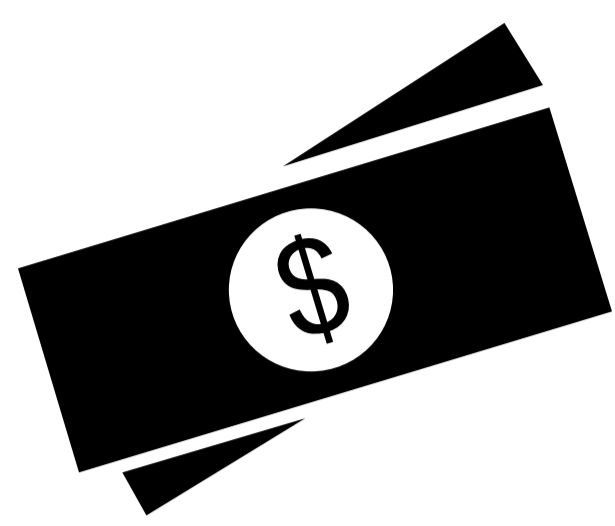




# Leisure

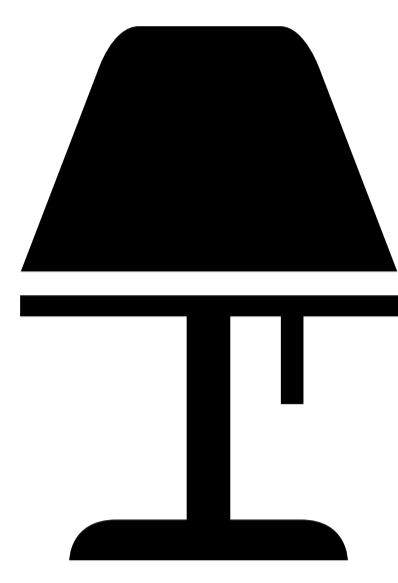


Average travel party spending:



**\$549**

per trip



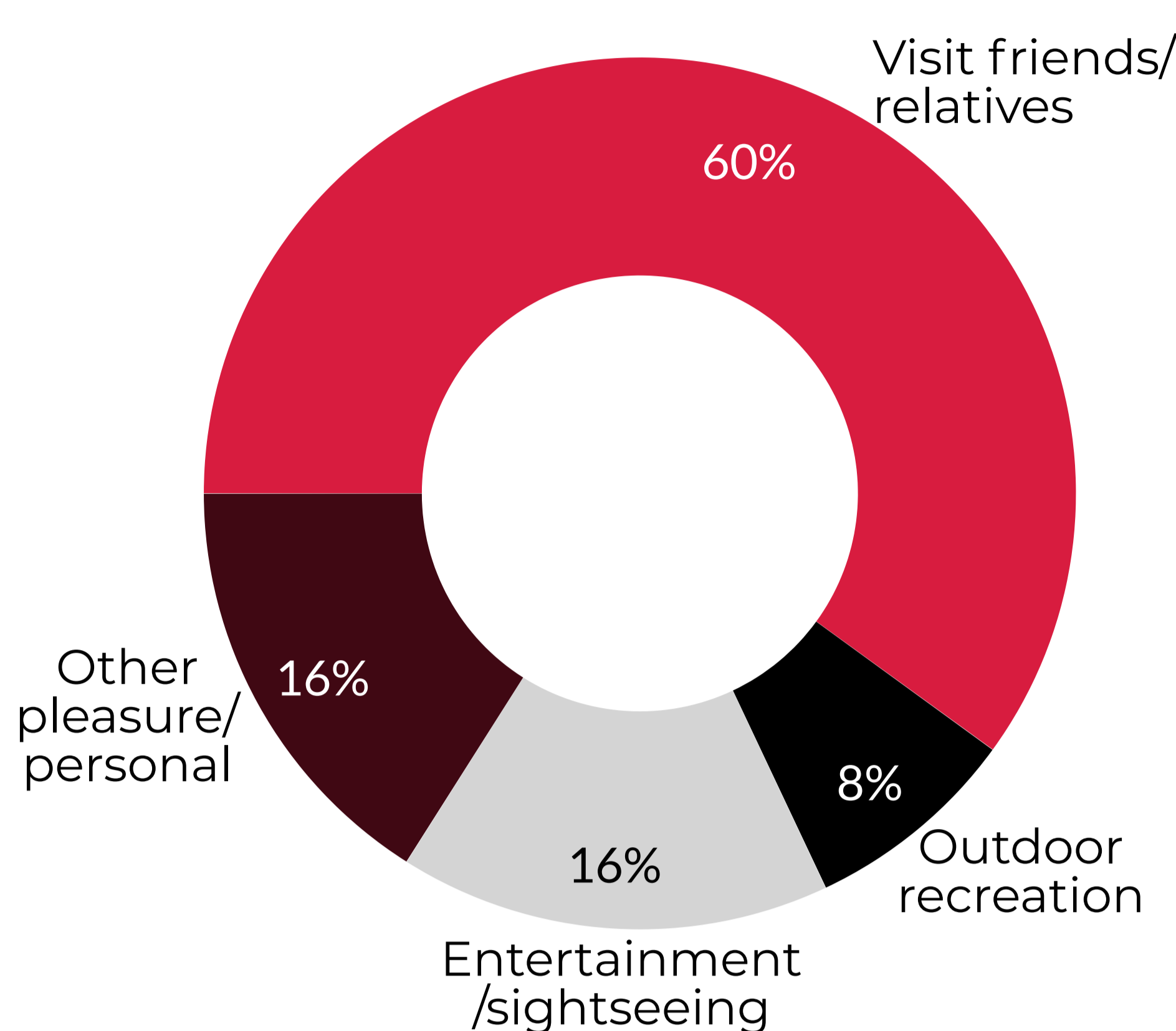
**2.5**  
**Nights**



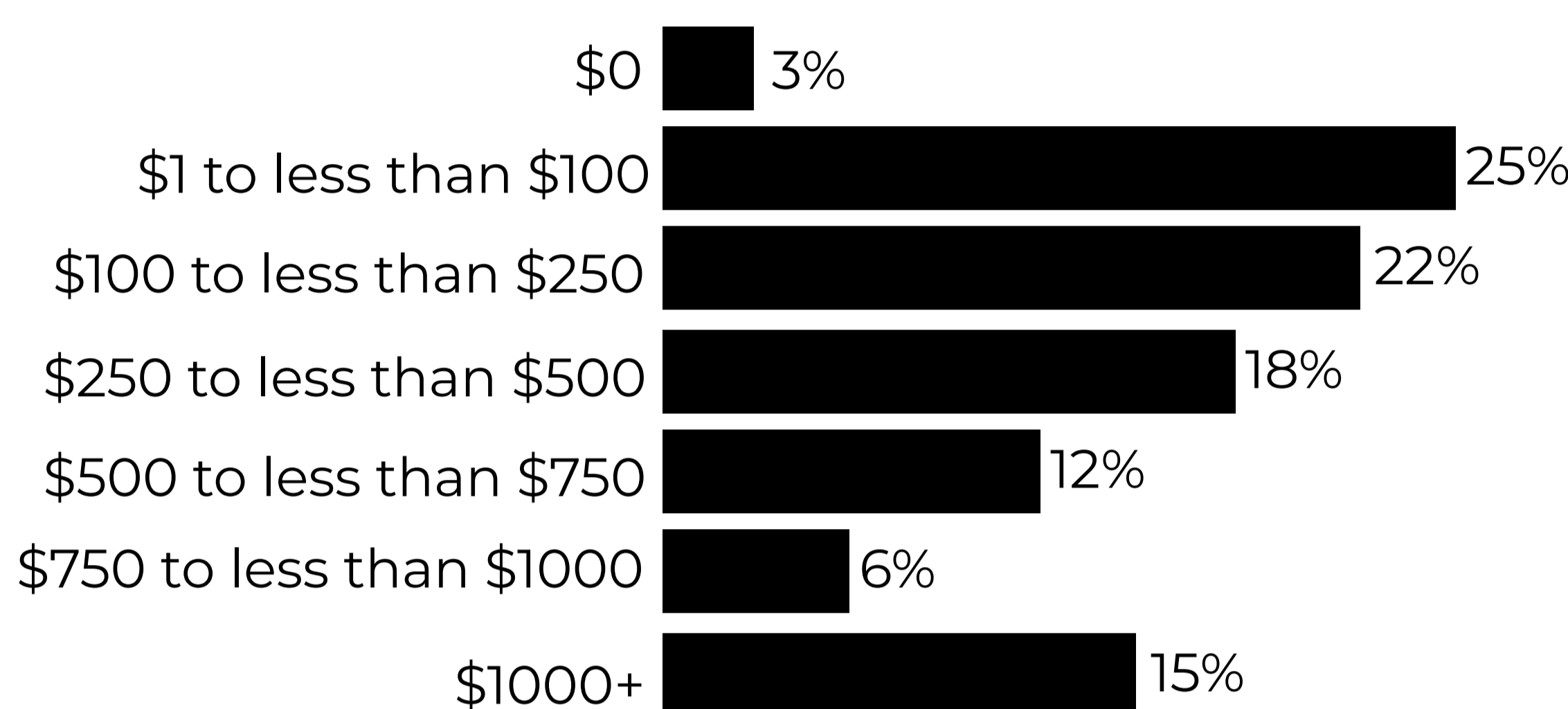
## Top Activities

- Visiting relatives 31%
- Shopping 23%
- Historic Sites/Churches 17%
- Visiting friends 15%
- Museums 14%
- Fine Dining 13%
- Rural sightseeing 12%
- National Park/Monuments 10%
- Beach 9%
- Urban sightseeing 9%

