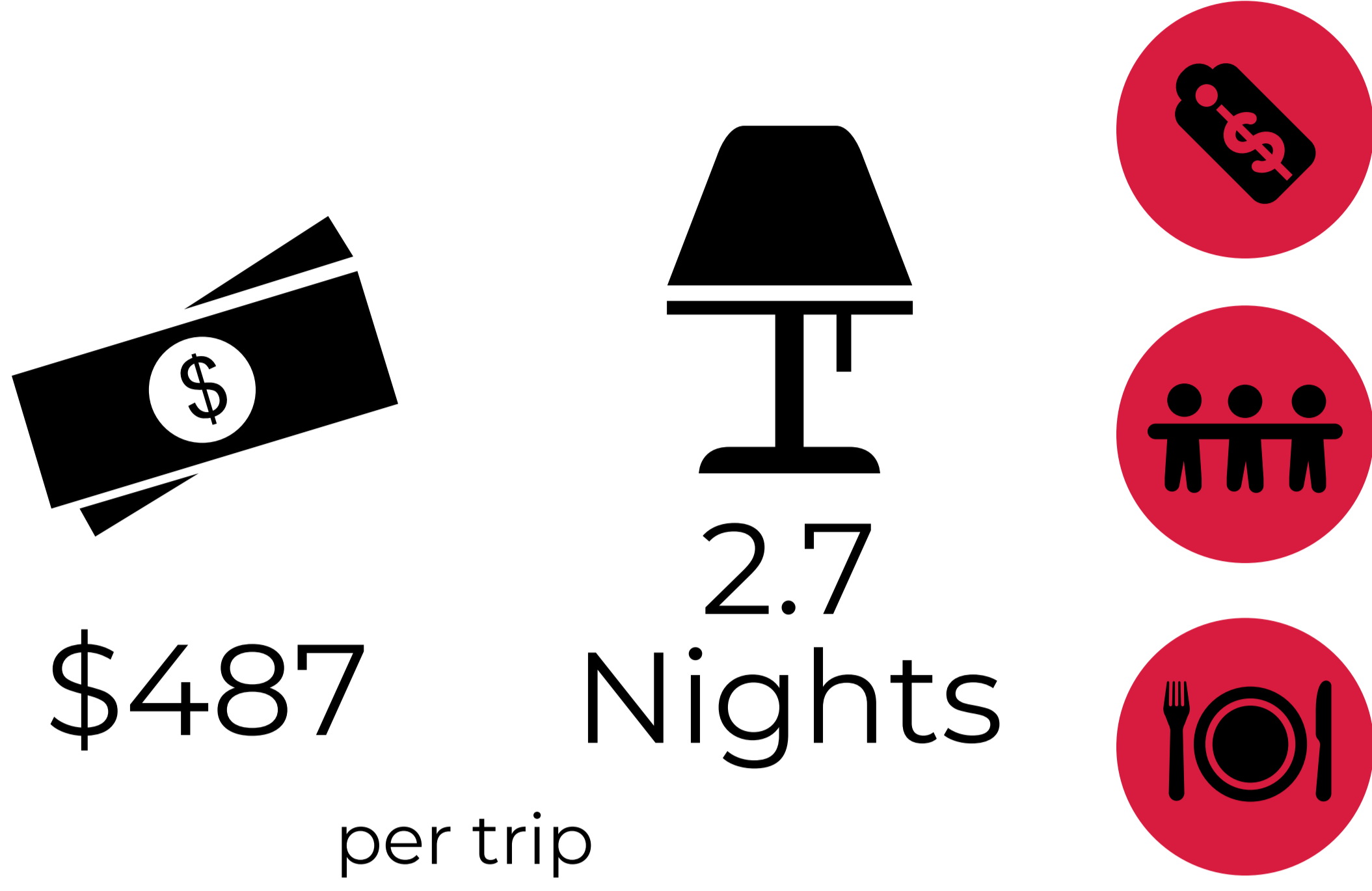




