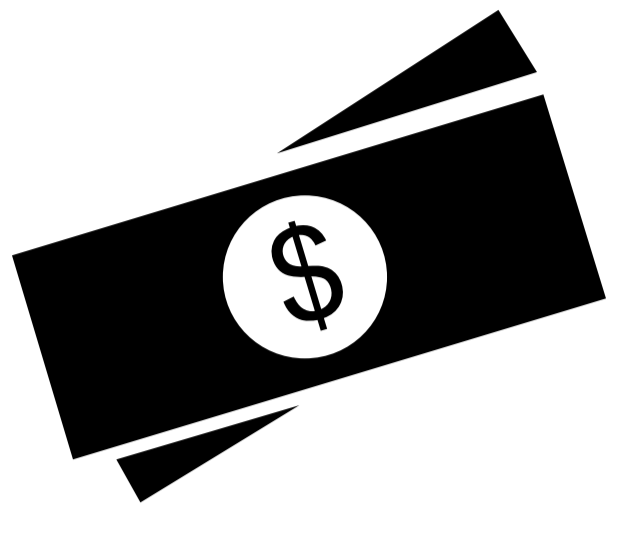




# Foodies

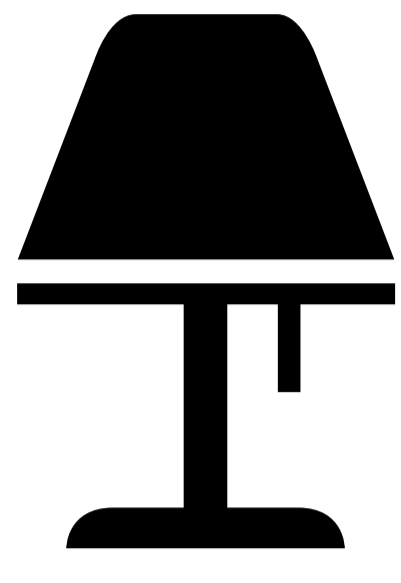


Average travel party spending:



**\$913**

per trip



**3.3**

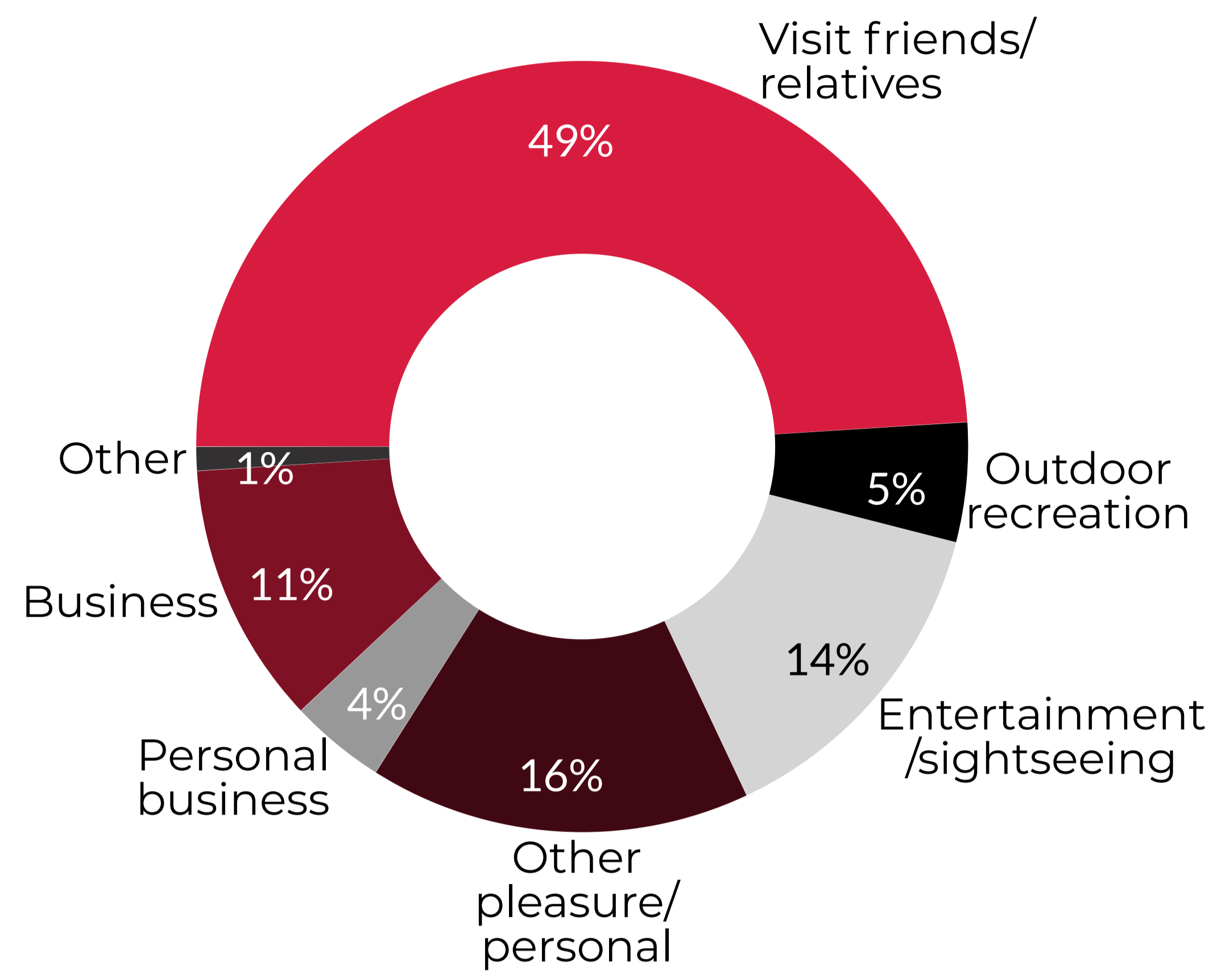
**Nights**



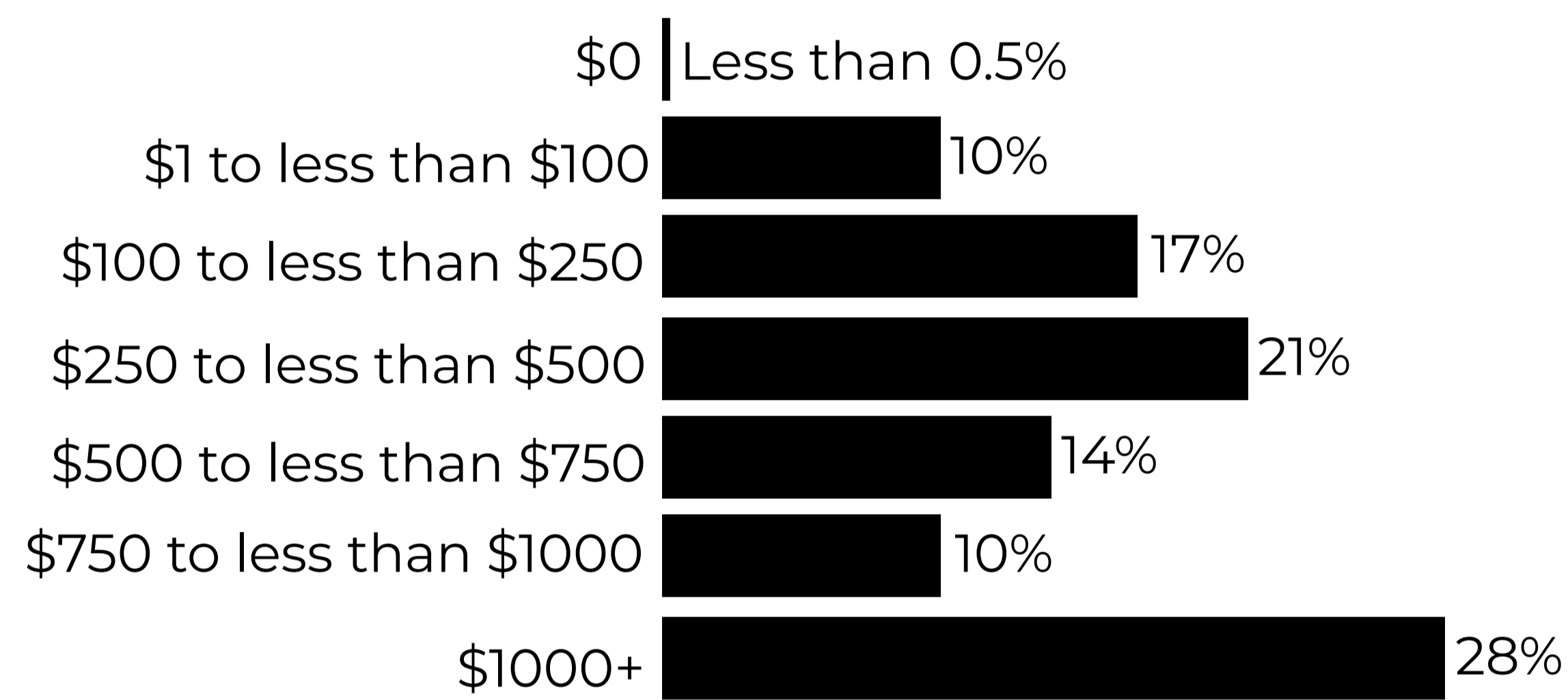
## Top Activities

Fine Dining	73 %
Shopping	38 %
Historic Sites/Churches	32 %
Visiting relatives	29 %
Museums	22 %
Craft breweries	22 %
Wine tasting/Winery tour	21 %
Rural sightseeing	19 %
Visiting friends	18 %
Urban sightseeing	17 %