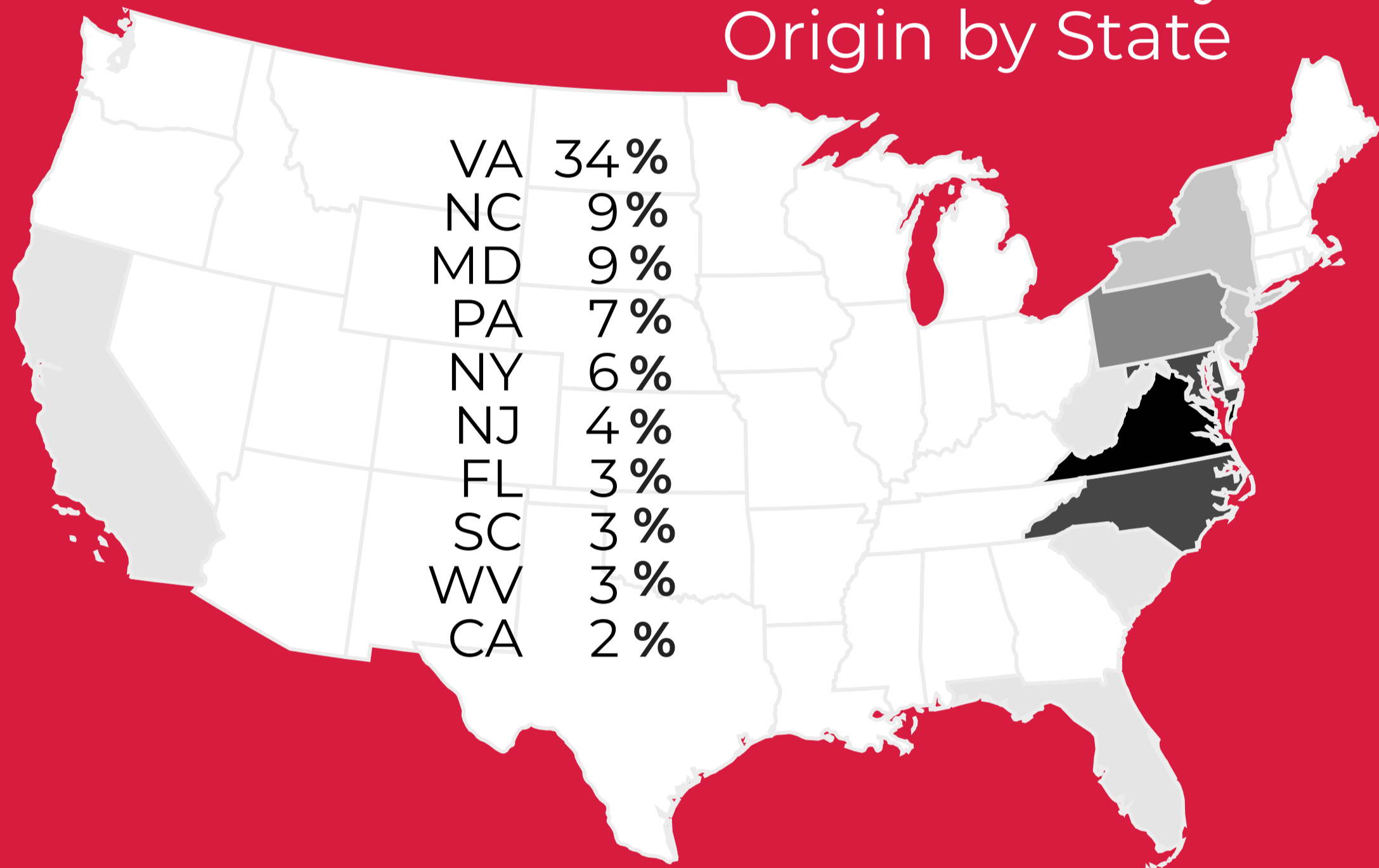
## Primary Purpose of Trip



## Travel Party Spending



## Travel Party Origin by State

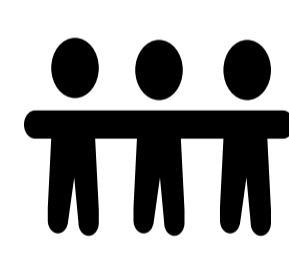


## Travel Party Origin by DMA

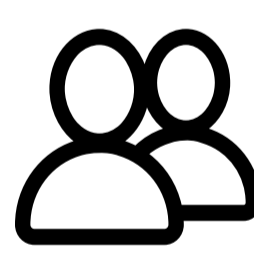
- Washington, DC (Hagerstown) 18%
- Richmond-Petersburg 9%
- New York 7%
- Norfolk-Portsmouth-Newport News 7%
- Roanoke-Lynchburg 5%
- Philadelphia 5%
- Baltimore 4%
- Raleigh-Durham (Fayetteville) 3%
- Charlotte 2%
- Greensboro-High Point-Winston Salem 2%



