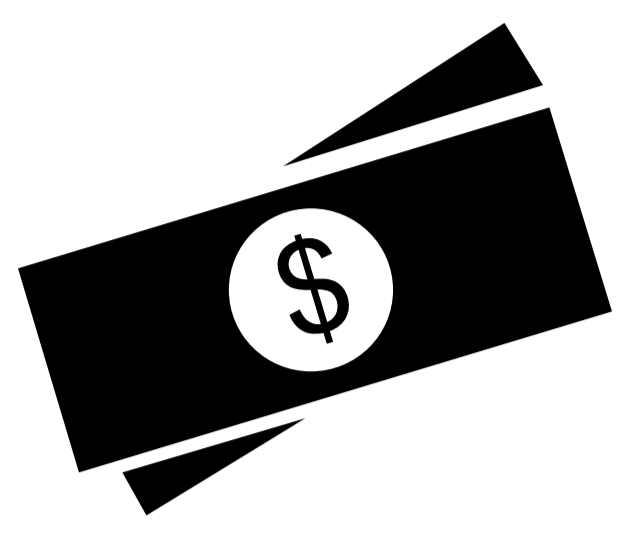




Friends & Family

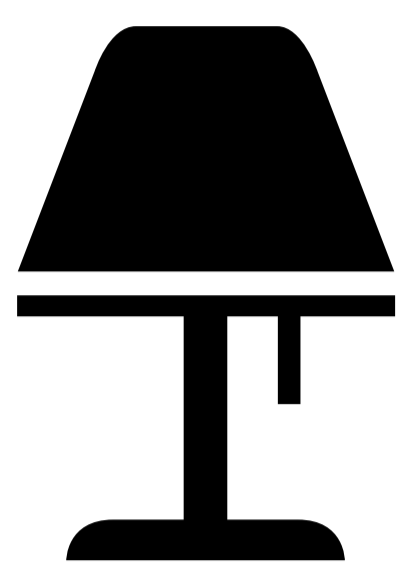


Average travel party spending:



\$451

per trip



2.7

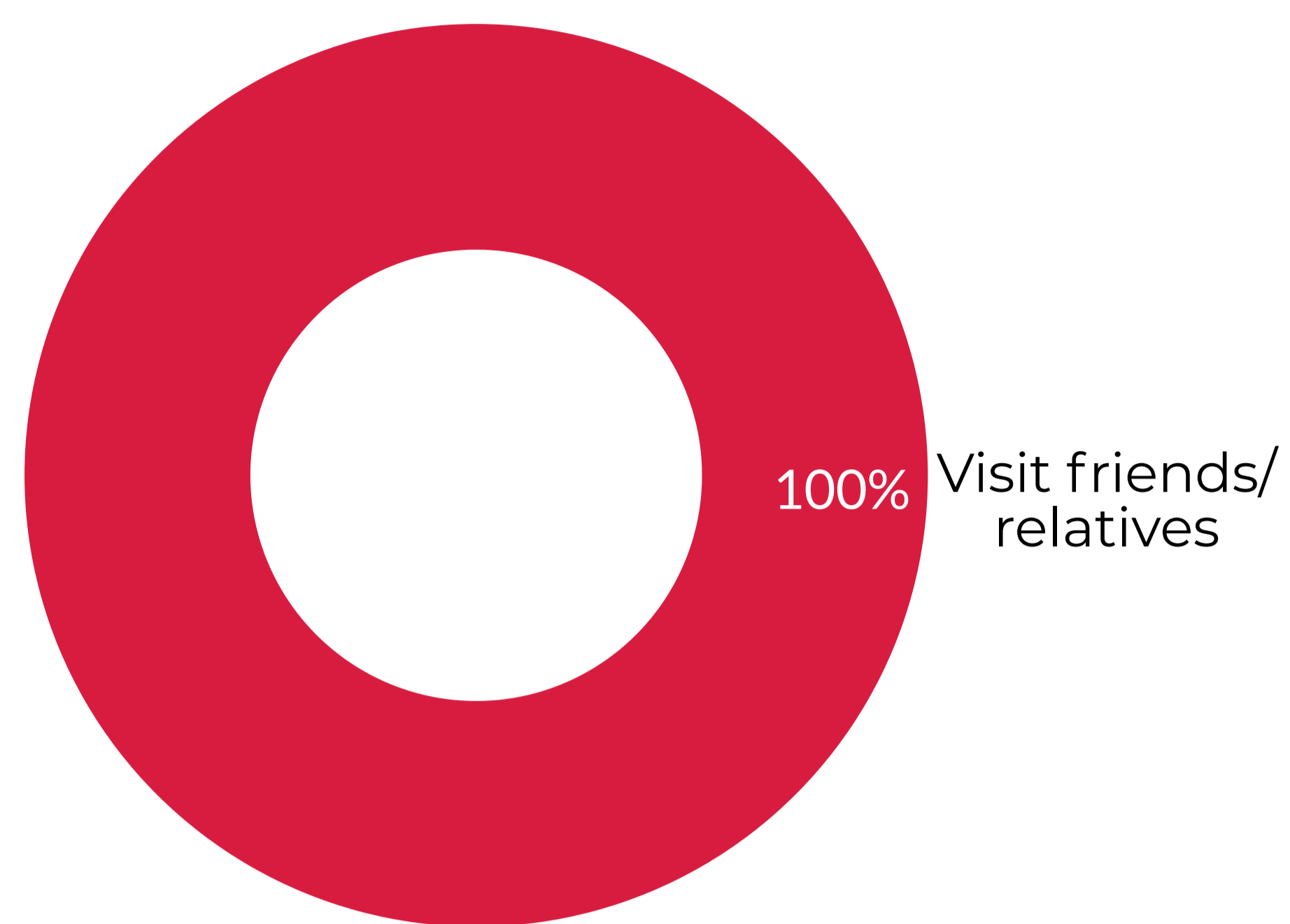
Nights



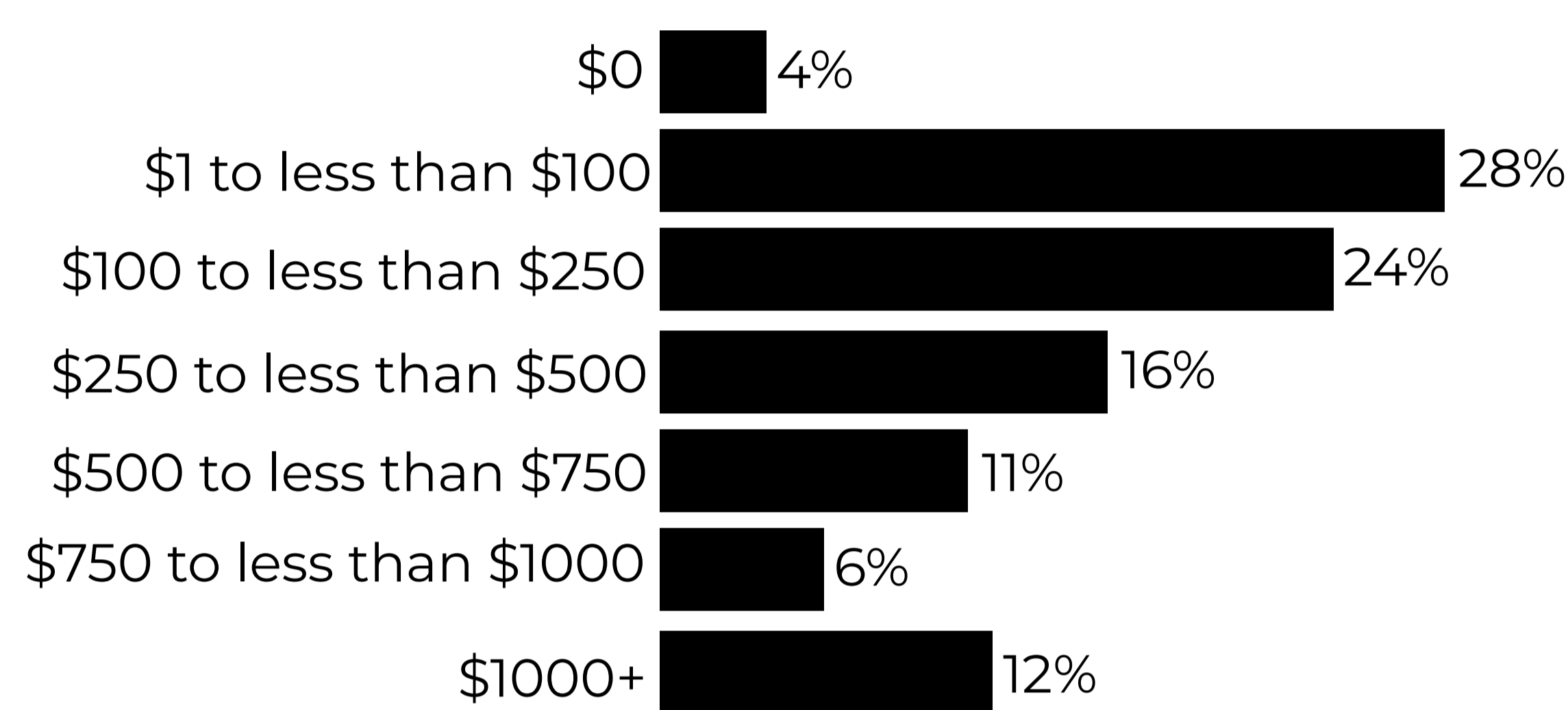
Top Activities

