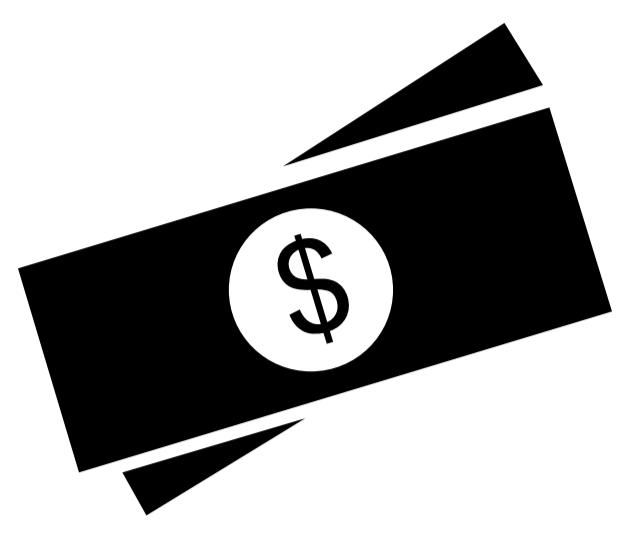




Fall Season

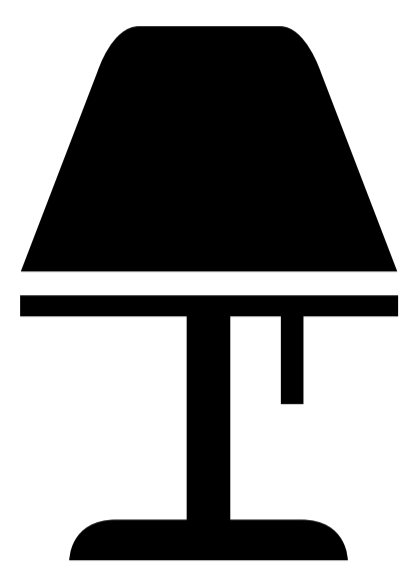


Average travel party spending:



\$522

per trip



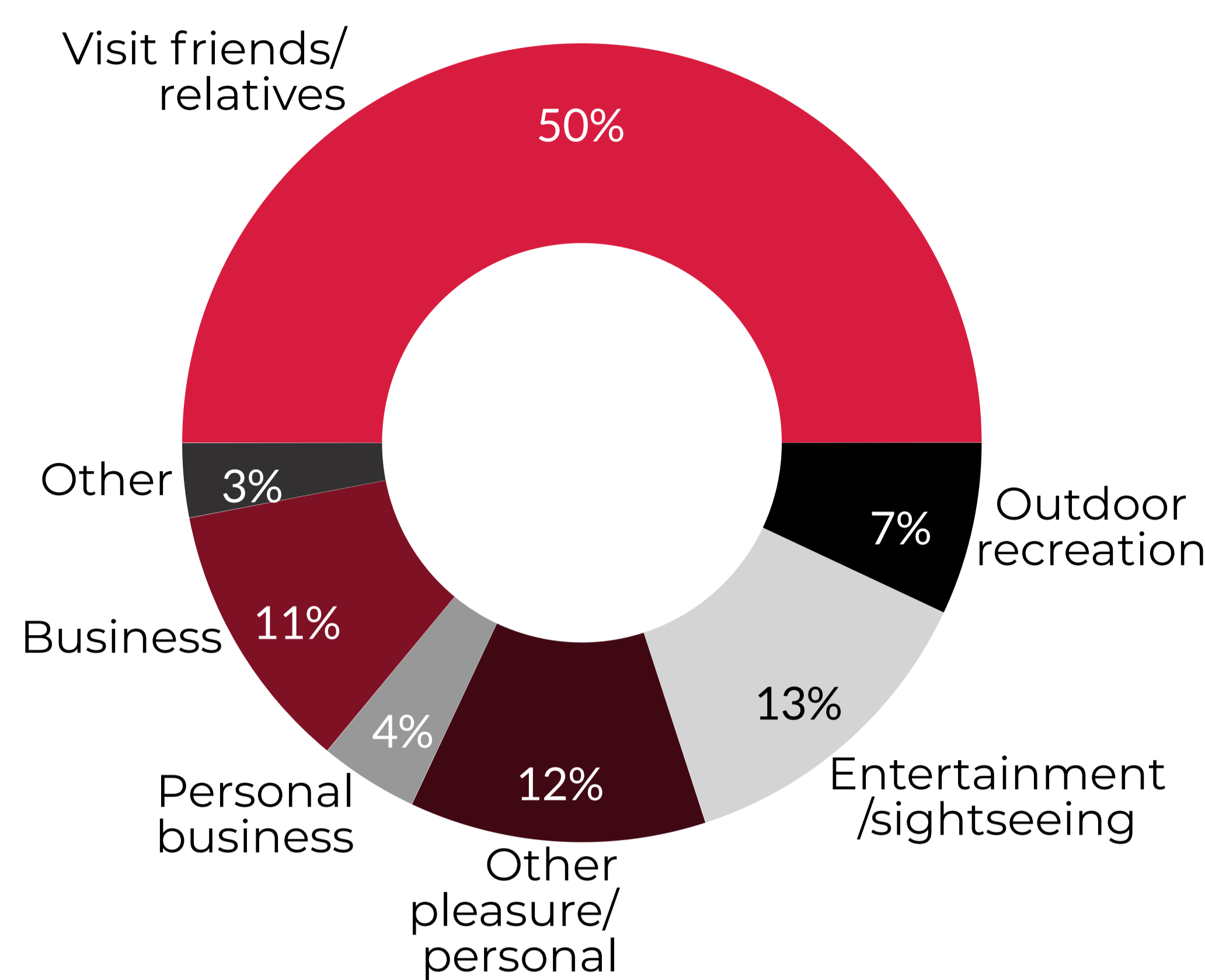
2.5
Nights



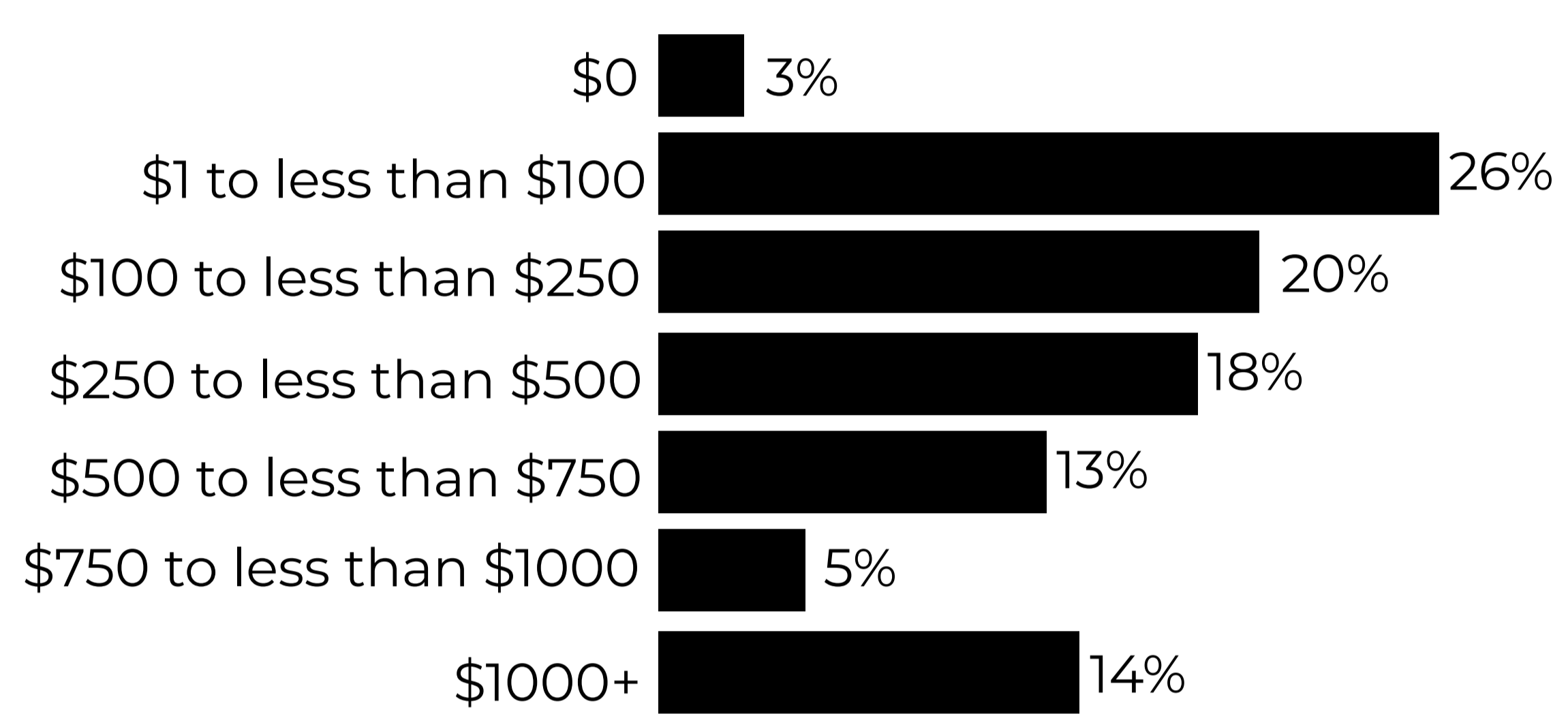
Top Activities