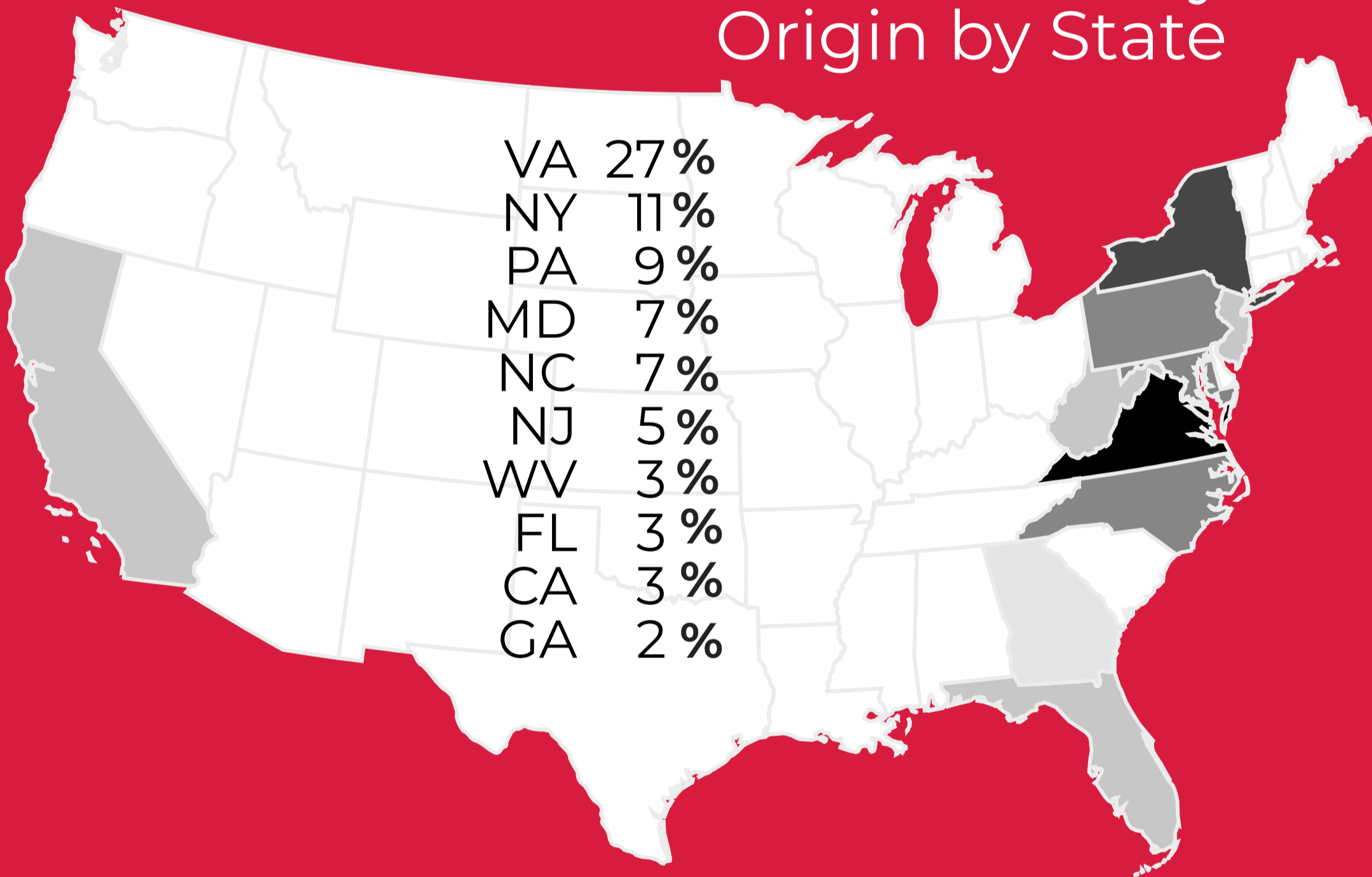
## Primary Purpose of Trip



## Travel Party Spending



## Travel Party Origin by State

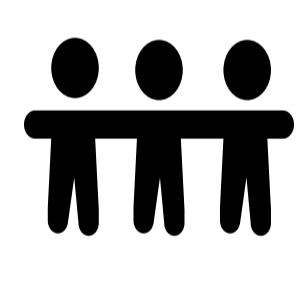


## Travel Party Origin by DMA

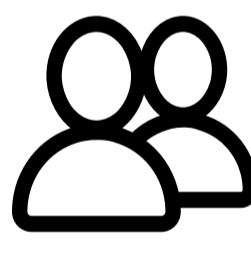
Washington, DC (Hagerstown)	16 %
New York	11 %
Richmond-Petersburg	9 %
Philadelphia	6 %
Norfolk-Portsmouth-Newport News	5 %
Raleigh-Durham (Fayetteville)	4 %
Roanoke-Lynchburg	4 %
Baltimore	3 %
Pittsburgh	2 %
Atlanta	2 %