Visiting relatives	46 %
Shopping	23 %
Visiting friends	20 %
Fine Dining	13 %
Historic Sites/Churches	12 %
Museums	11 %
Rural sightseeing	10 %
Beach	8 %
Family reunion	8 %
Urban sightseeing	8 %

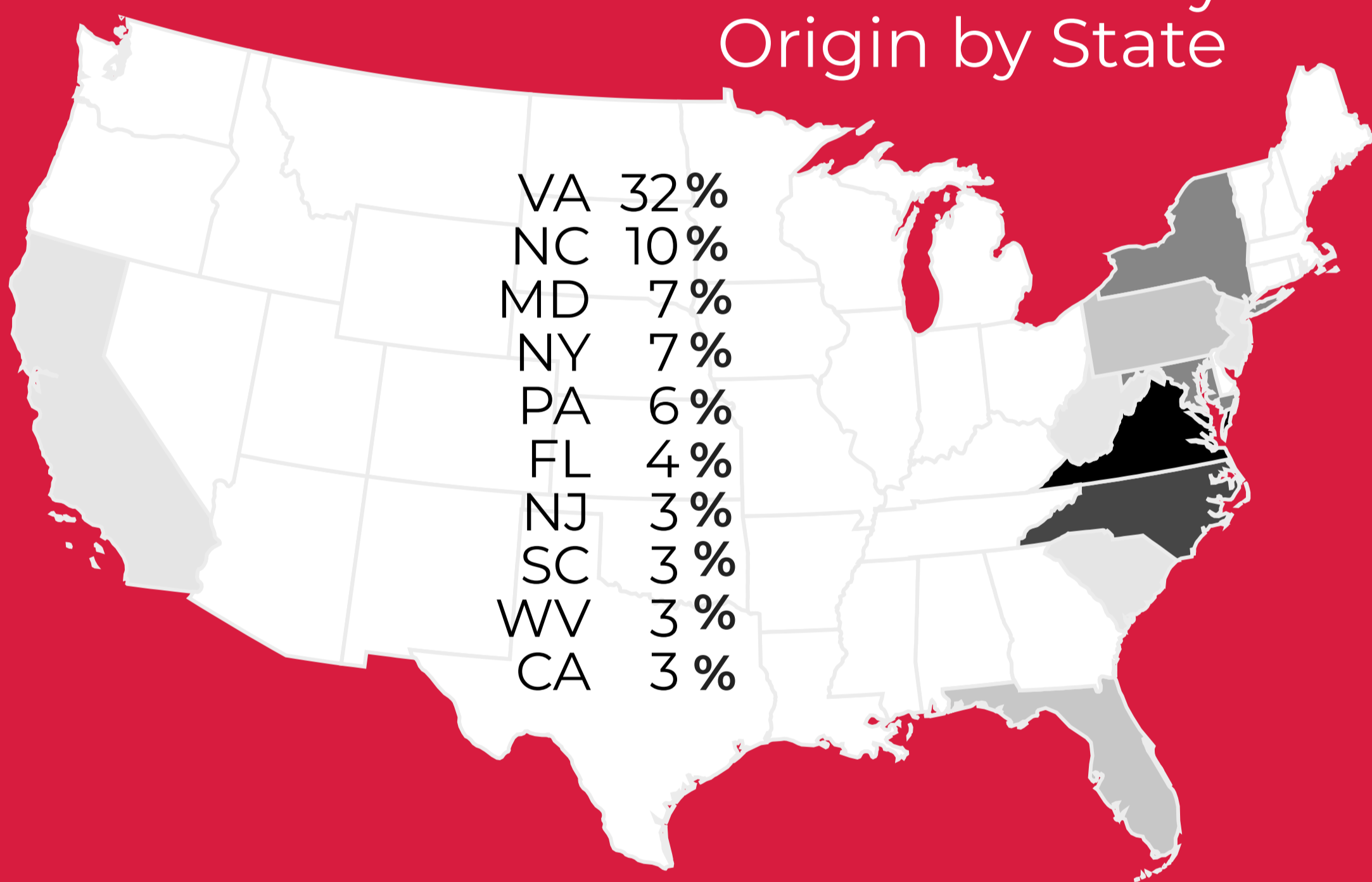
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