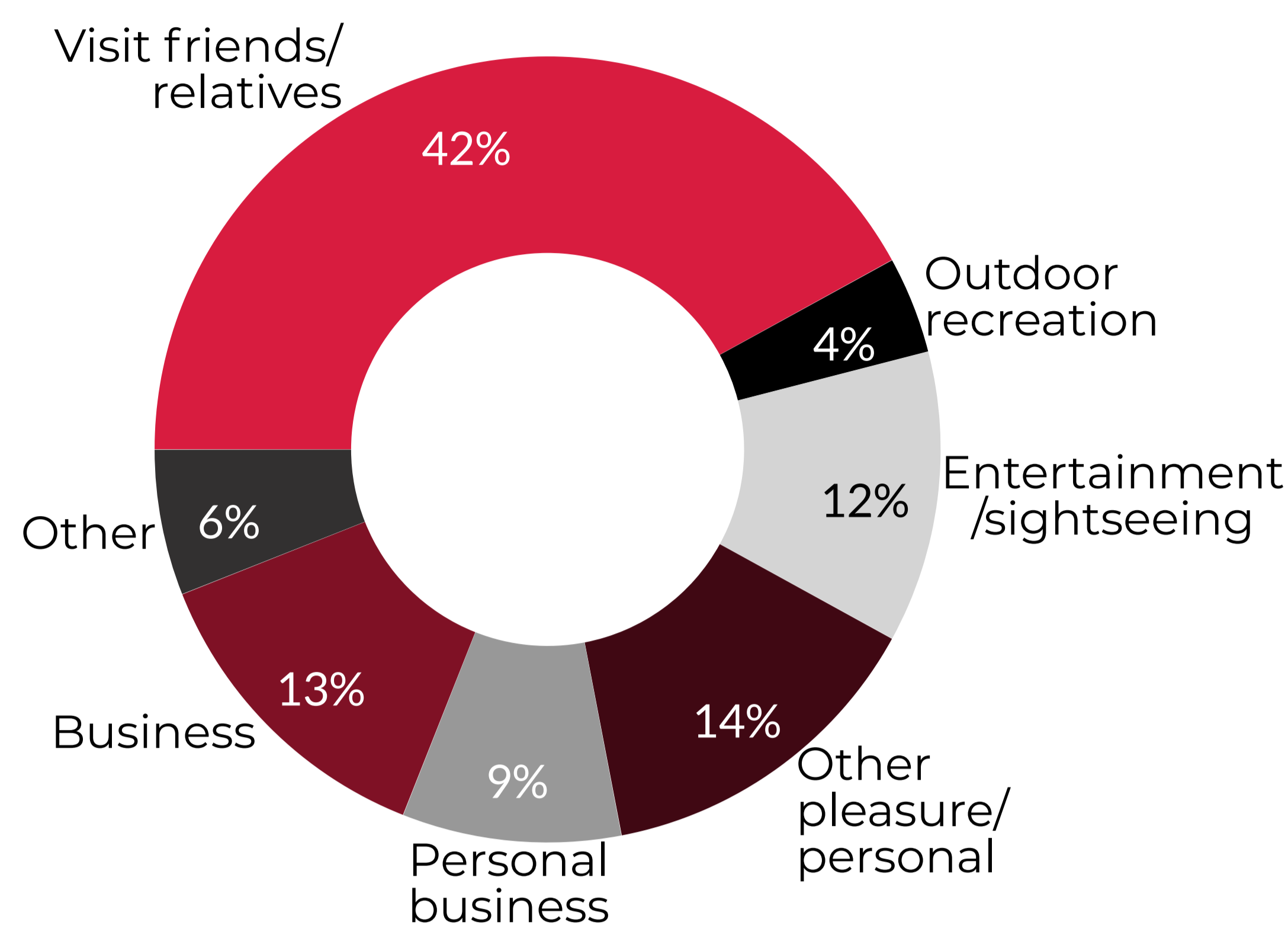
LGBT



Average travel party spending:



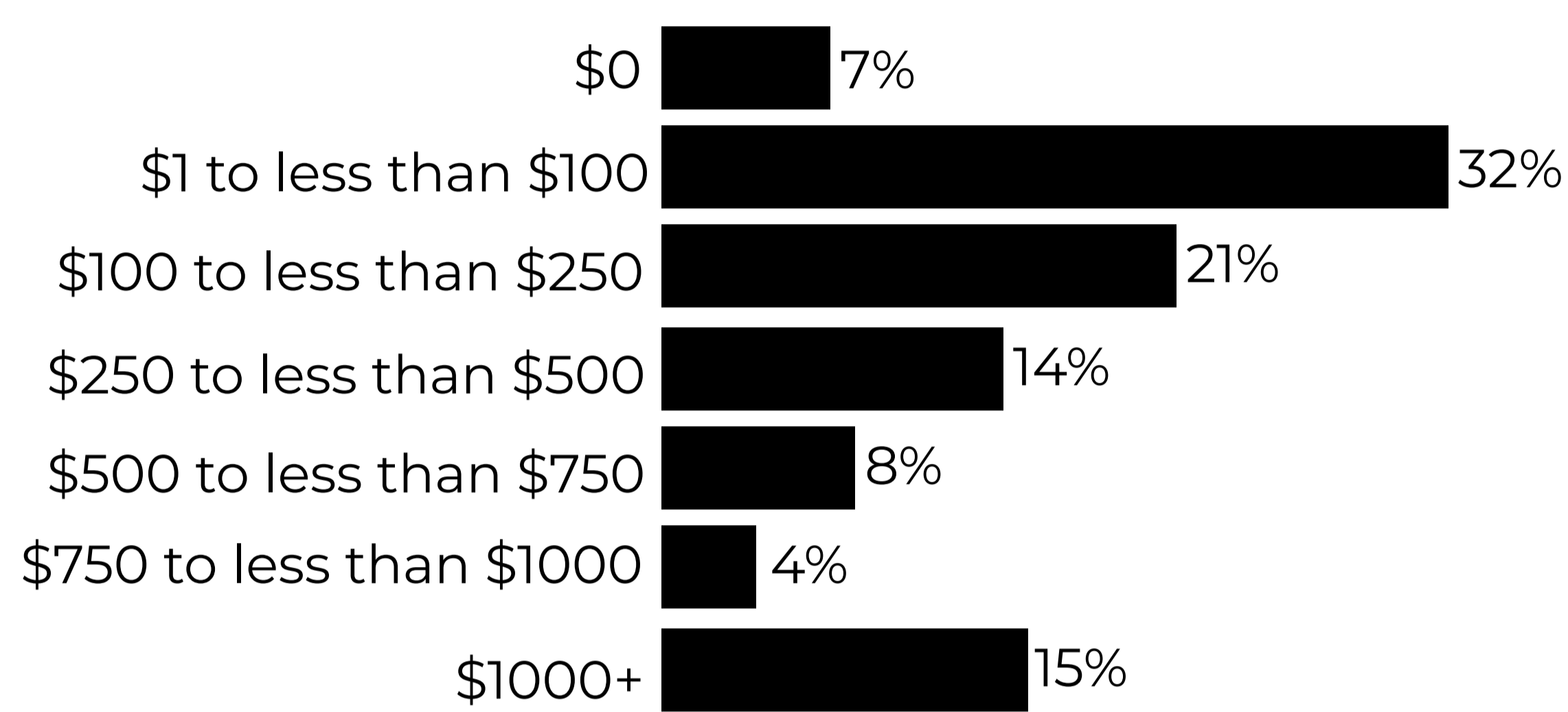
Primary Purpose of Trip



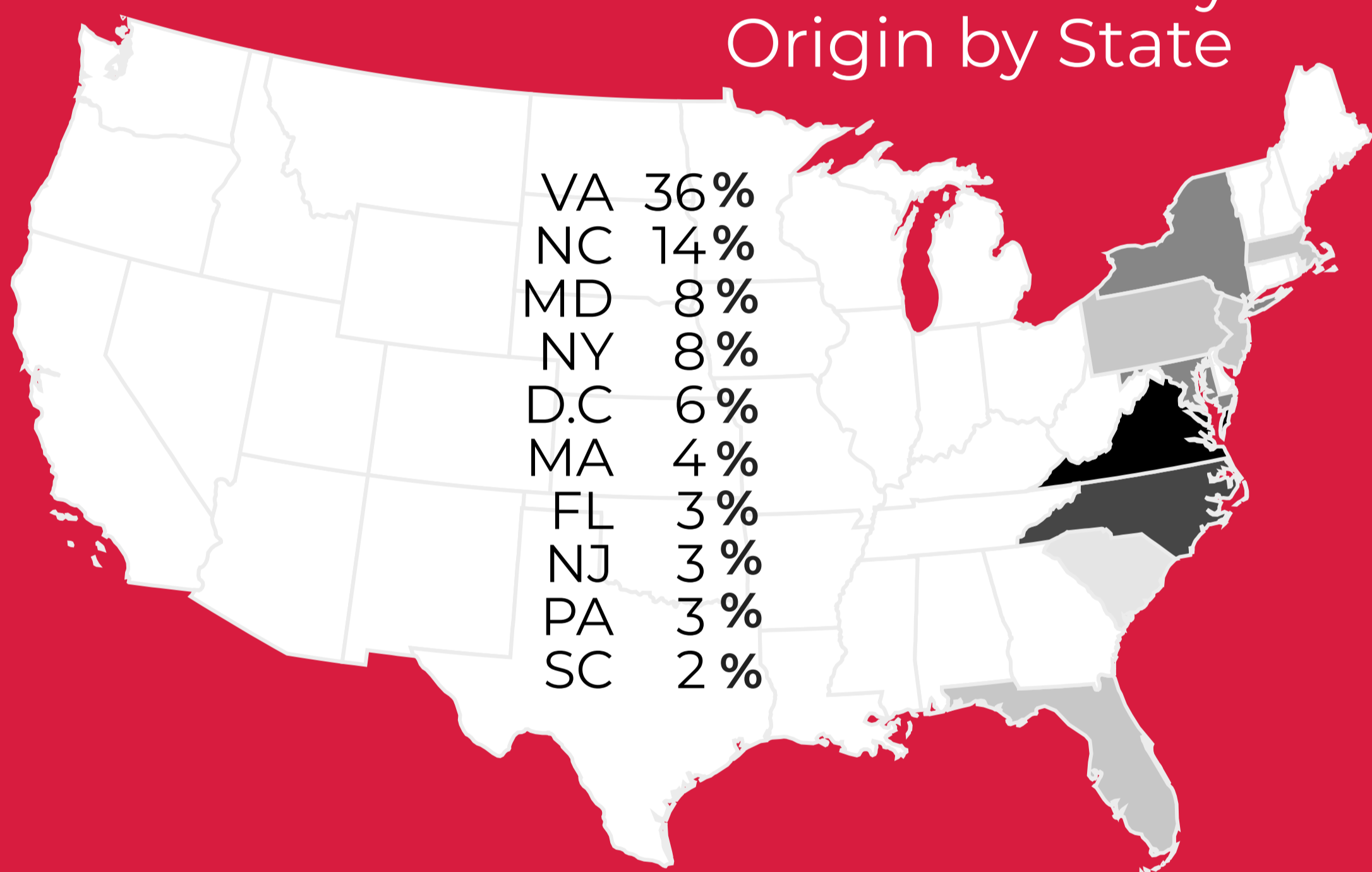
Top Activities

| | |
|-------------------------|------|
| Shopping | 20 % |
| Visiting friends | 19 % |
| Fine dining | 16 % |
| Historic Sites/Churches | 16 % |
| Visiting relatives | 15 % |
| Museums | 14 % |
| Urban sightseeing | 10 % |
| Art galleries | 10 % |
| National Park/Monuments | 8 % |
| Old homes/Mansions | 8 % |

