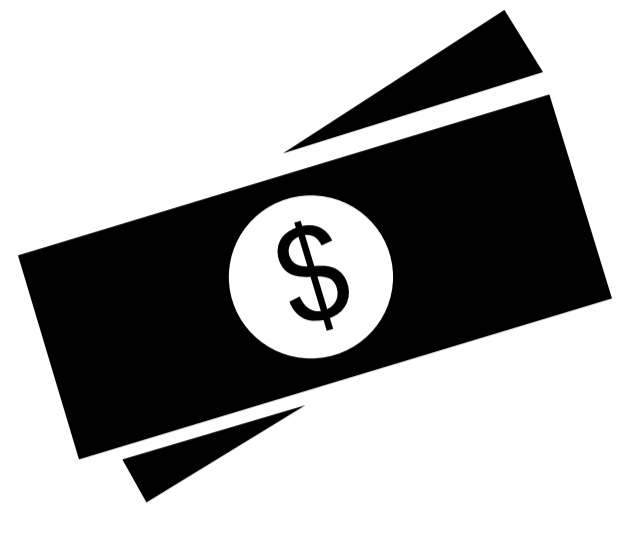




# Entertainment & Amusement

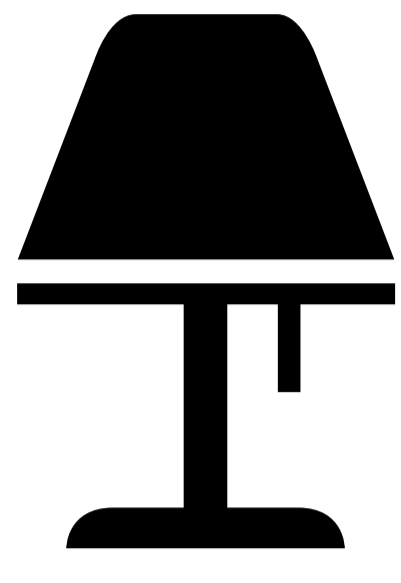


Average travel party spending:

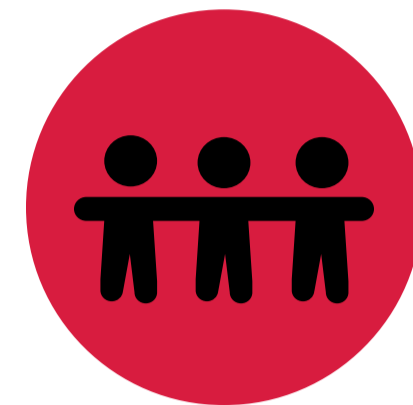


**\$806**

per trip



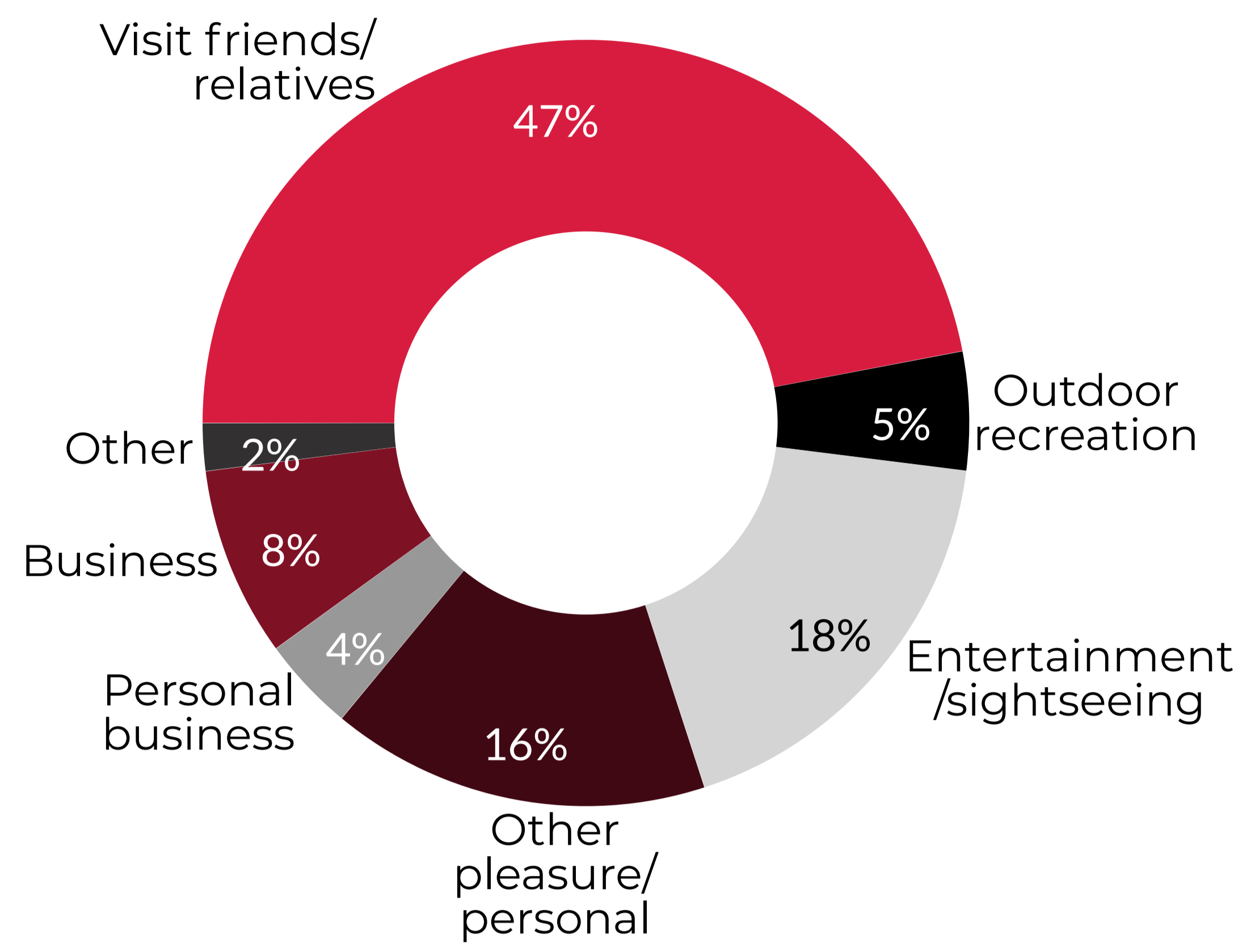
**3.1**  
Nights



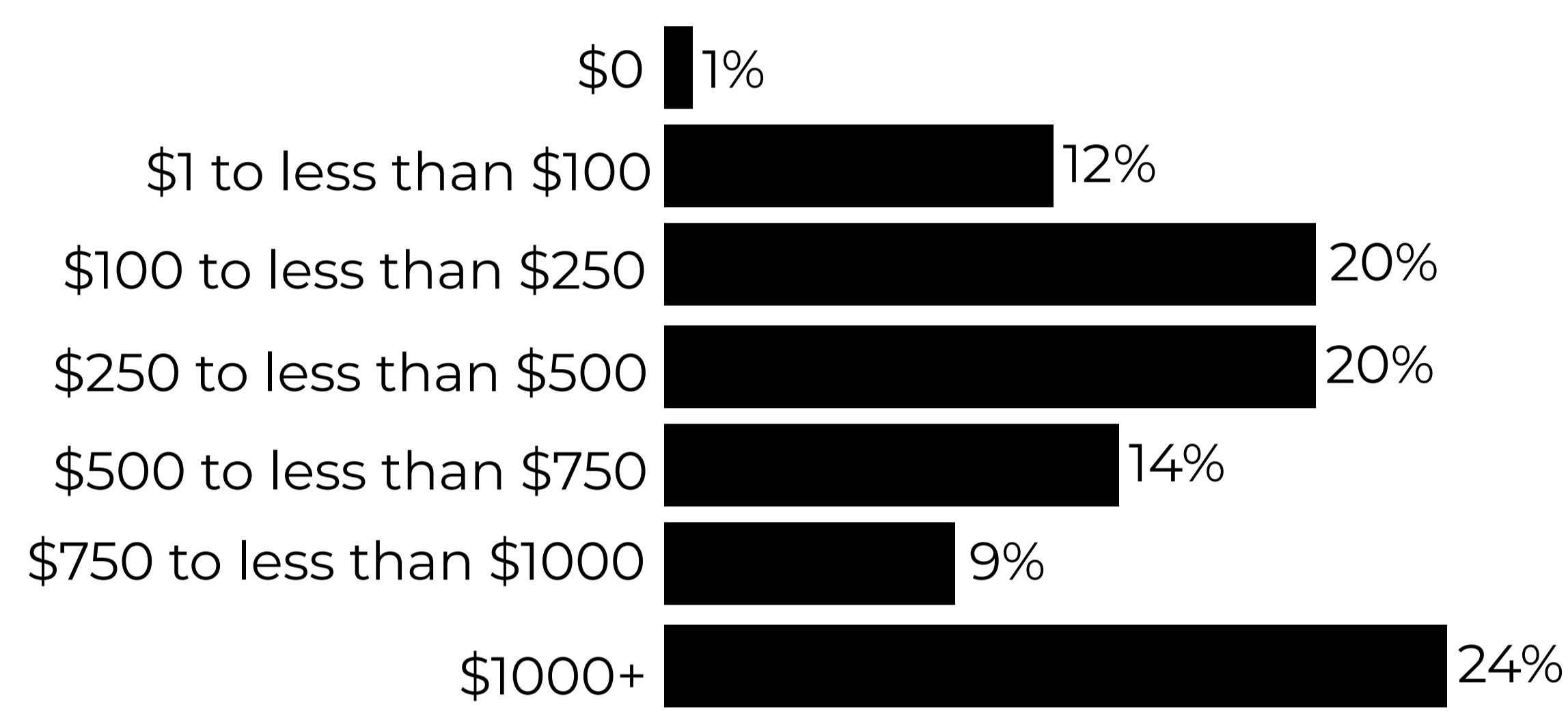
## Top Activities

Shopping	54%
Fine Dining	33%
Visiting relatives	29%
Historic Sites/Churches	24%
Museums	19%
Visiting friends	17%
Rural sightseeing	16%
Urban sightseeing	14%
National Park/Monuments	13%
Beach	13%