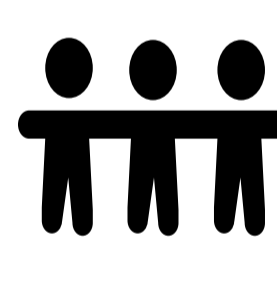


Travel Party Origin by DMA

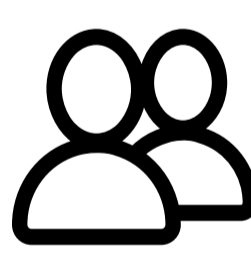
Washington, DC (Hagerstown)	16 %
Richmond-Petersburg	8 %
New York	8 %
Roanoke-Lynchburg	6 %
Norfolk-Portsmouth-Newport News	6 %
Philadelphia	4 %
Baltimore	4 %
Charlotte	3 %
Raleigh-Durham (Fayetteville)	2 %
Greensboro-High Point-Winston Salem	2 %



60%
Married



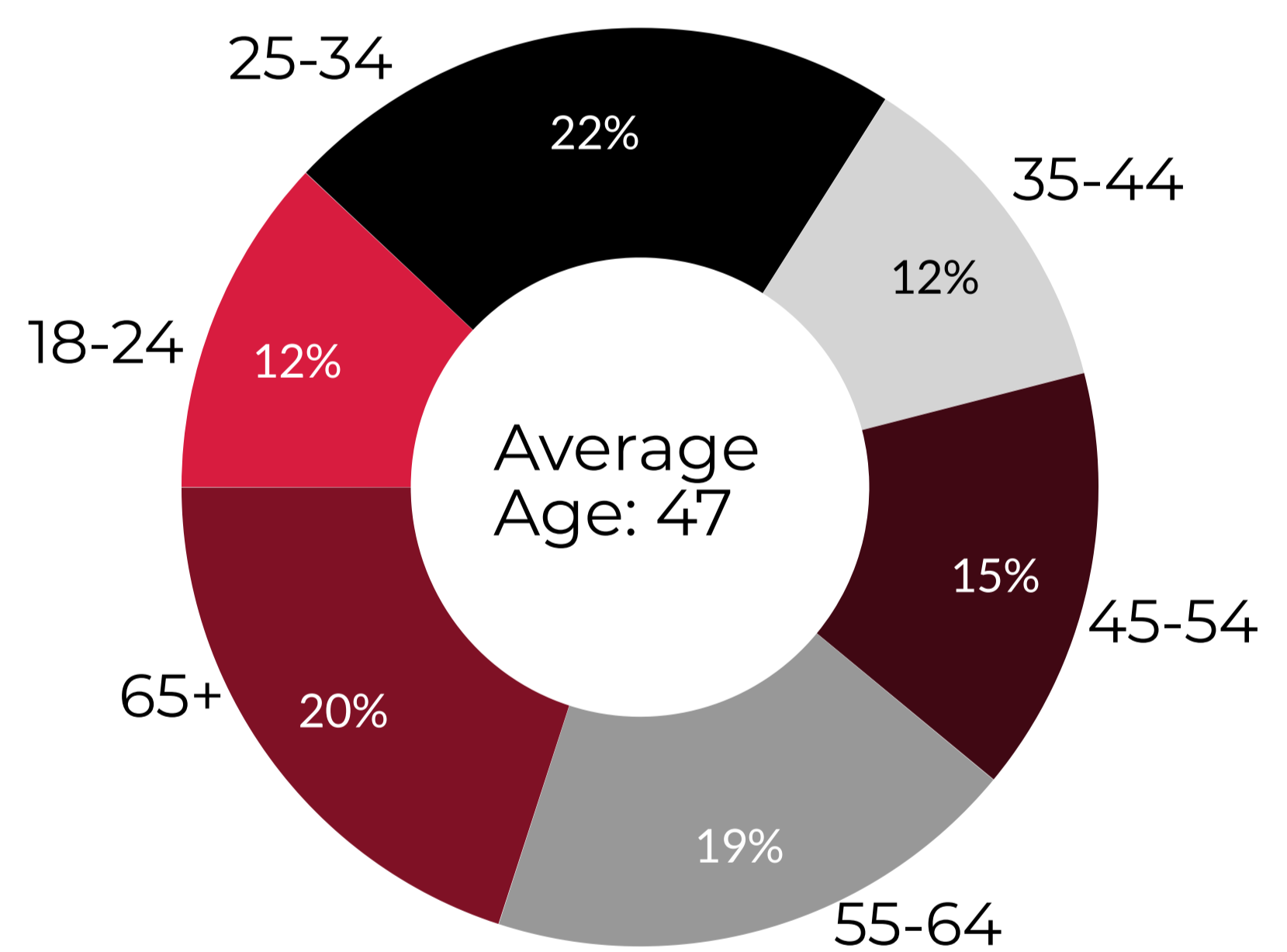
23%
Traveling with Children



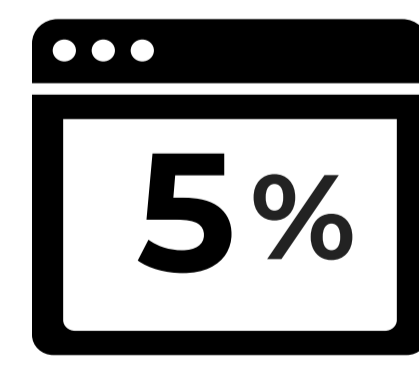
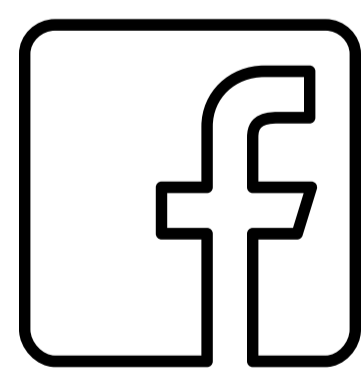
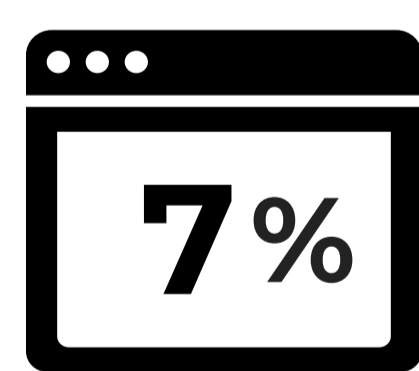
2.5
Average travel party size



