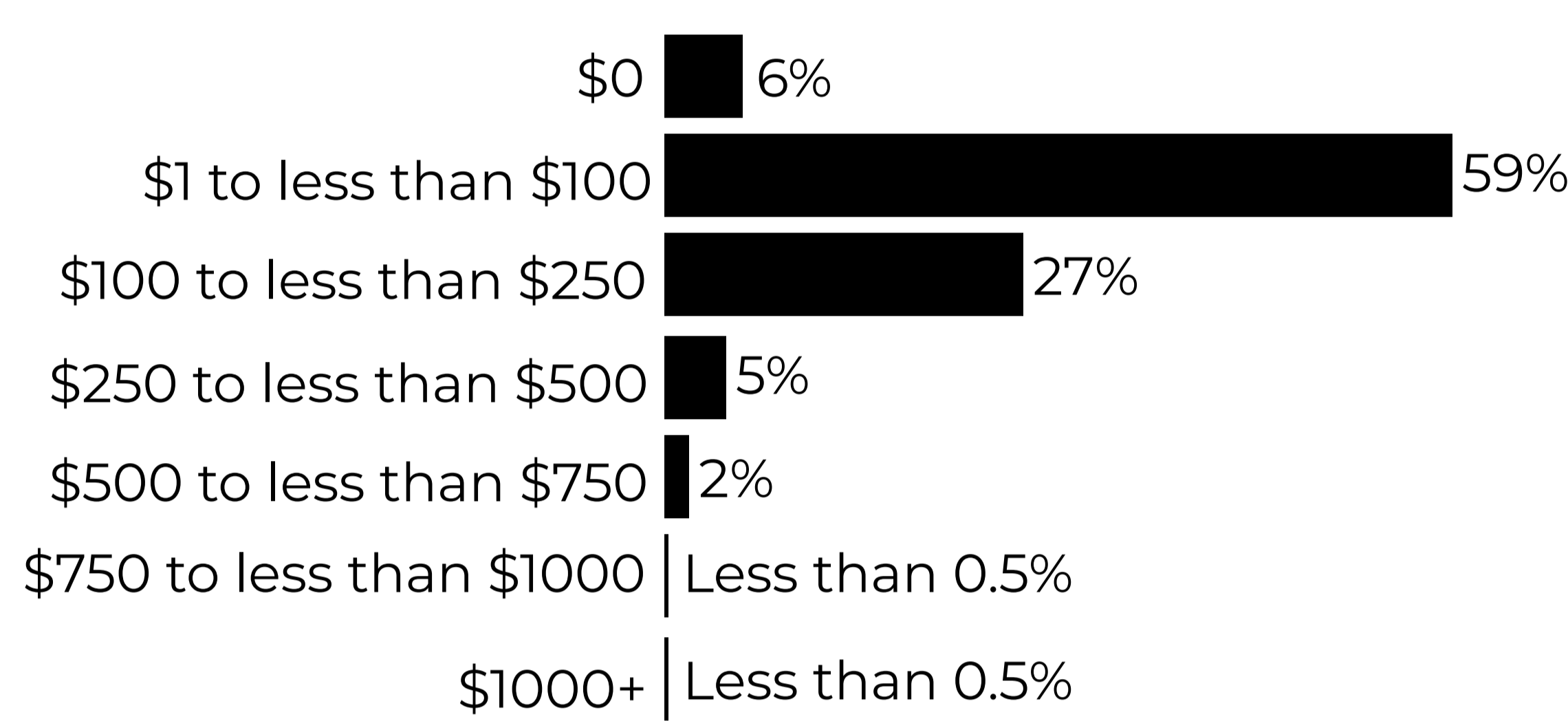
## Top Activities

- Visiting relatives 20%
- Shopping 19%
- Visiting friends 10%
- Rural sightseeing 7%
- Historic Sites/Churches 6%
- Sports events (Spectator) 5%
- Urban sightseeing 4%
- Fine Dining 4%
- Museums 4%
- Wildlife viewing 3%