Travel Party Spending

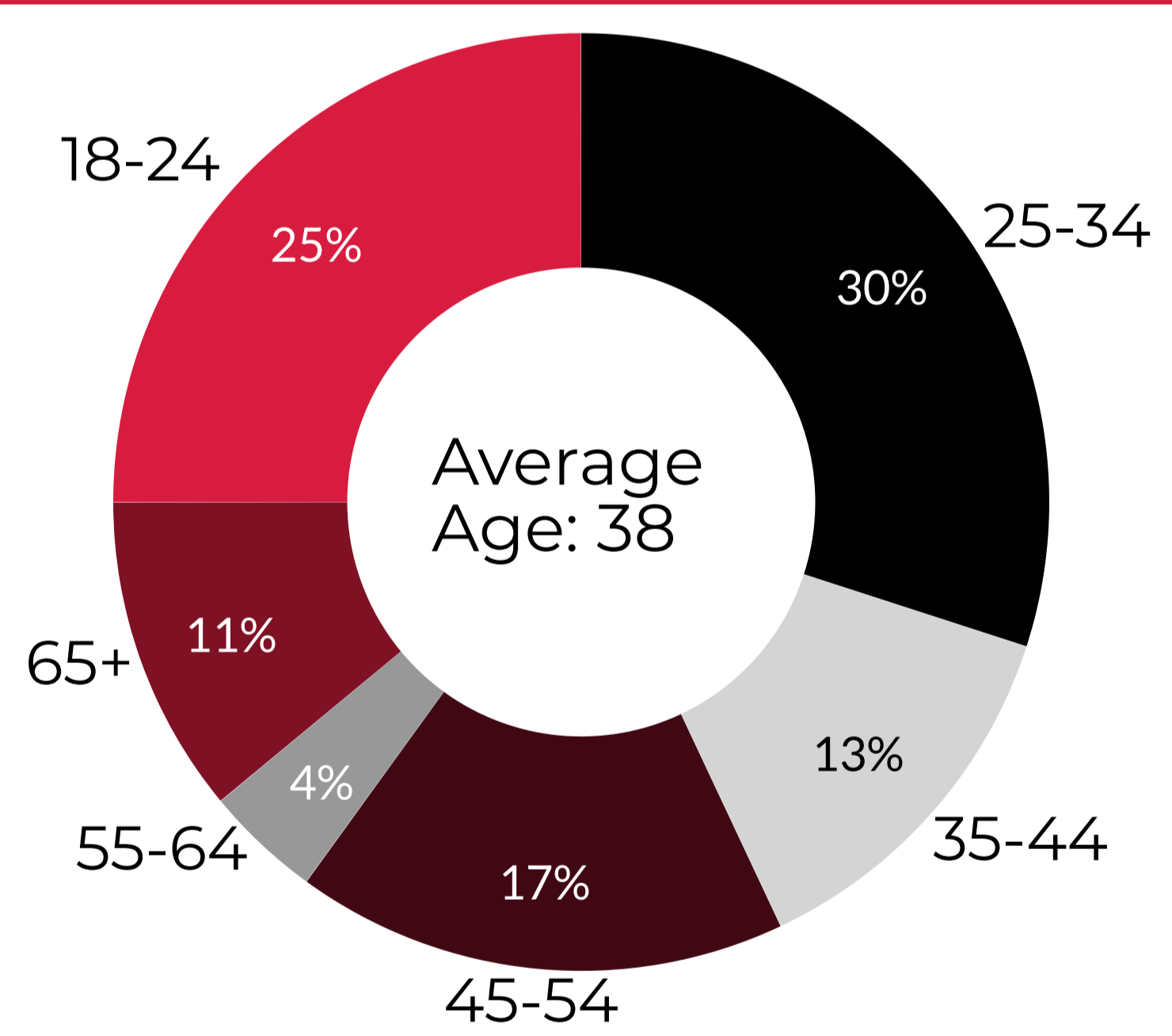
