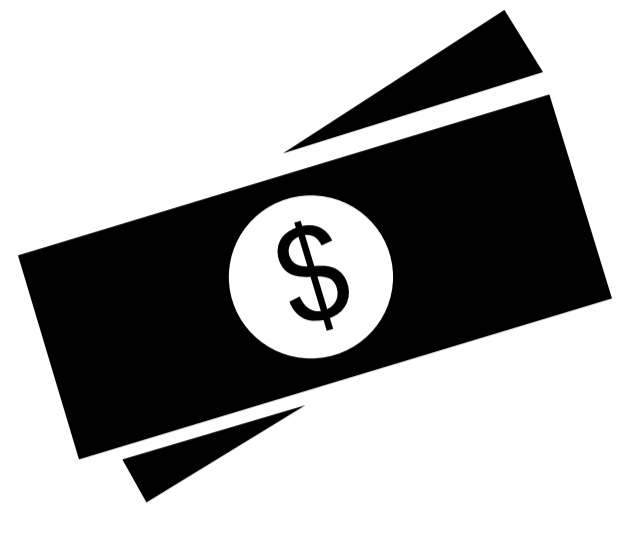




# Family Fun

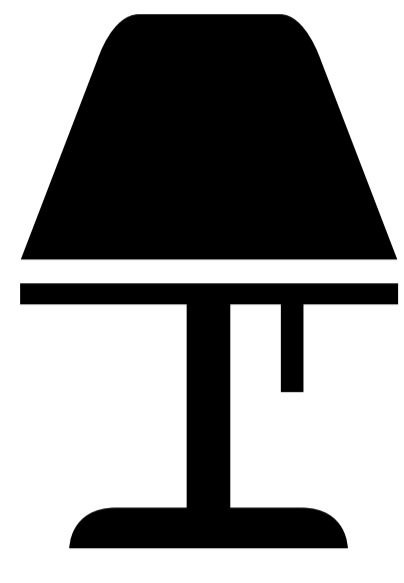


Average travel party spending:

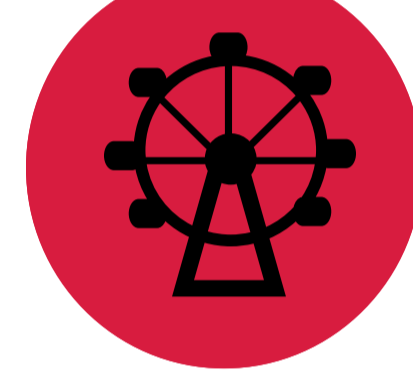


**\$746**

per trip



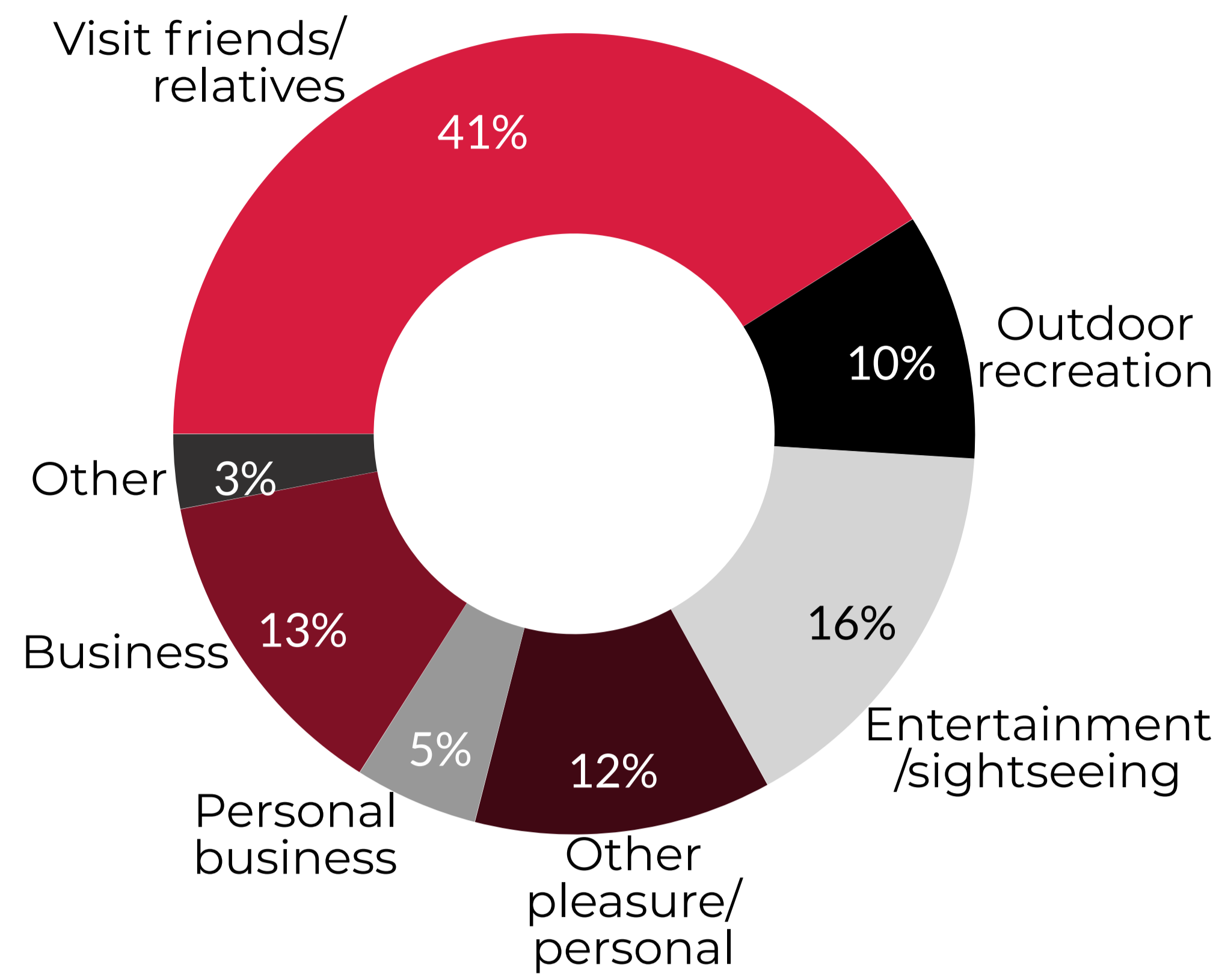
**2.4**  
**Nights**



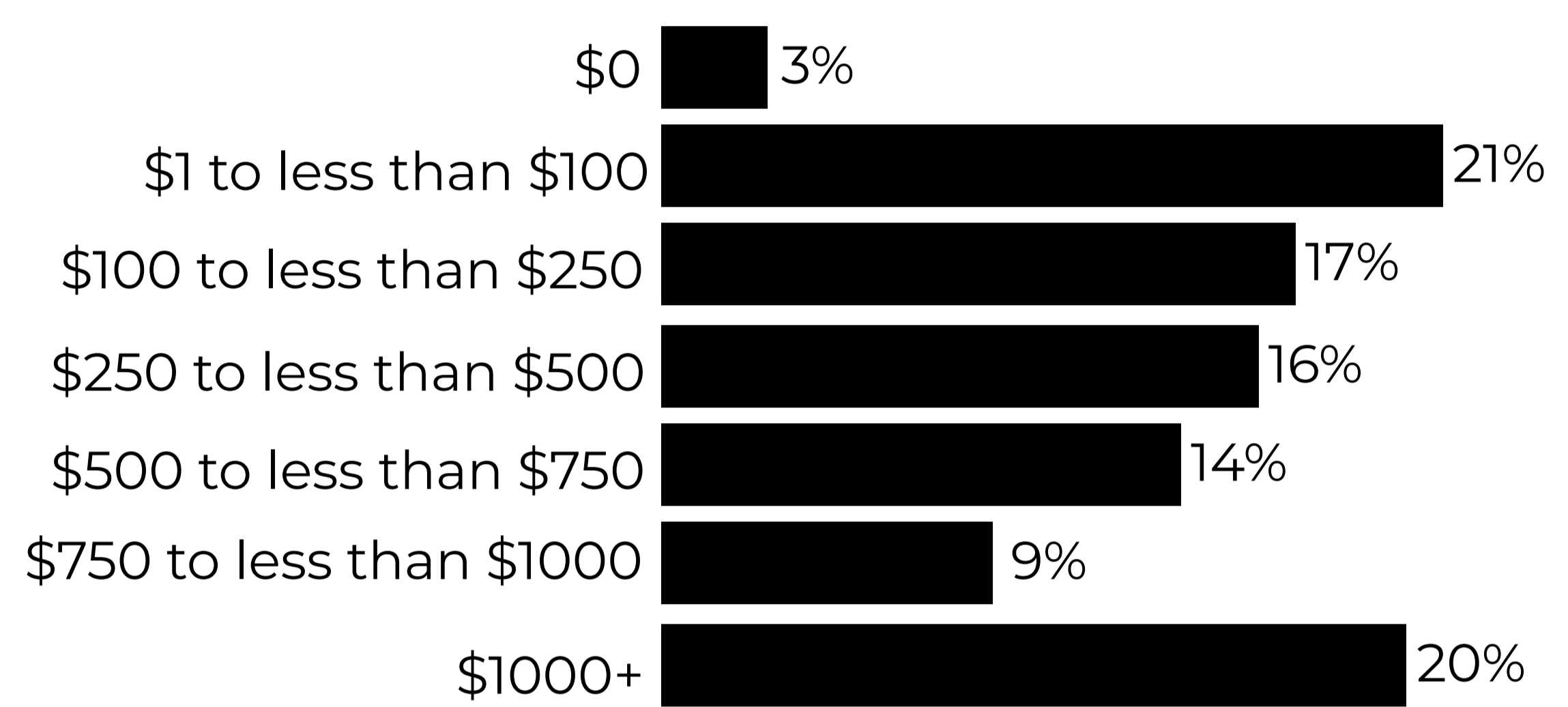
## Top Activities

Shopping	23%
Visiting relatives	20%
Museums	16%
Historic Sites/Churches	15%
Visiting friends	13%
Fine Dining	11%
National Park/Monuments	10%
Urban sightseeing	10%
Beach	10%
Theme/Amusement parks	9%