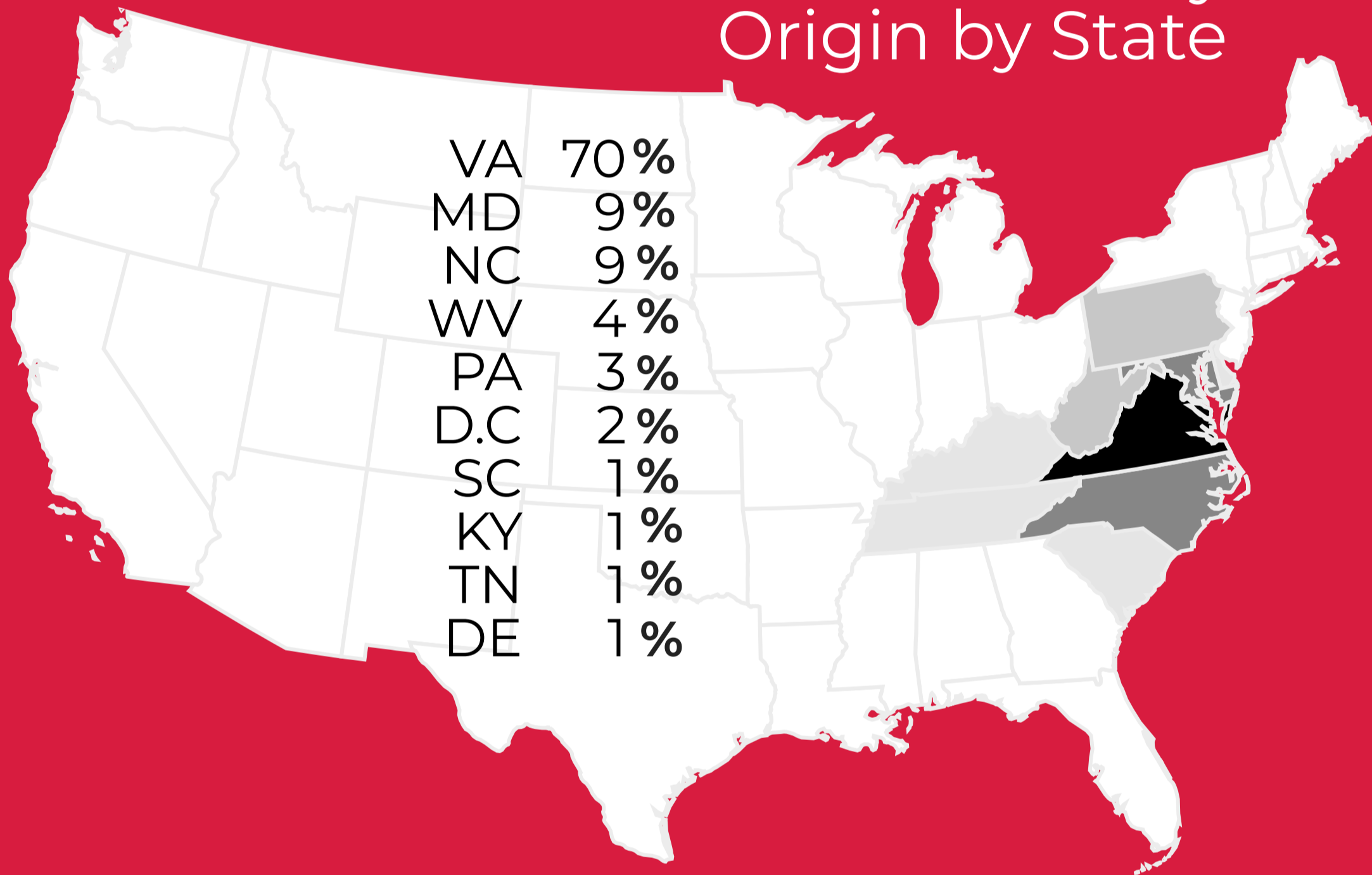
## Primary Purpose of Trip



## Travel Party Spending



## Travel Party Origin by State

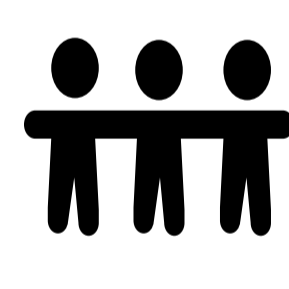


## Travel Party Origin by DMA

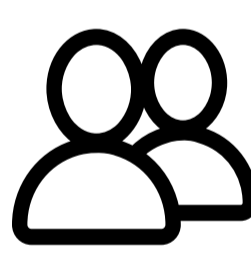
- Washington, DC (Hagerstown) 27%
- Richmond-Petersburg 17%
- Roanoke-Lynchburg 17%
- Norfolk-Portsmouth-Newport News 14%
- Tri-Cities, TN-VA 5%
- Raleigh-Durham (Fayetteville) 4%
- Greensboro-High Point-Winston Salem 2%
- Philadelphia 2%
- Baltimore 2%
- Charlottesville 2%