Visiting relatives	28%
Shopping	21%
Visiting friends	17%
Historic Sites/Churches	15%
Museums	13%
Rural sightseeing	12%
Fine Dining	12%
National Park/Monuments	9%
Urban sightseeing	8%
Beach	6%

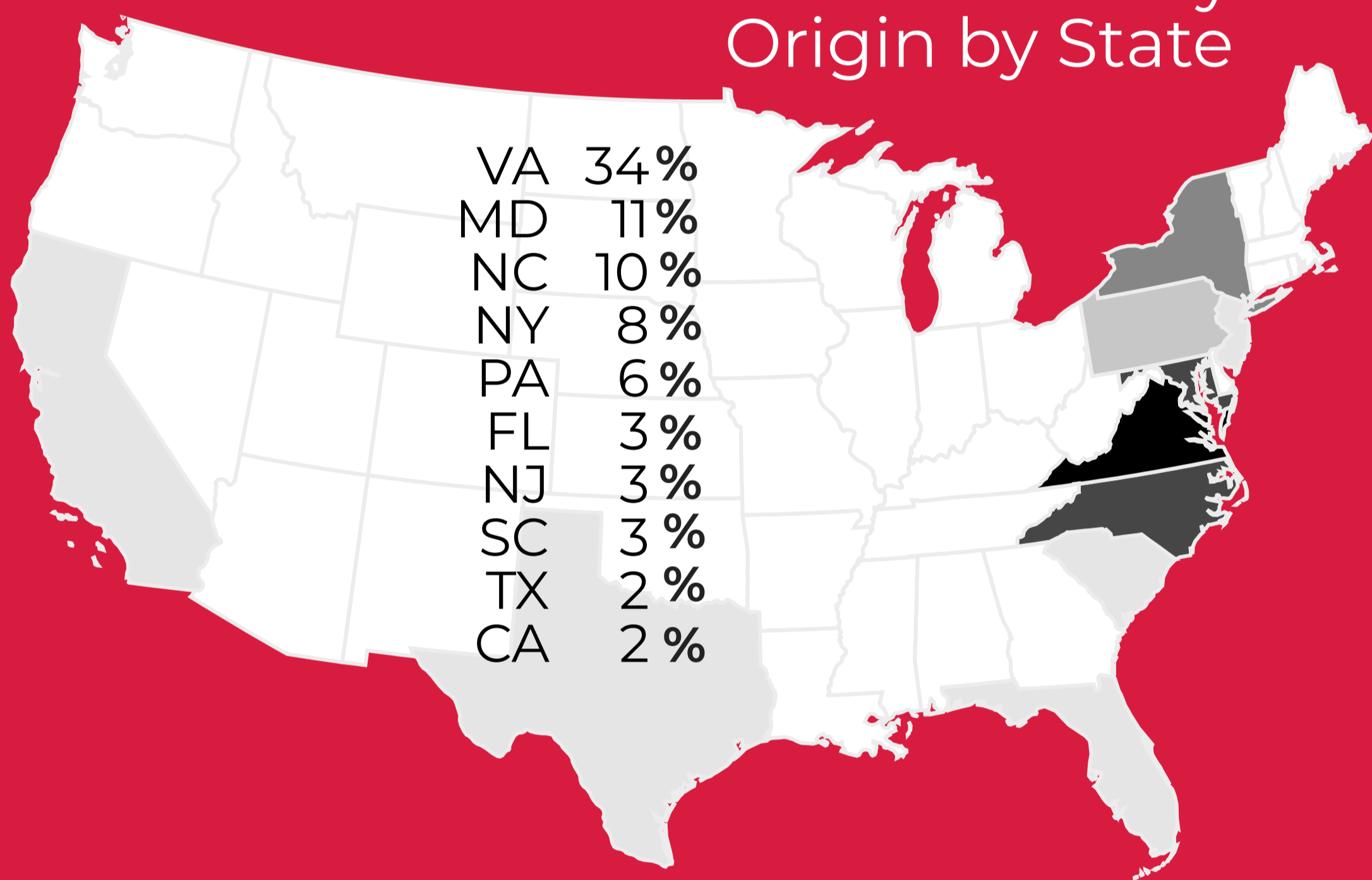
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