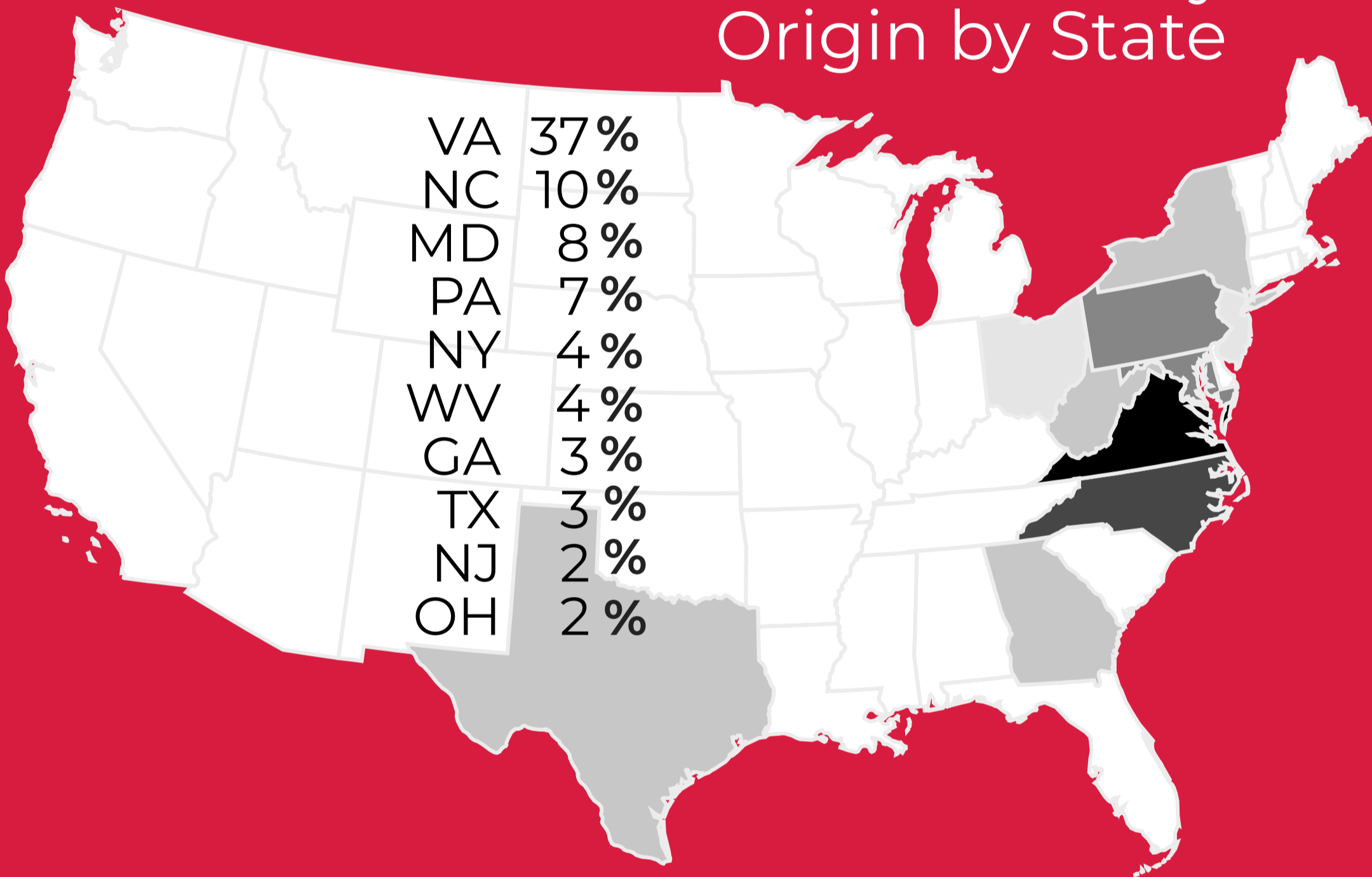
## Primary Purpose of Trip



## Travel Party Spending



## Travel Party Origin by State

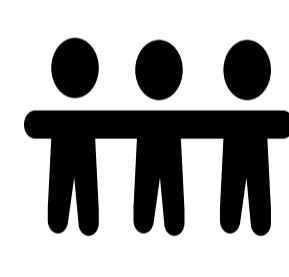


## Travel Party Origin by DMA

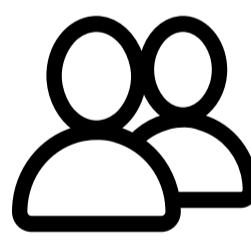
Washington, DC (Hagerstown)	20%
Richmond-Petersburg	8%
Norfolk-Portsmouth-Newport News	7%
Philadelphia	5%
New York	4%
Raleigh-Durham (Fayetteville)	4%
Roanoke-Lynchburg	4%
Baltimore	4%
Charlotte	2%
Clarksburg-Weston	2%



