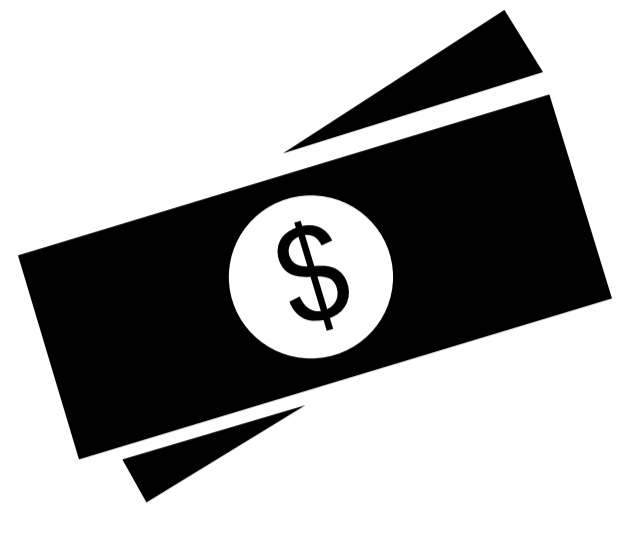




History

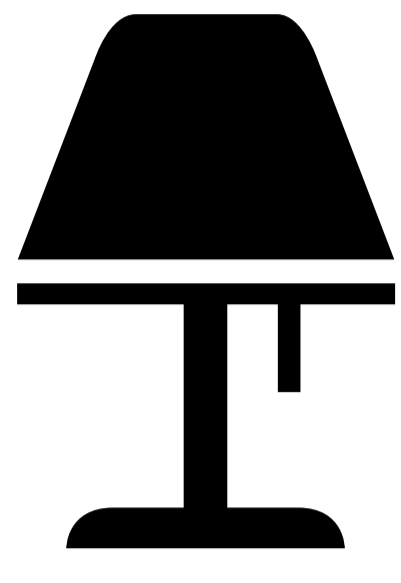


Average travel party spending:



\$1,079

per trip



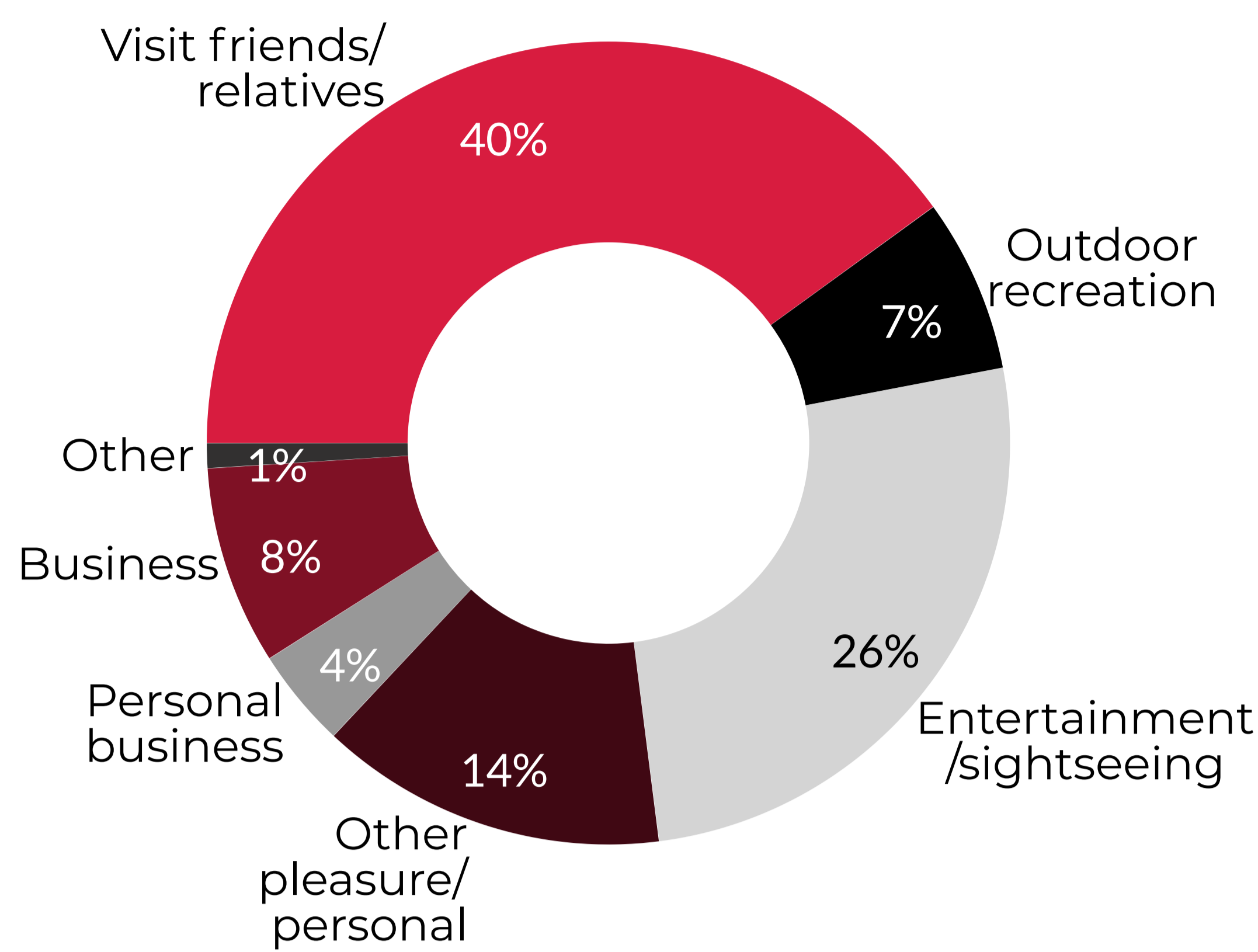
3.5
Nights



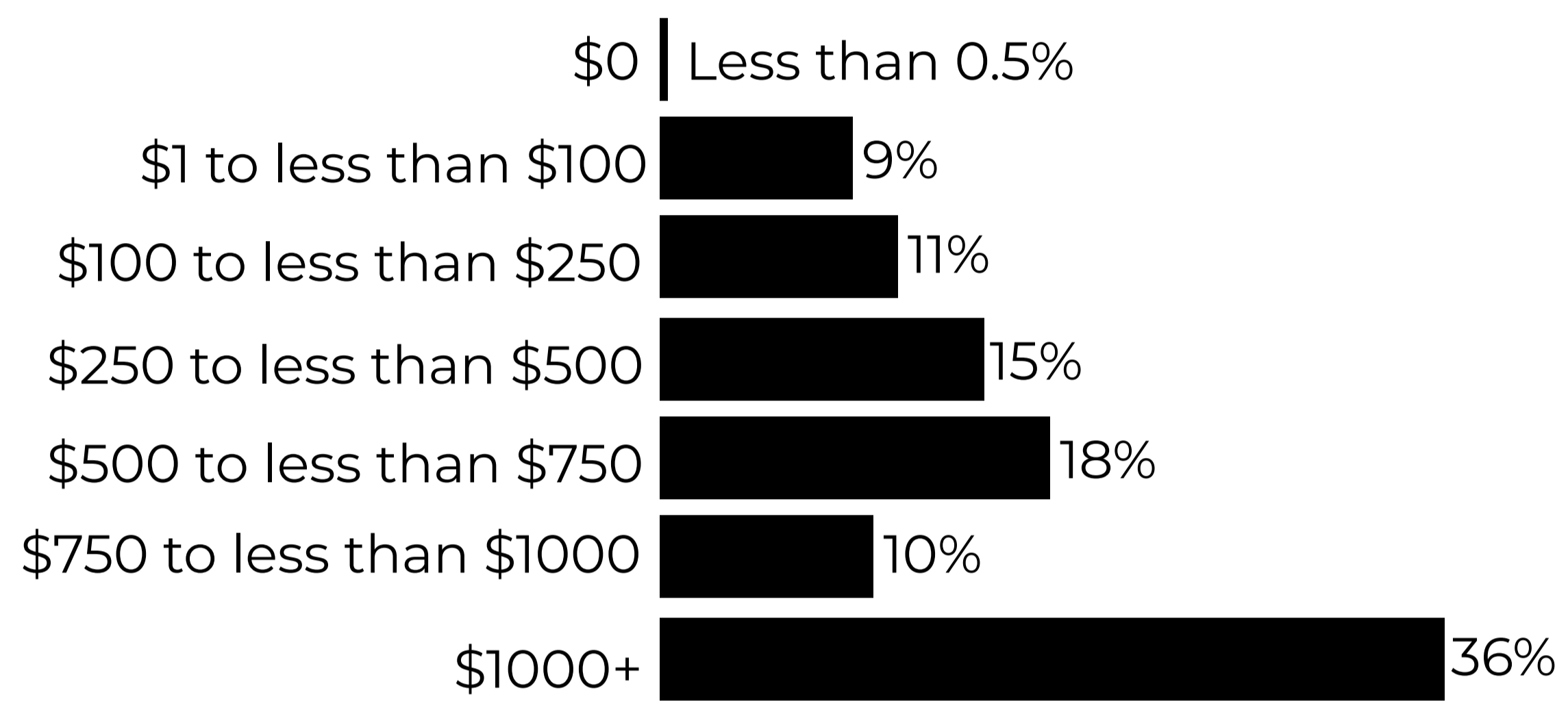
Top Activities

Historic Sites/Churches	89 %