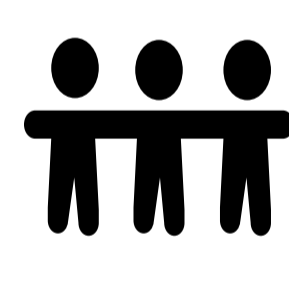


Travel Party Origin by DMA

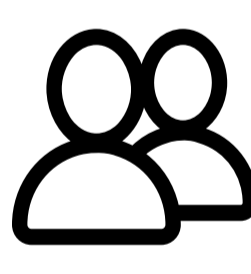
Washington, DC (Hagerstown)	16%
Richmond-Petersburg	11%
Norfolk-Portsmouth-Newport News	6%
New York	6%
Roanoke-Lynchburg	6%
Baltimore	5%
Philadelphia	4%
Raleigh-Durham (Fayetteville)	3%
Greensboro-High Point-Winston Salem	2%
Charlotte	2%



58%
Married



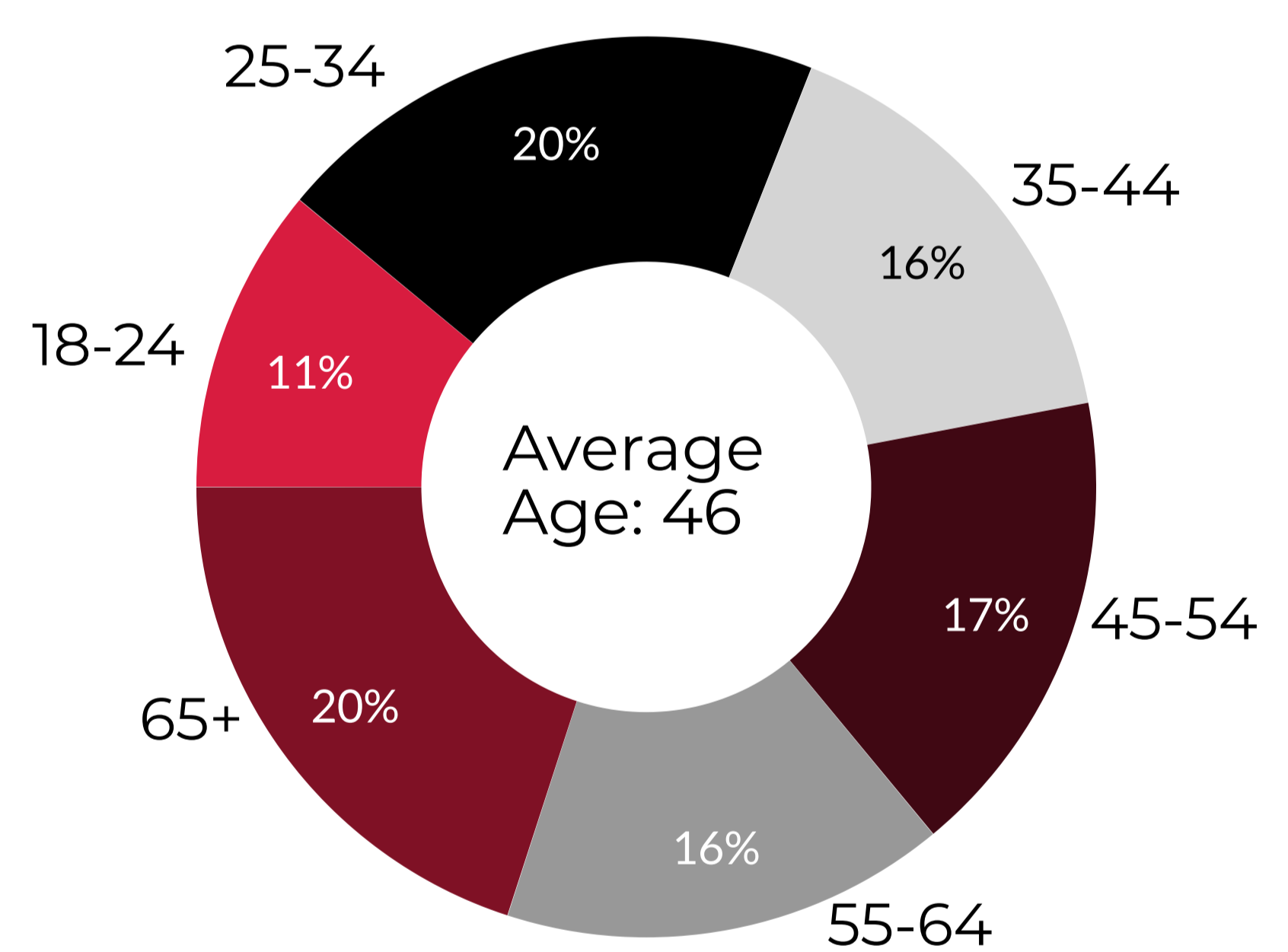
22%
Traveling with Children



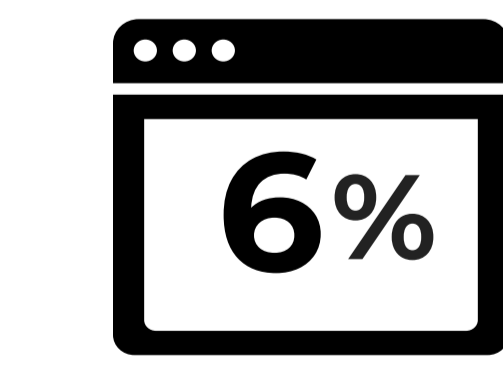
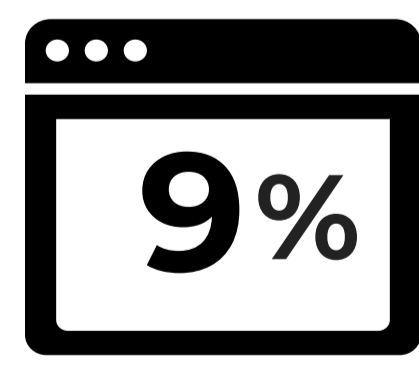
2.5
Average travel party size