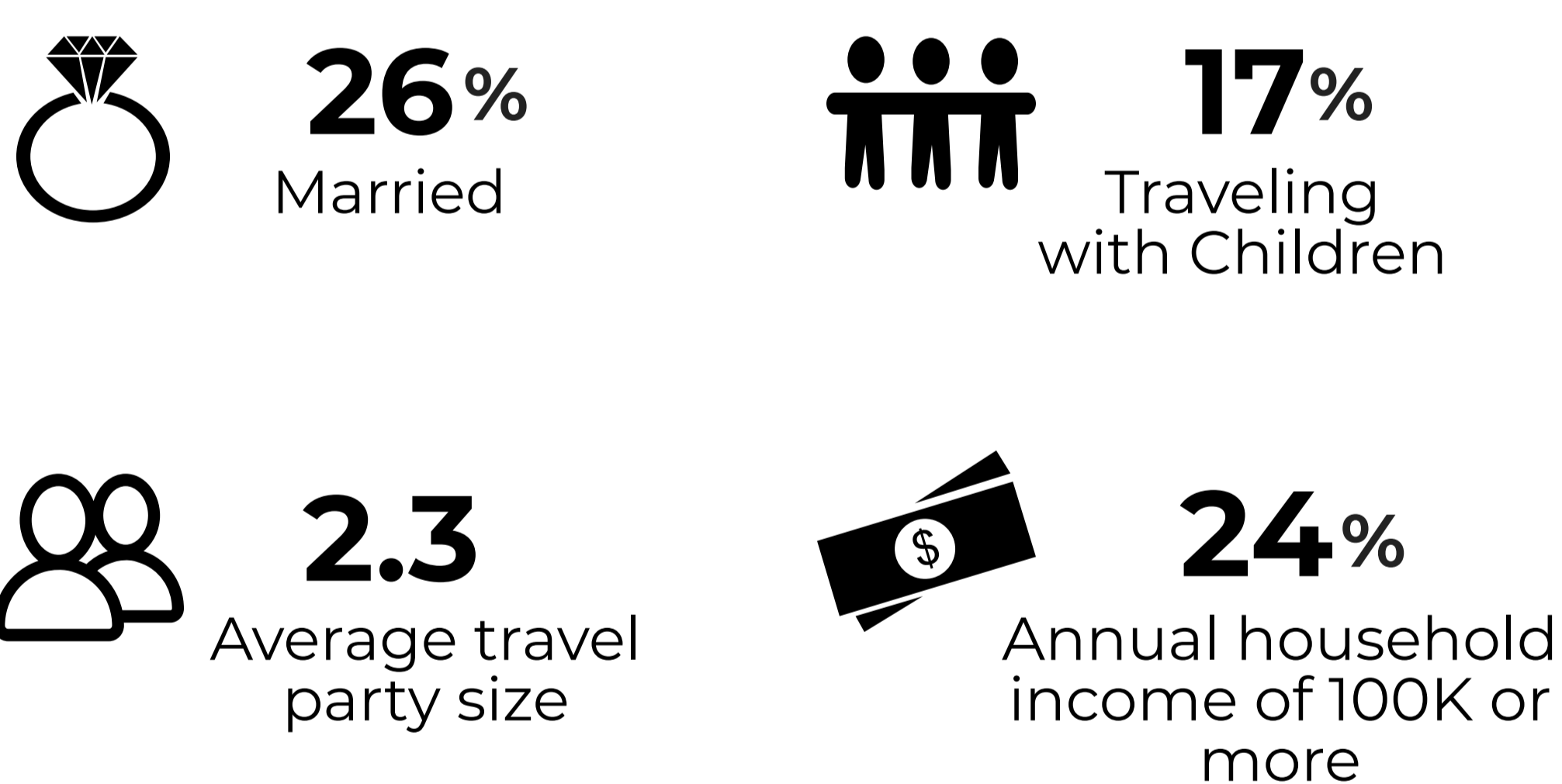