Museums	45 %
Shopping	34 %
Old homes/Mansions	34 %
National Park/Monuments	31 %
Fine dining	28 %
Urban sightseeing	26 %
State park/Monuments	25 %
Rural sightseeing	24 %
Visiting relatives	23 %

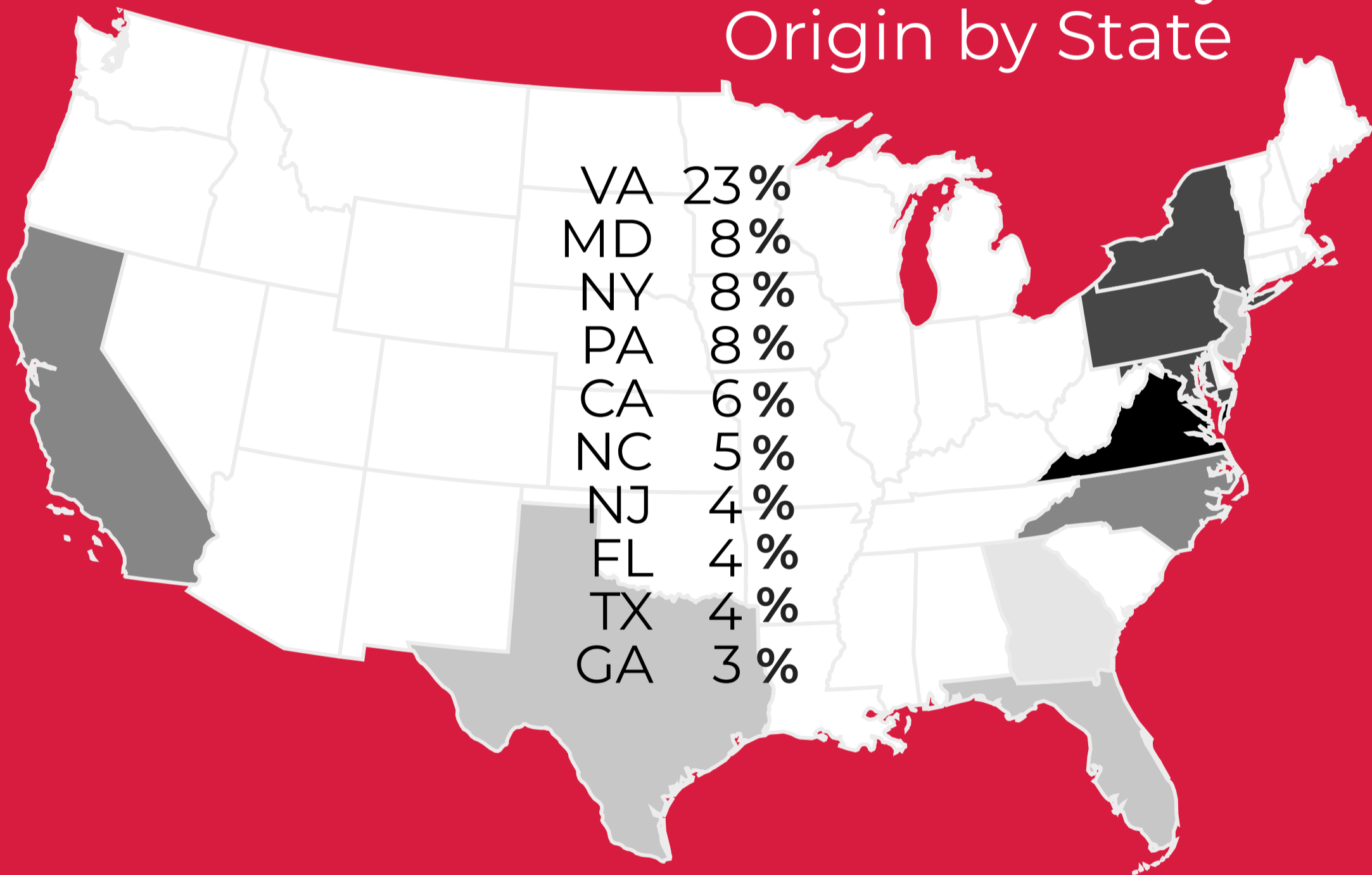
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