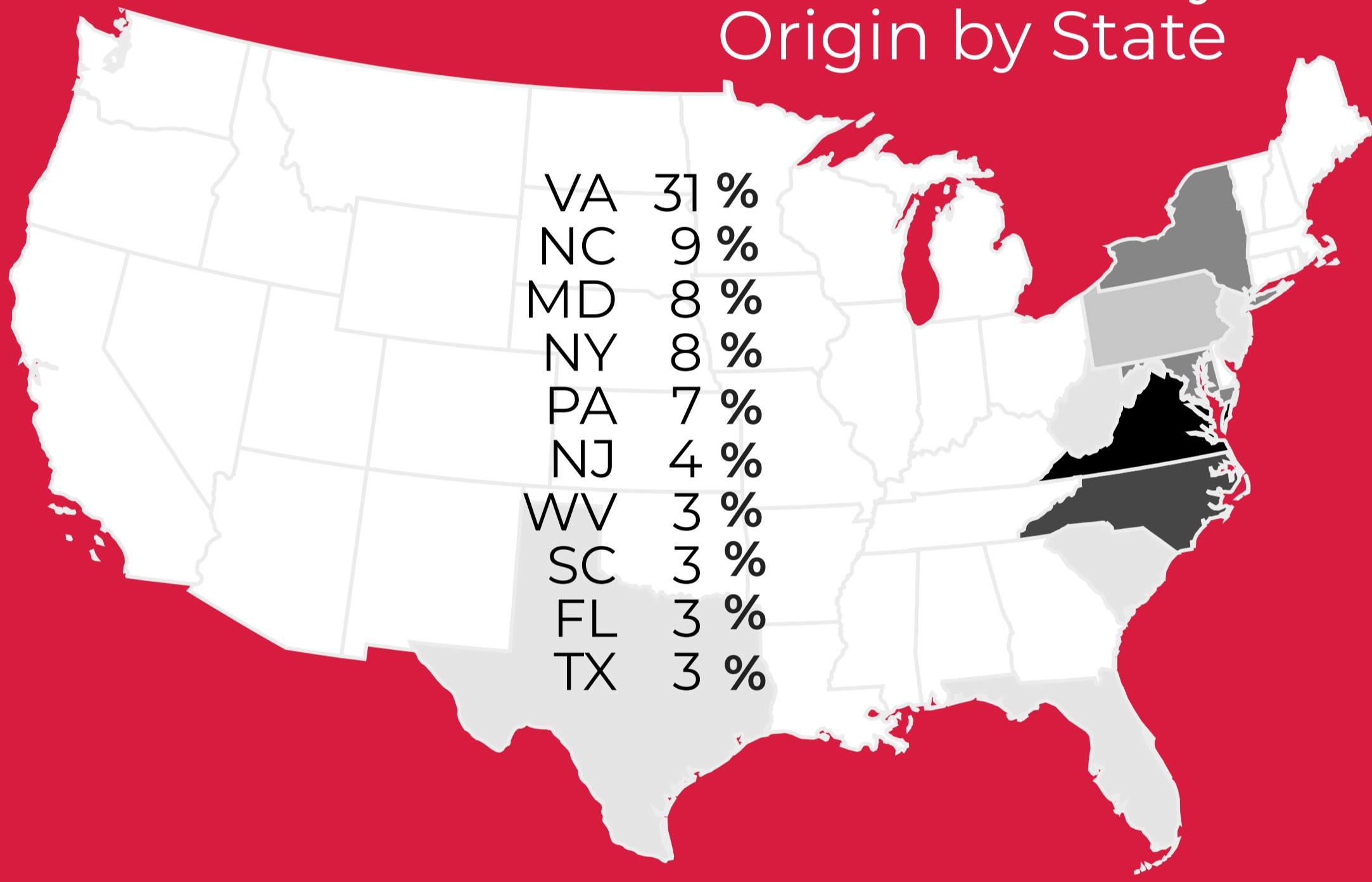
## Primary Purpose of Trip



## Travel Party Spending



## Travel Party Origin by State

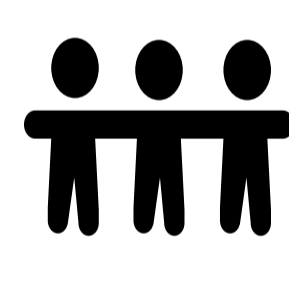


## Travel Party Origin by DMA

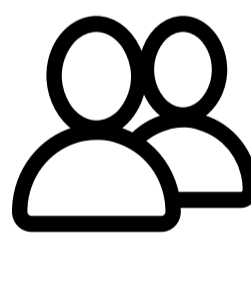
Washington, DC (Hagerstown)	18%
New York	8%
Richmond-Petersburg	8%
Norfolk-Portsmouth-Newport News	5%
Roanoke-Lynchburg	5%
Philadelphia	5%
Raleigh-Durham (Fayetteville)	4%
Baltimore	3%
Charlotte	2%
Tri-Cities, TN-VA	2%