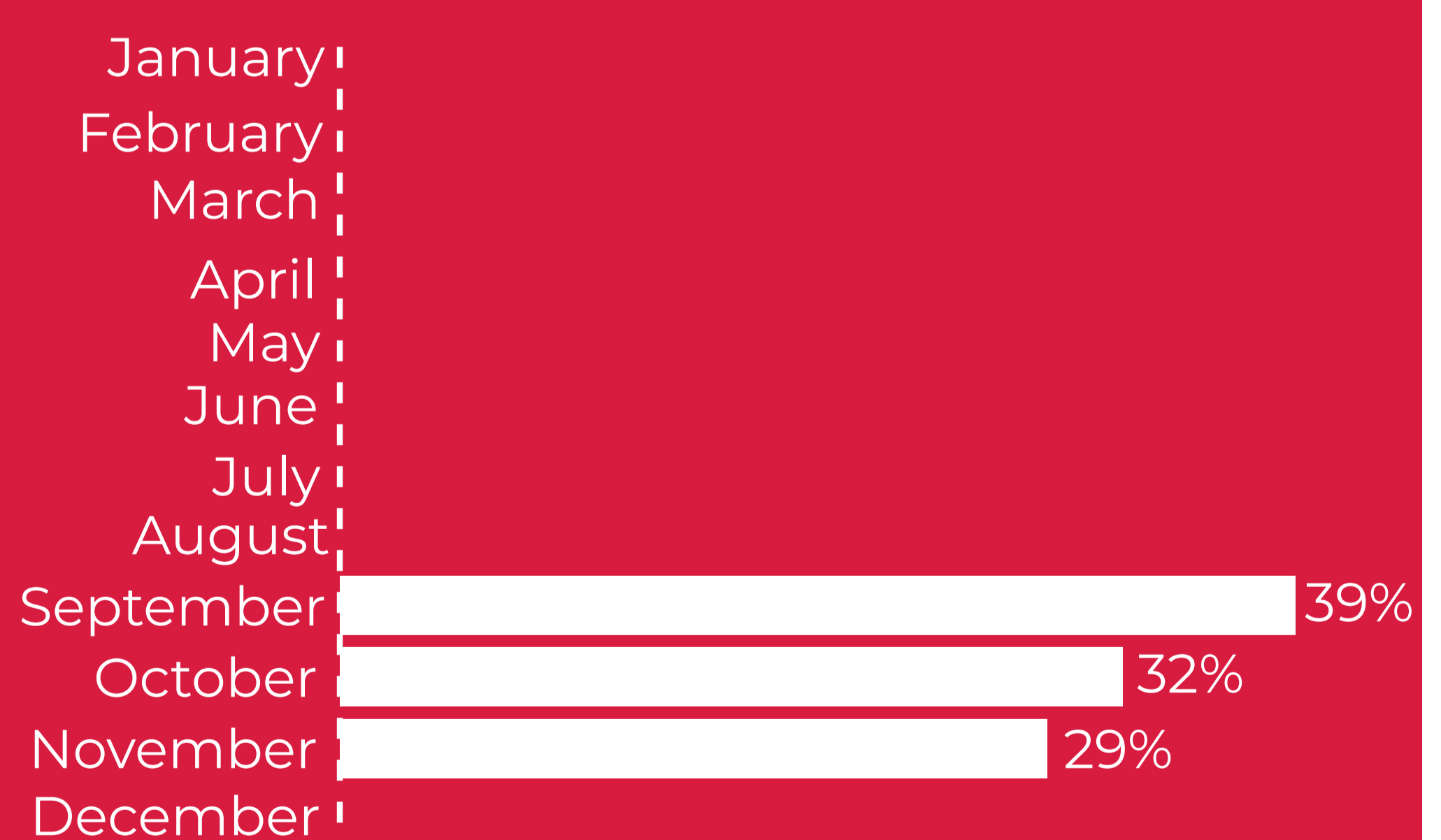
39%
Annual household income of 100K or more



Planning Sources



Month of Travel



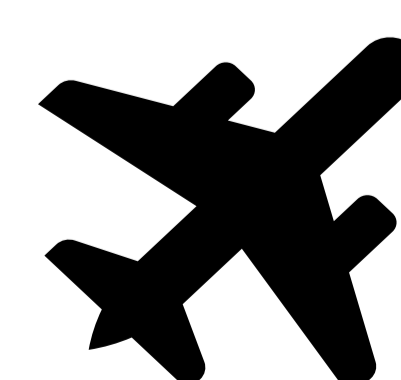
Planning Time



45% consider visiting Virginia less than a month before their visit
53% decide visiting Virginia less than a month before their visit



82%
Travel by owned auto or rental cars



10%
Travel by plane