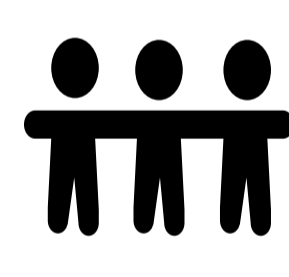


Travel Party Origin by DMA

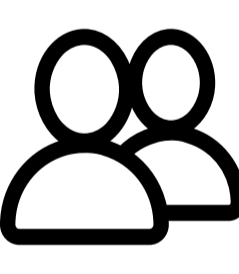
Washington, DC (Hagerstown)	13 %
New York	9 %
Norfolk-Portsmouth-Newport News	5 %
Richmond-Petersburg	5 %
Philadelphia	5 %
Roanoke-Lynchburg	4 %
Baltimore	4 %
Atlanta	2 %
Boston (Manchester)	2 %
Los Angeles	2 %



63%
Married



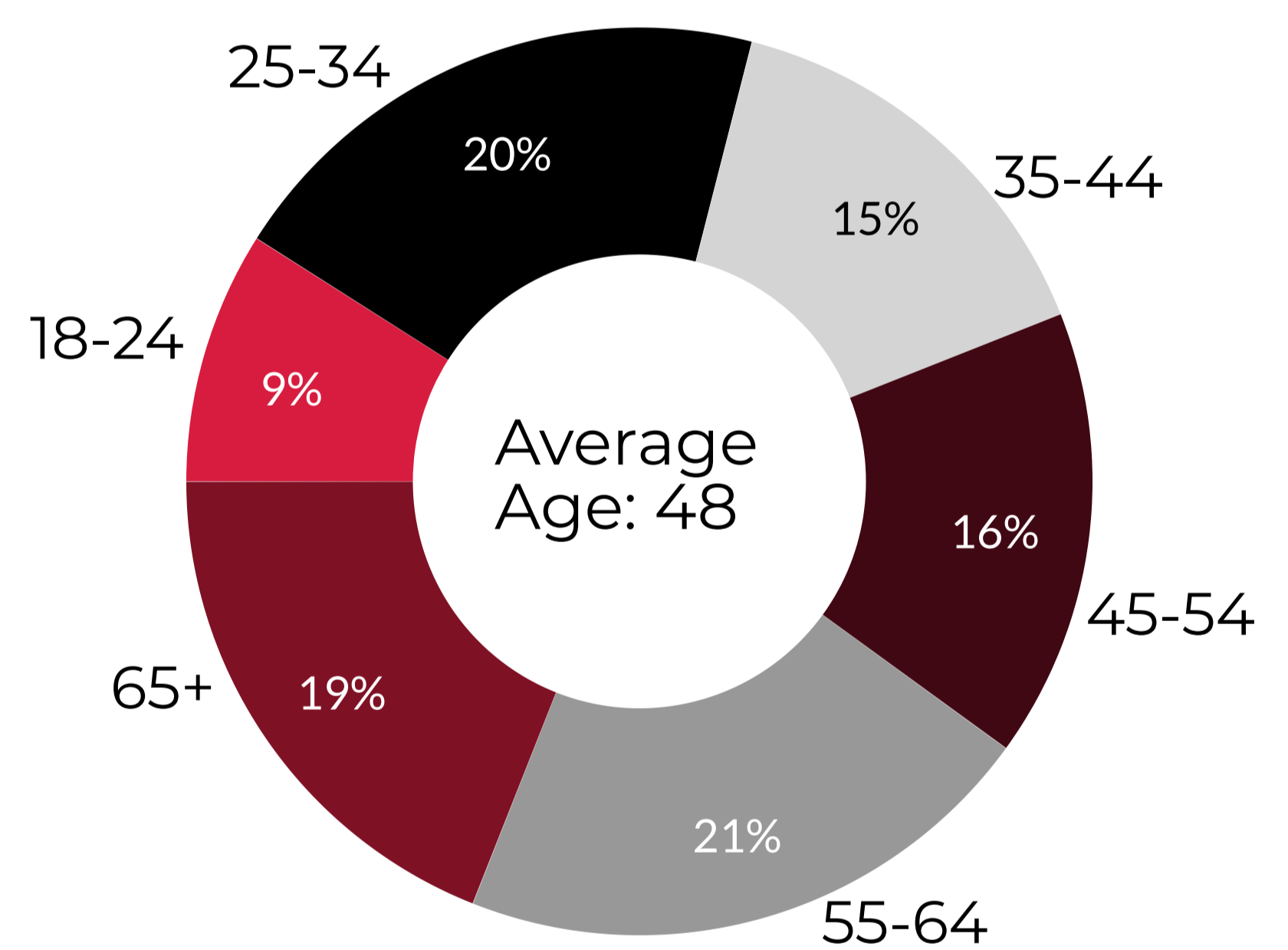
29%
Traveling with Children



2.8
Average travel party size



41%
Annual household income of 100K or more



Planning Sources



40%
Own experience



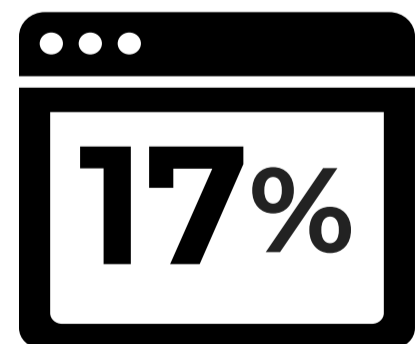
35%
Search engine



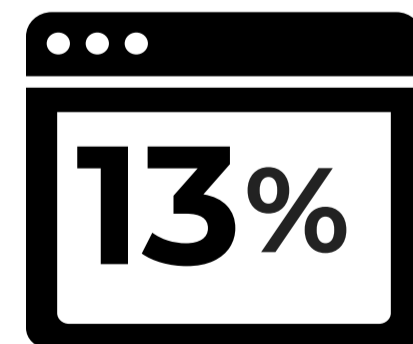
24%
Destination website



33%
Use information from friends and relatives.