**60%**  
Married



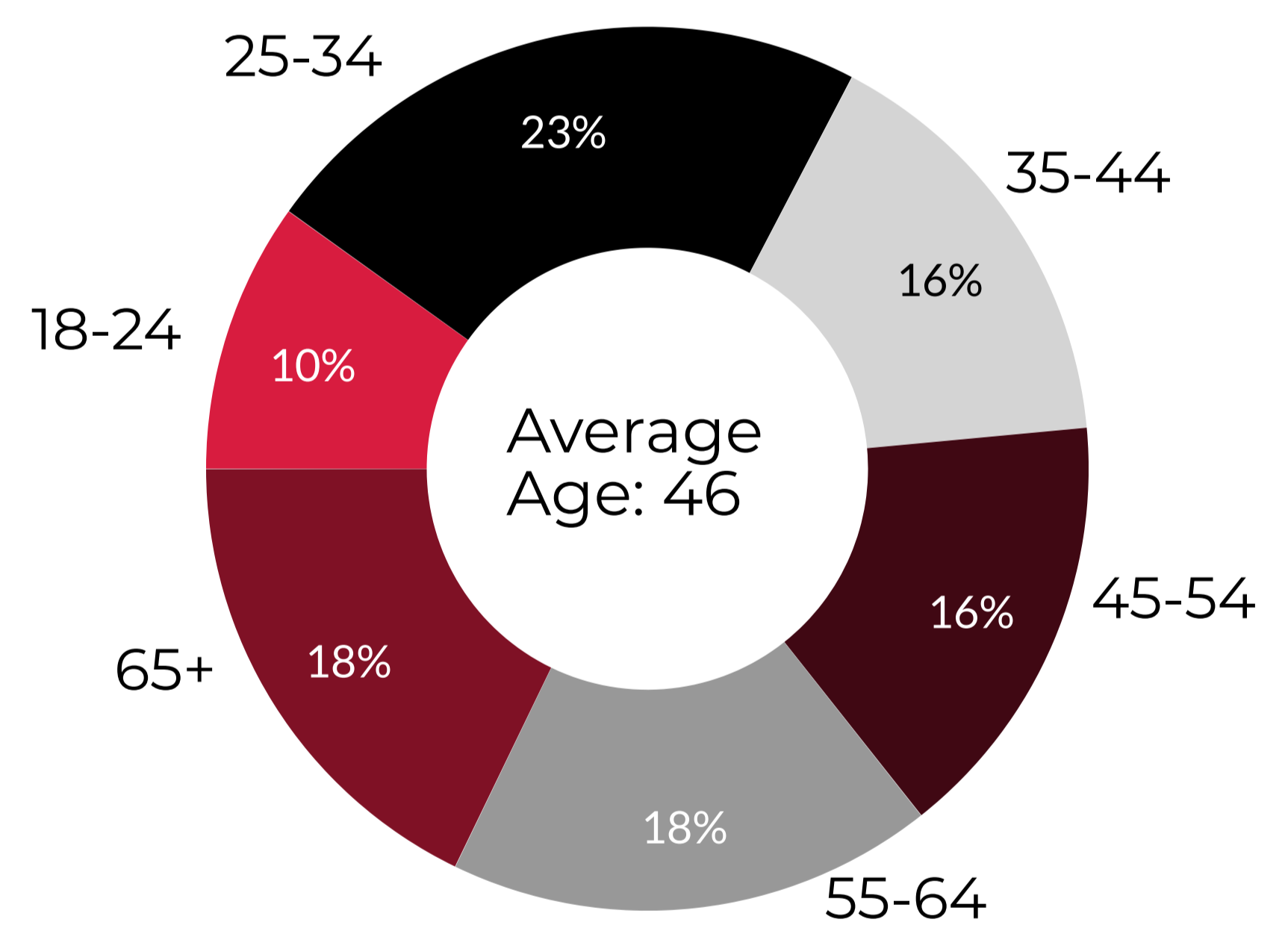
**28%**  
Traveling with Children



**2.7**  
Average travel party size



**39%**  
Annual household income of 100K or more



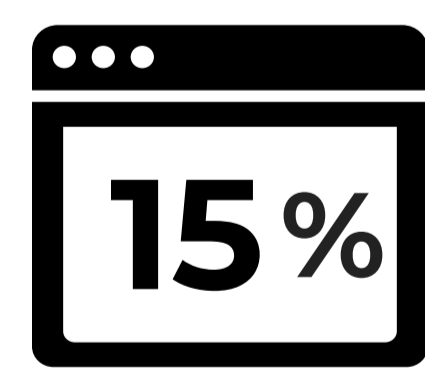
## Planning Sources



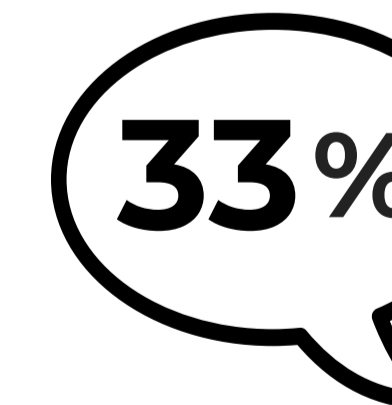
**43%**  
Own experience



**22%**  
Search engine



**15%**  
Destination website



**33%**  
Use information from friends and relatives.