**60%**  
Married



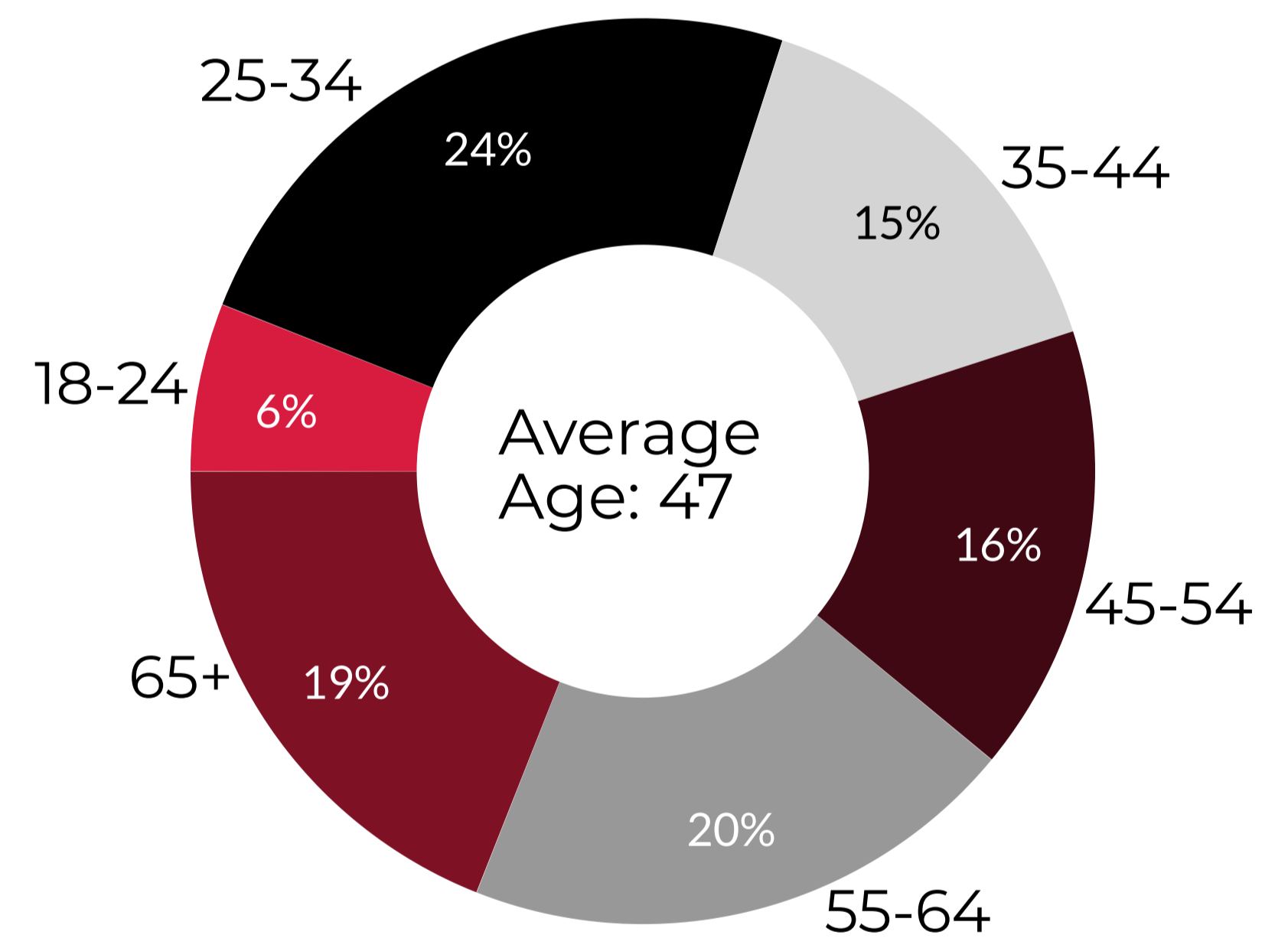
**19%**  
Traveling with Children



**2.5**  
Average travel party size



**41%**  
Annual household income of 100K or more



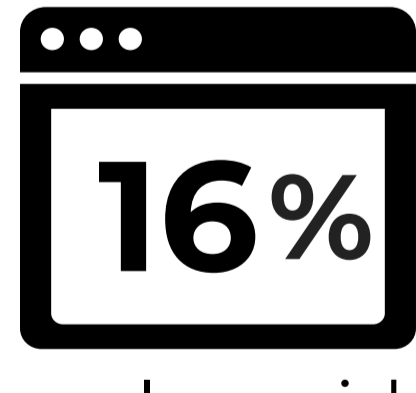
## Planning Sources



**44%**  
Own experience



**27%**  
Search engine



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



**36%**  
Use information from friends and relatives.