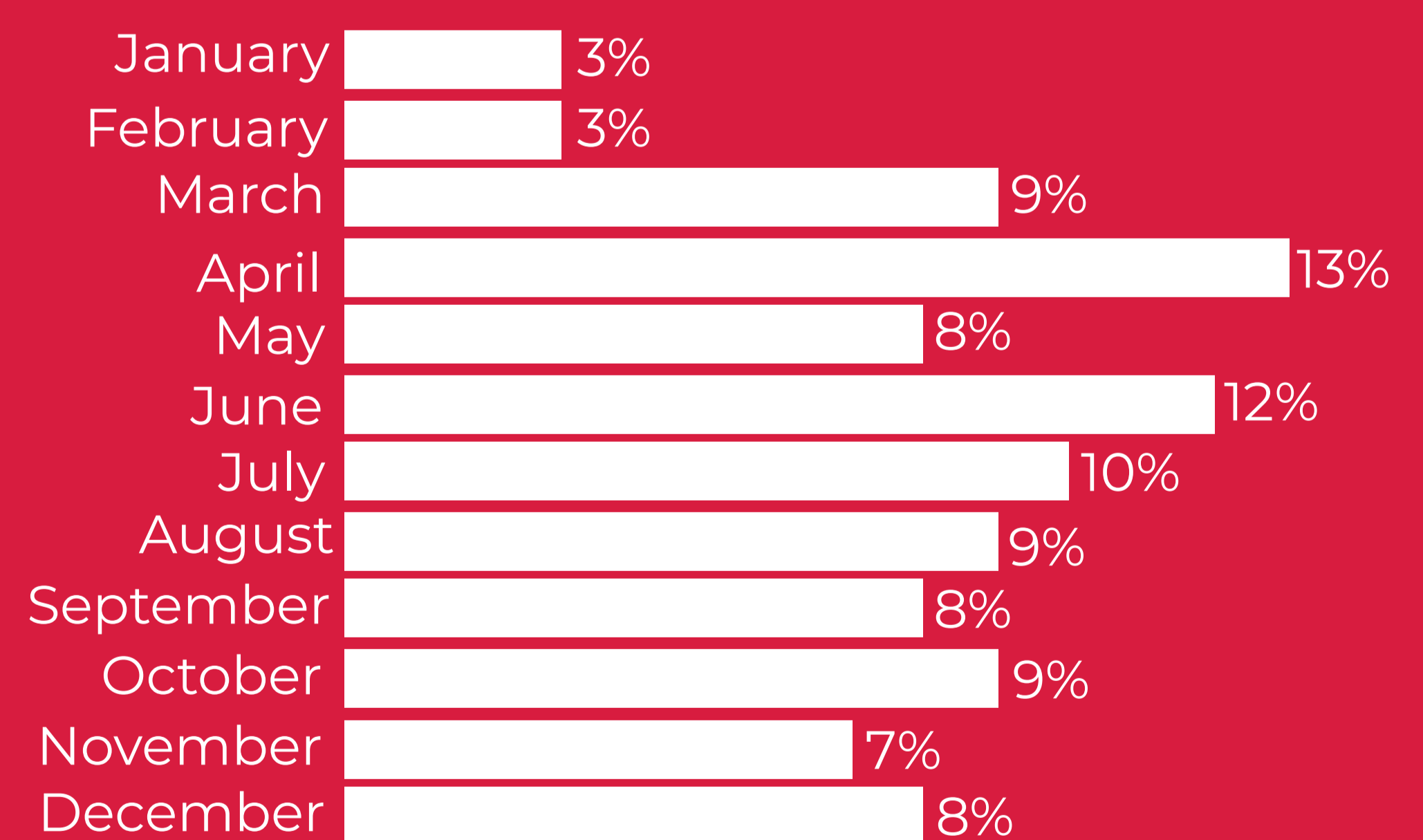


17%
Travel provider website (airline, hotel etc.)



13%
Online full service website (Expedia, Travelocity etc.)

Month of Travel



Planning Time

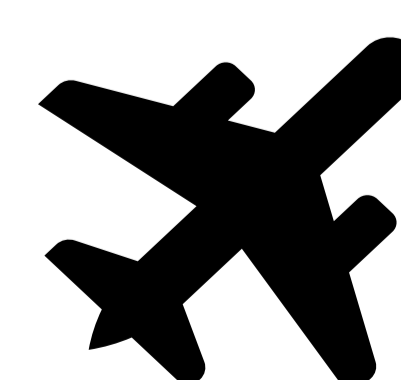


29% consider visiting Virginia less than a month before their visit

38% decide visiting Virginia less than a month before their visit



71%
Travel by owned auto or rental cars



19%
Travel by plane