Travel Party Origin by State

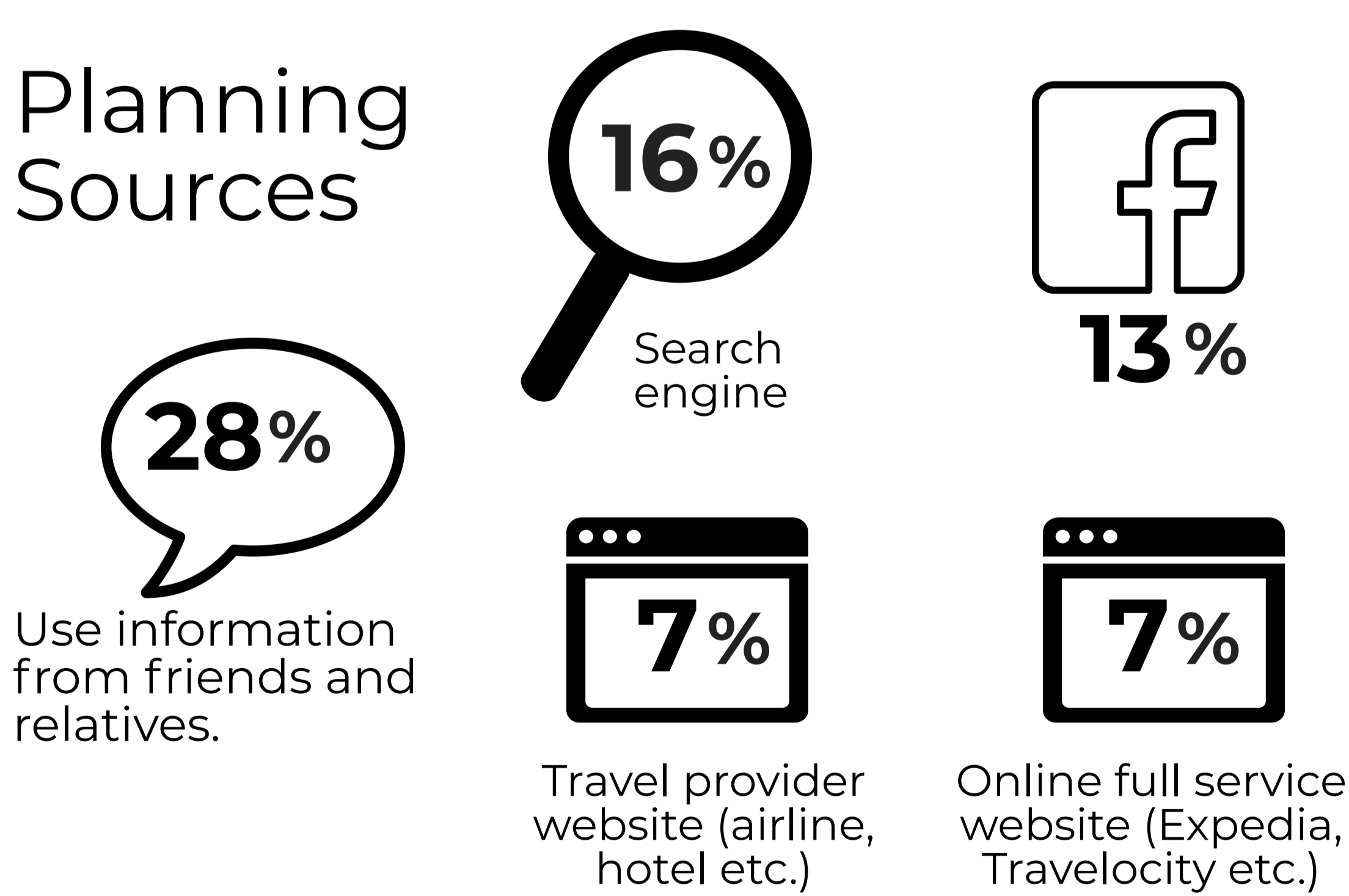


Travel Party Origin by DMA

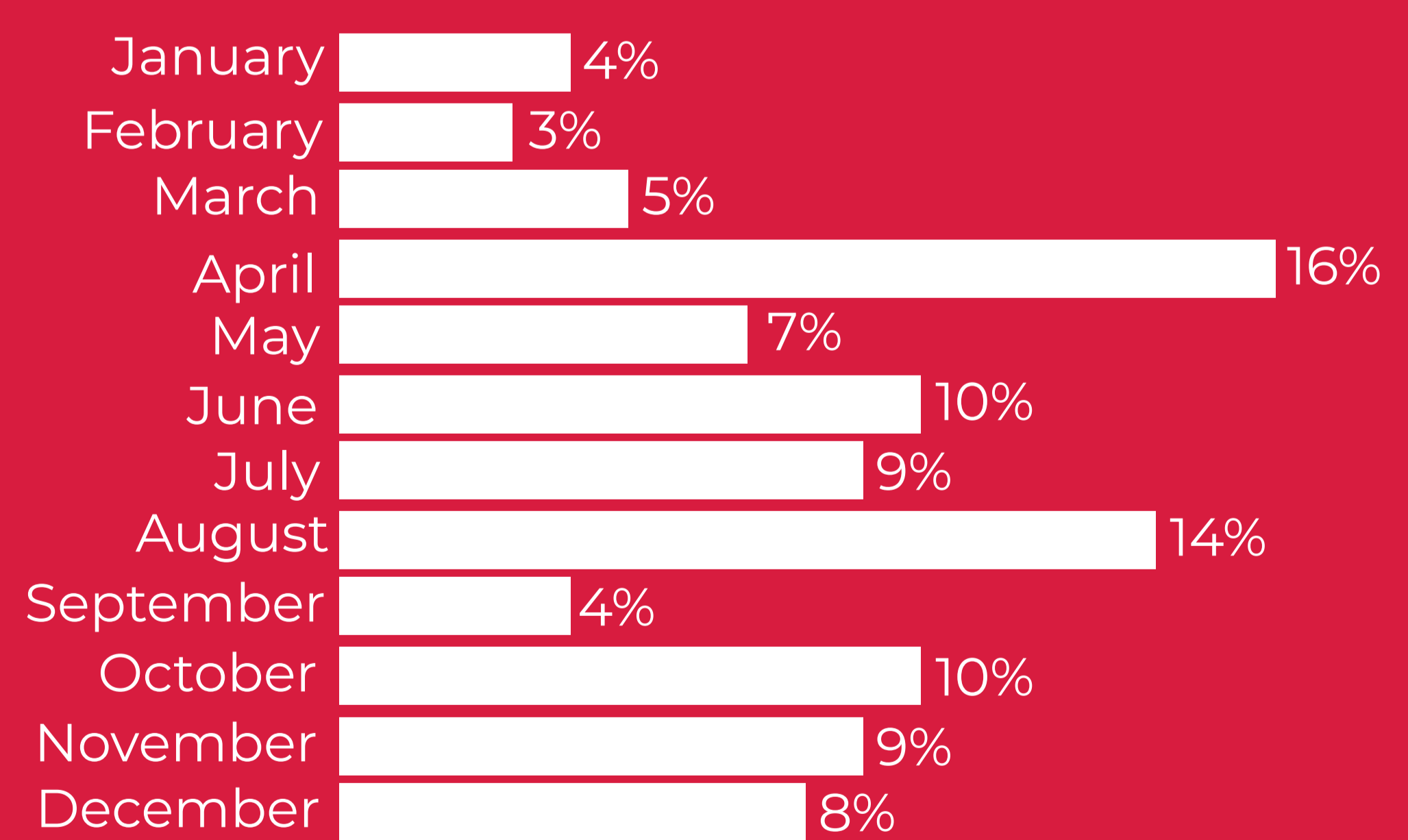
| | |
|--------------------------------------|------|
| Washington, DC (Hagerstown) | 18 % |
| Richmond-Petersburg | 16 % |
| New York | 11 % |
| Baltimore | 6 % |
| Norfolk-Portsmouth-Newport News | 6 % |
| Tri-Cities, TN-VA | 4 % |