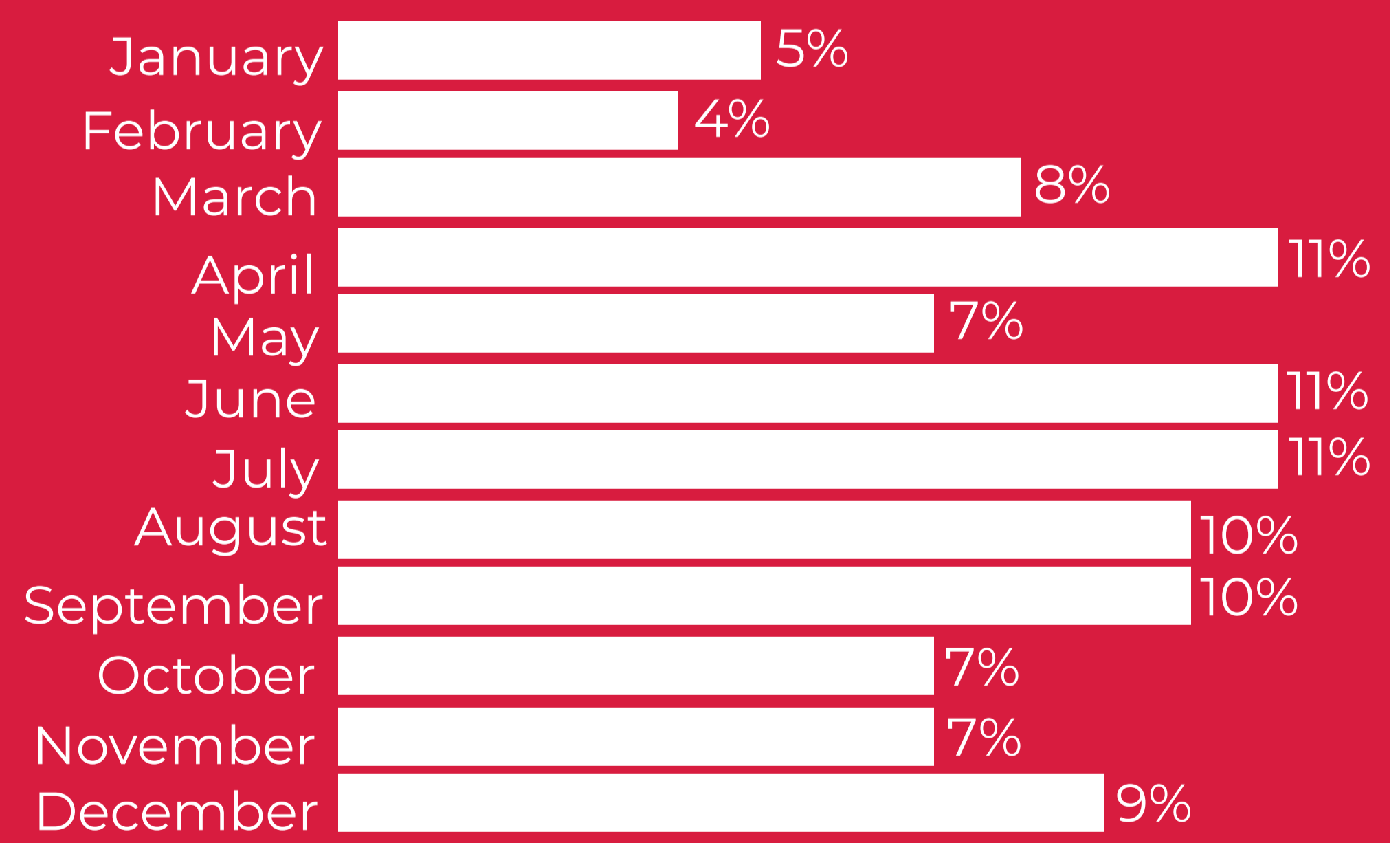


**13%**  
Travel provider website (airline, hotel etc.)



**11%**  
Online full service website (Expedia, Travelocity etc.)

## Month of Travel



## Planning Time



40% consider visiting Virginia less than a month before their visit

50% decide visiting Virginia less than a month before their visit



**82%**

Travel by owned auto or rental cars



**13%**

Travel by plane