**74%**  
Married



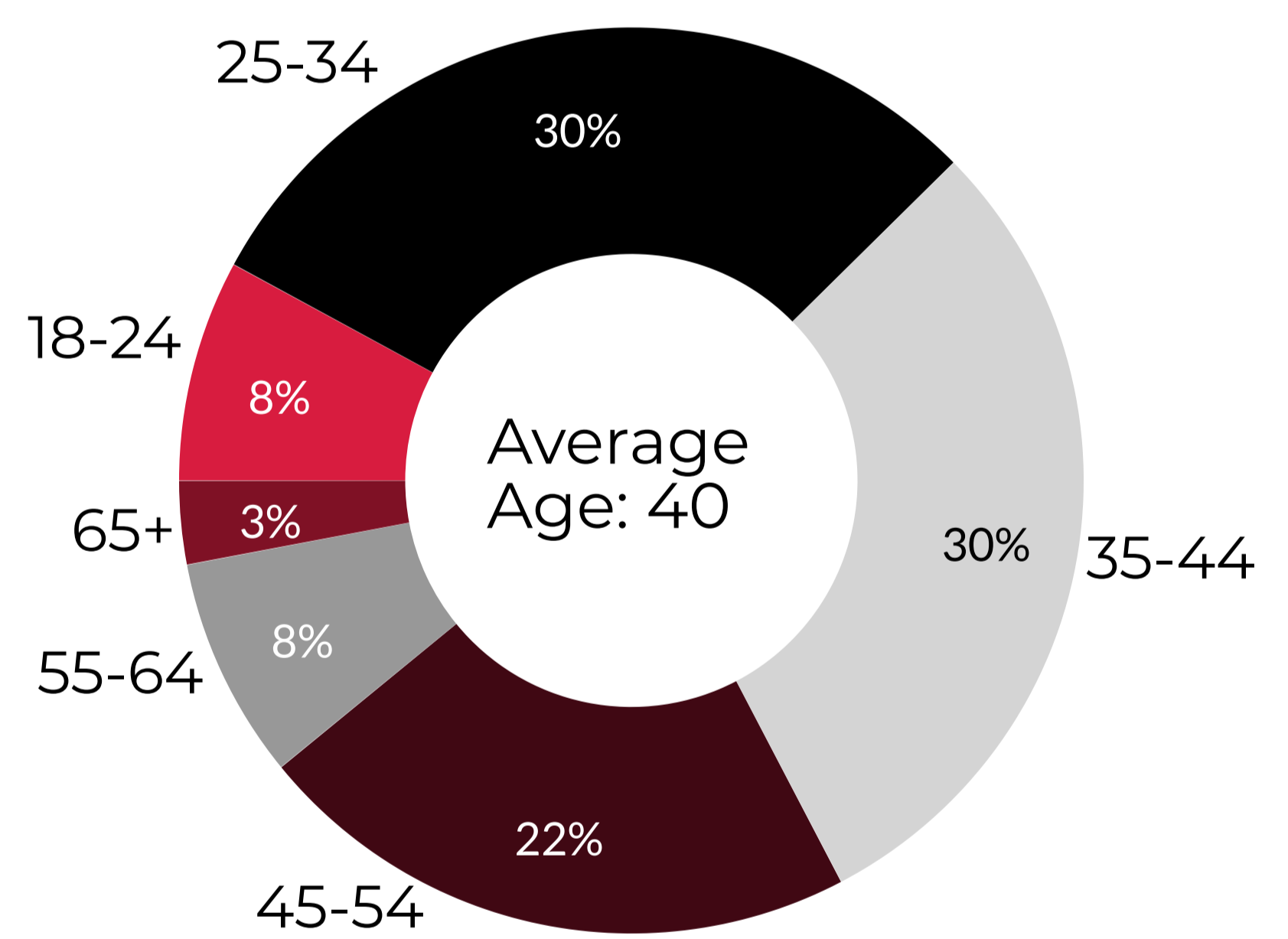
**66%**  
Traveling with Children



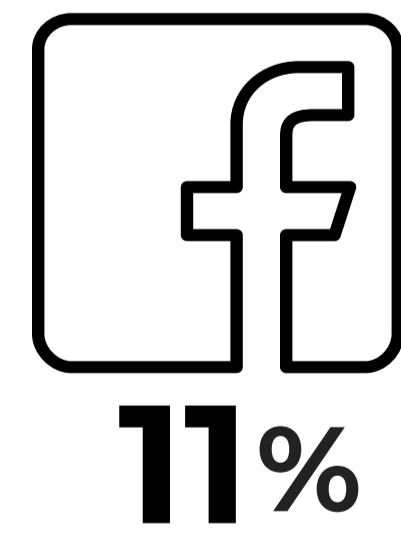
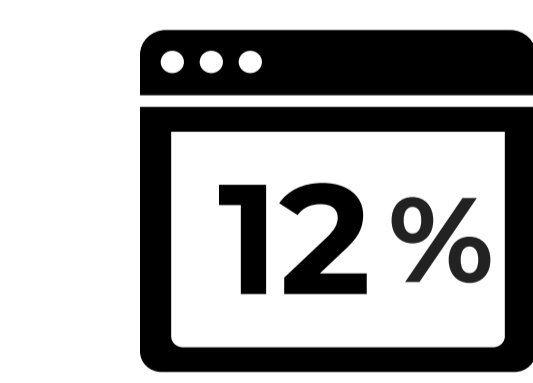
**3.3**  
Average travel party size