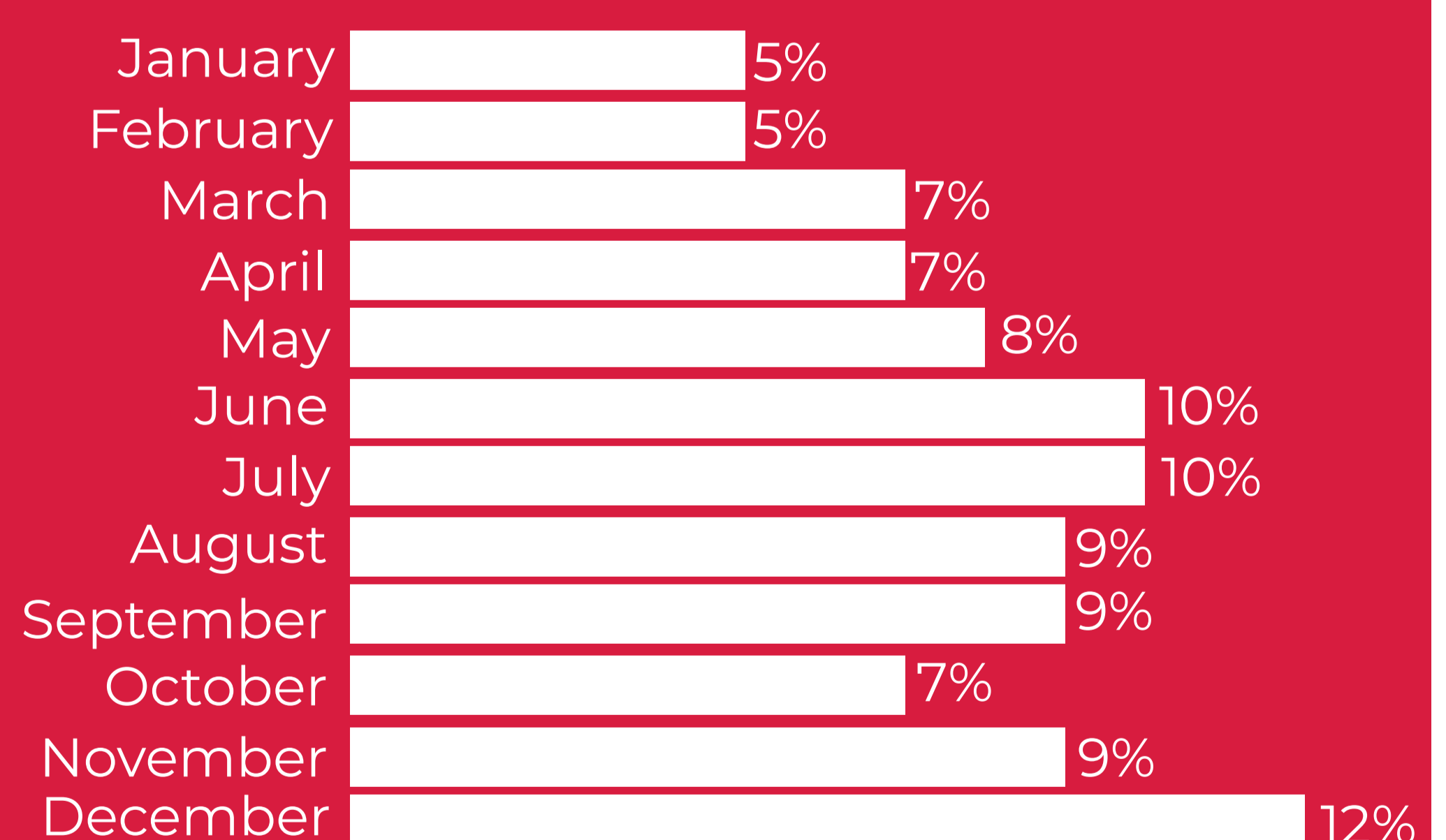
33%
Annual household income of 100K or more



Planning Sources



Month of Travel



Planning Time

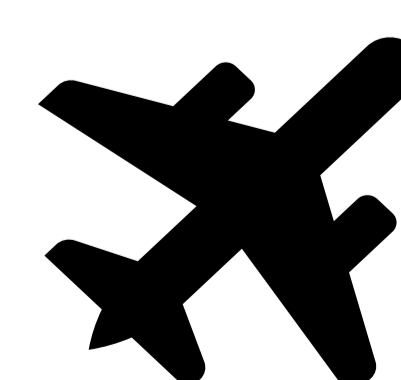


45% consider visiting Virginia less than a month before their visit

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



85%
Travel by owned auto or rental cars



11%
Travel by plane