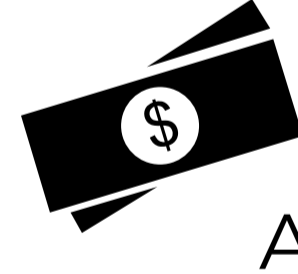
**61%**  
Married



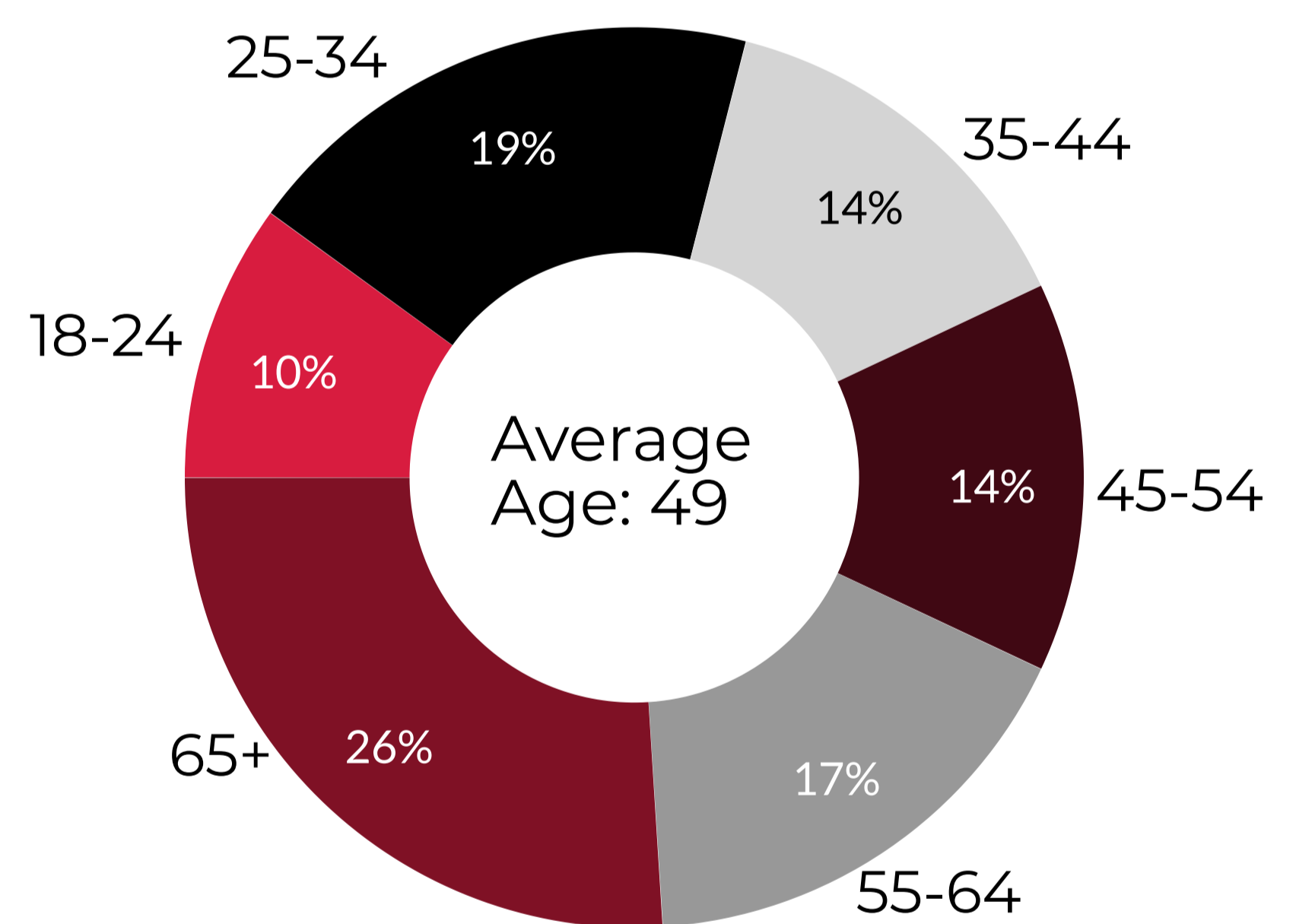
**24%**  
Traveling with Children



**2.3**  
Average travel party size



**30%**  
Annual household income of 100K or more



## Planning Sources



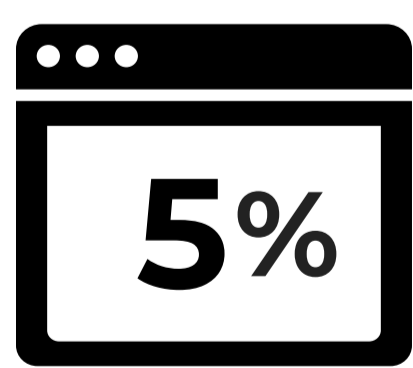
**34%**  
Own experience



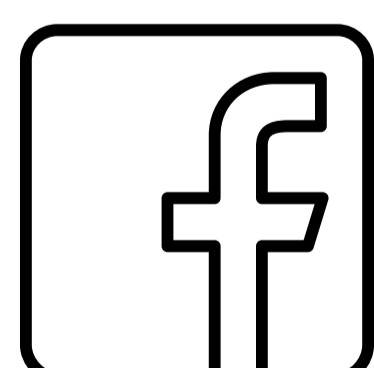
**16%**  
Use information from friends and relatives.