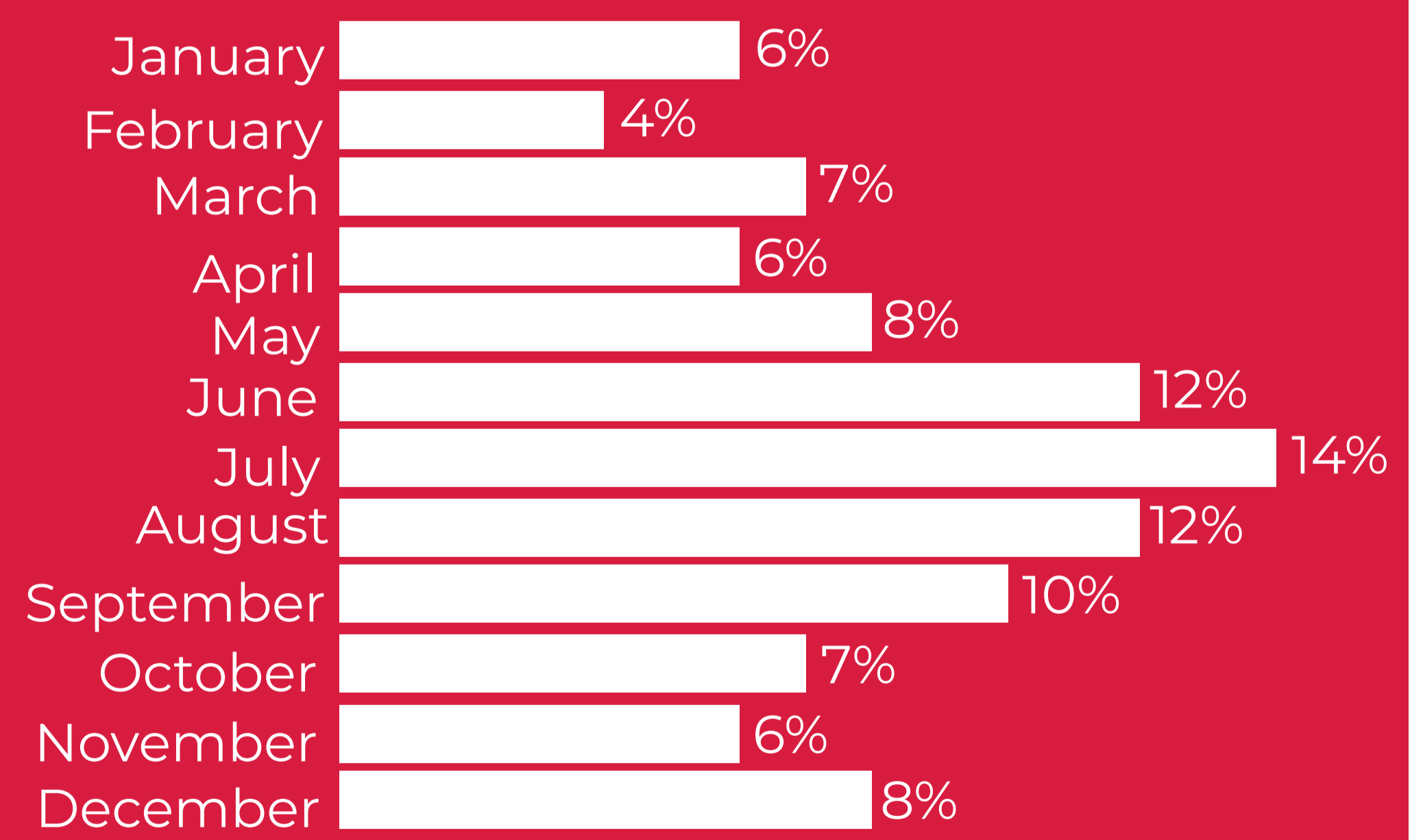
**47%**  
Annual household income of 100K or more



## Planning Sources



## Month of Travel



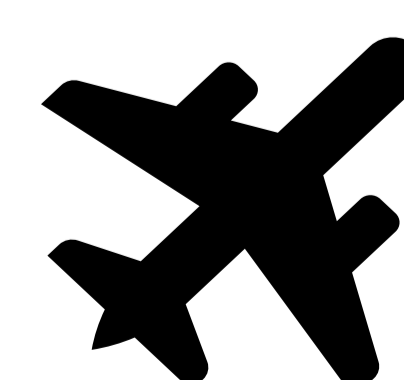
## Planning Time



45% consider visiting Virginia less than a month before their visit  
56% decide visiting Virginia less than a month before their visit



**85%**  
Travel by owned auto or rental cars



**10%**  
Travel by plane