| Greensboror-High Point-Winston Salem | 4 % |
| Charlotte | 3 % |
| Philadelphia | 3 % |
| Boston (Manchester) | 3 % |



Planning Sources



Month of Travel

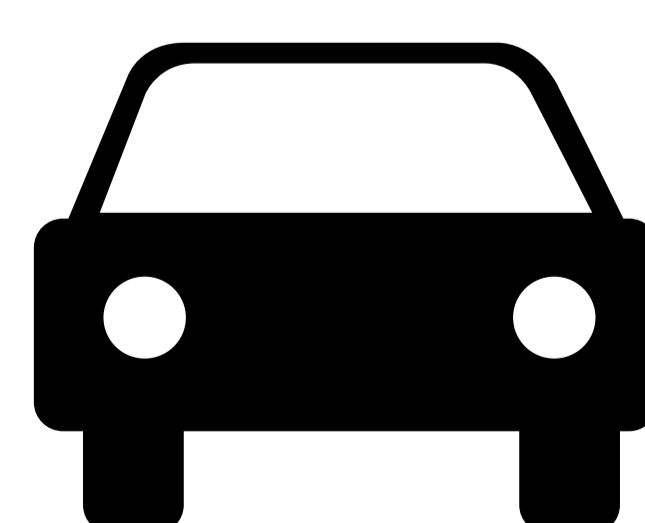


Planning Time



49% consider visiting Virginia less than a month before their visit

57% decide visiting Virginia less than a month before their visit



75% Travel by owned auto or rental cars



10% Travel by plane