**10%**  
Search engine

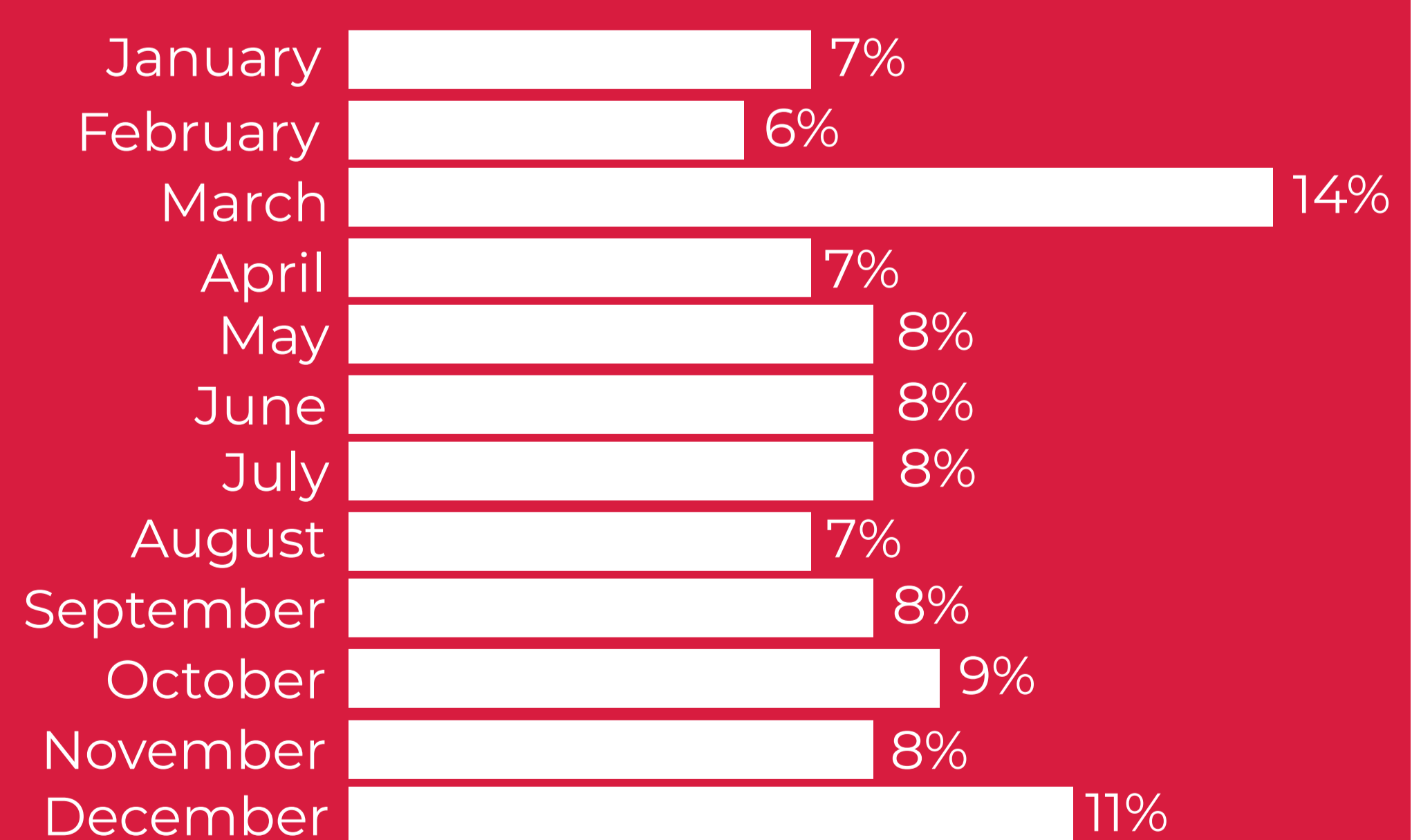


**5%**  
Destination website



**3%**

## Month of Travel

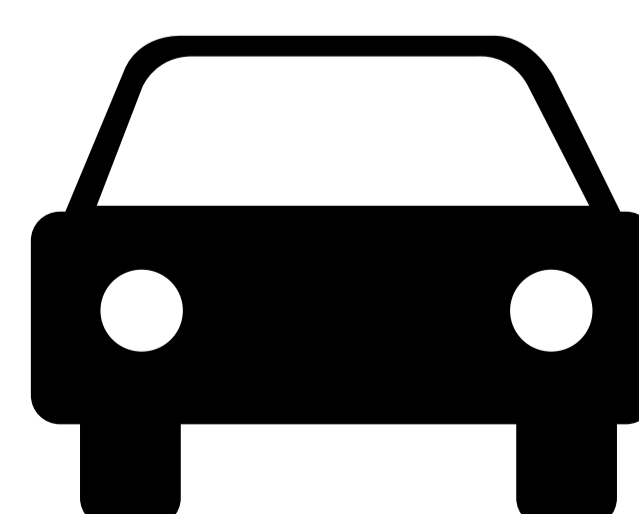


## Planning Time



79% consider visiting Virginia less than a month before their visit

83% decide visiting Virginia less than a month before their visit



**95%**

Travel by owned auto or rental cars