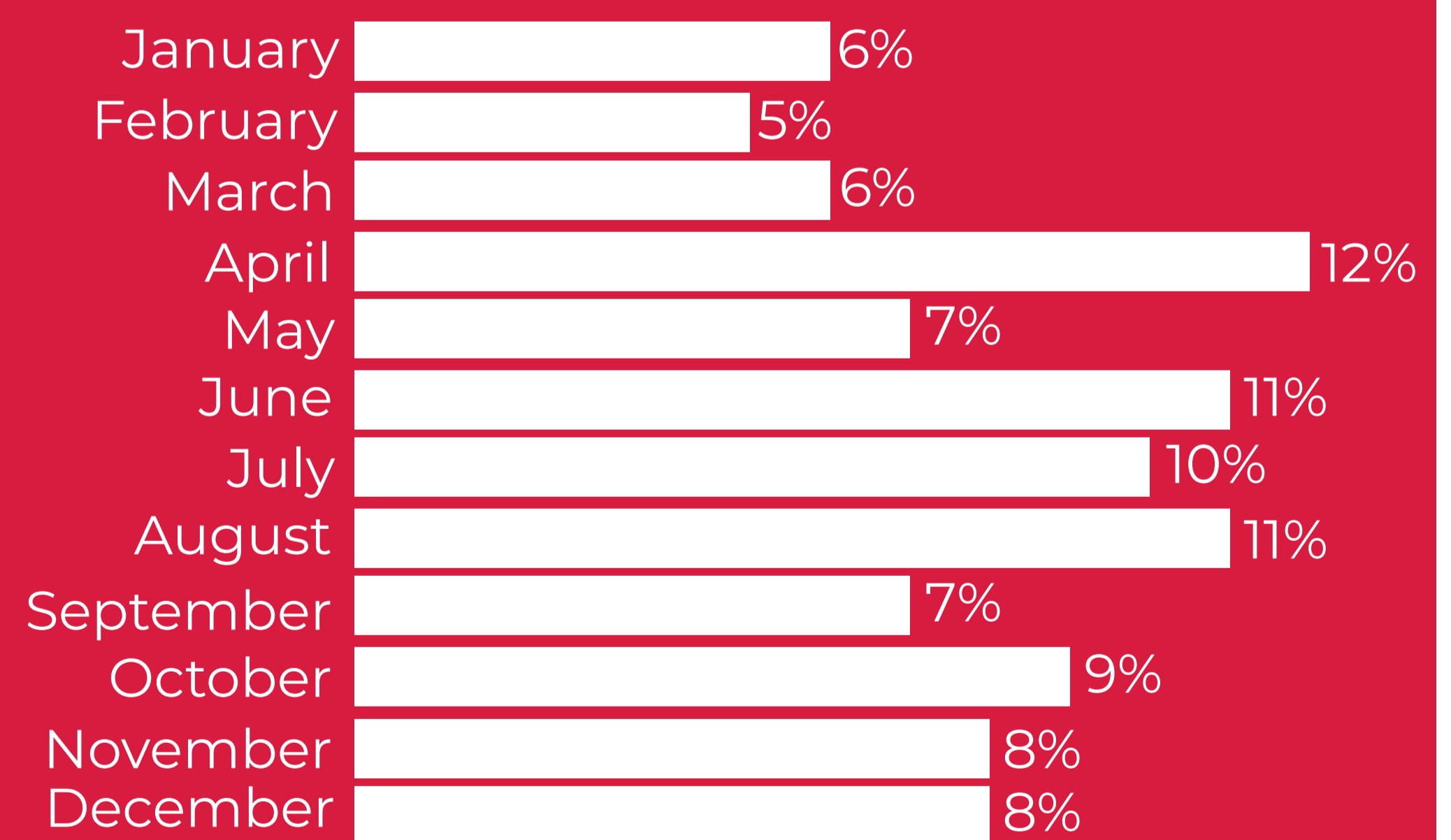


**13%**  
Destination website



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

## Month of Travel



## Planning Time

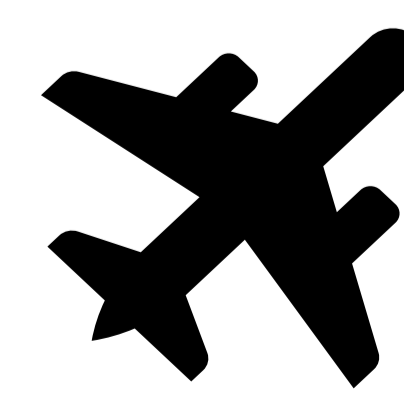


33% consider visiting Virginia less than a month before their visit

44% decide visiting Virginia less than a month before their visit



**76%**  
Travel by owned auto or rental cars



**17%**  
Travel by plane