**61%**  
Married



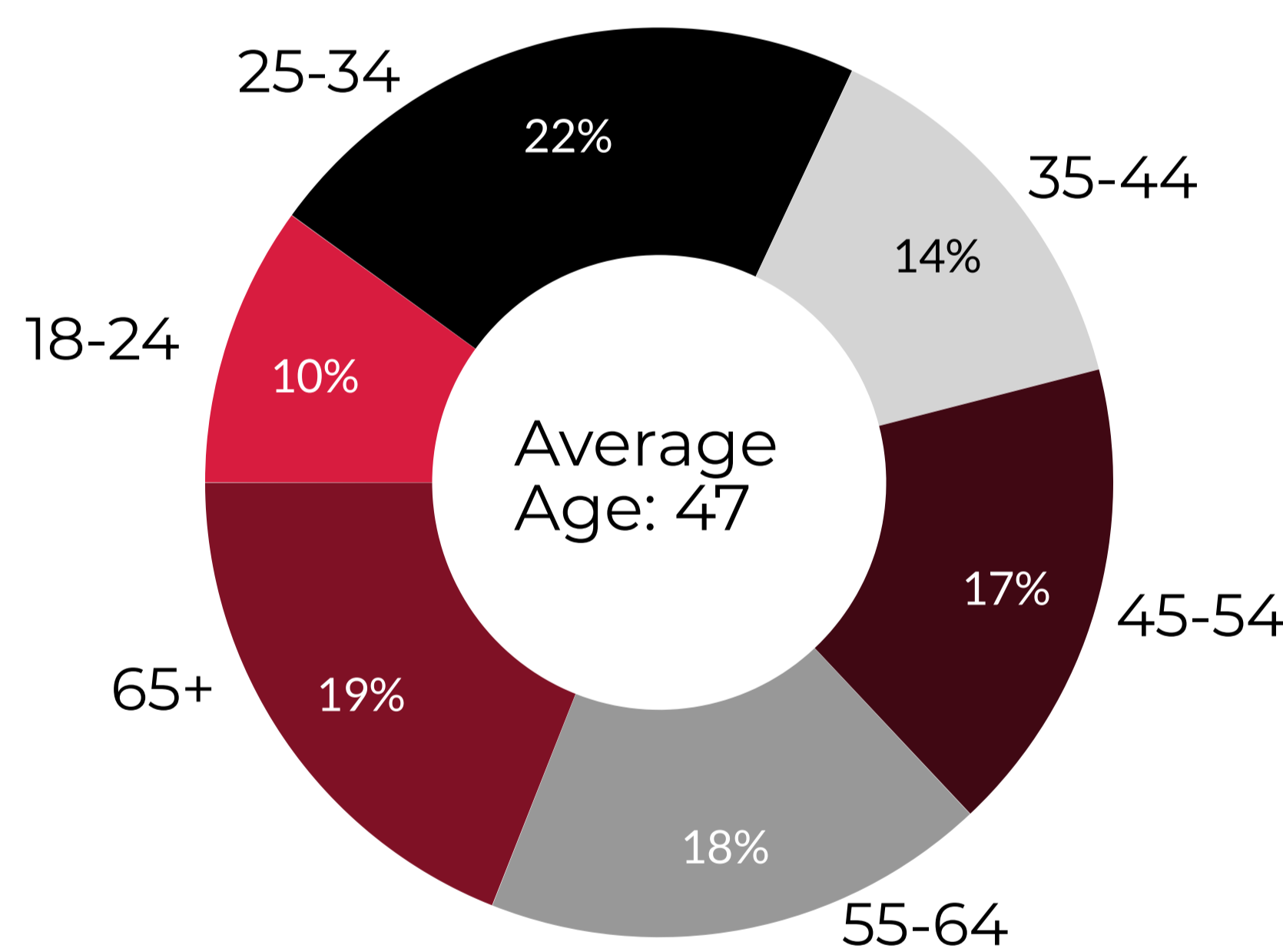
**28%**  
Traveling with Children



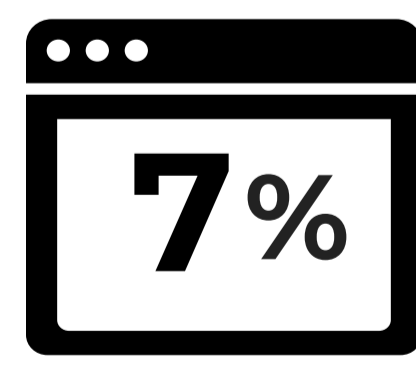
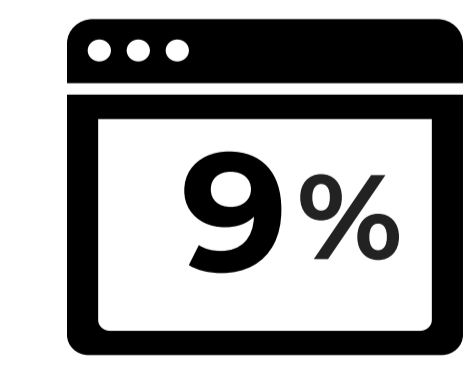
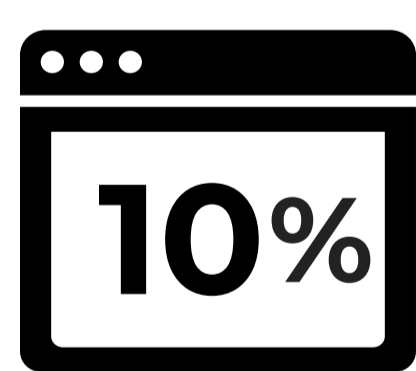
**2.6**  
Average travel party size



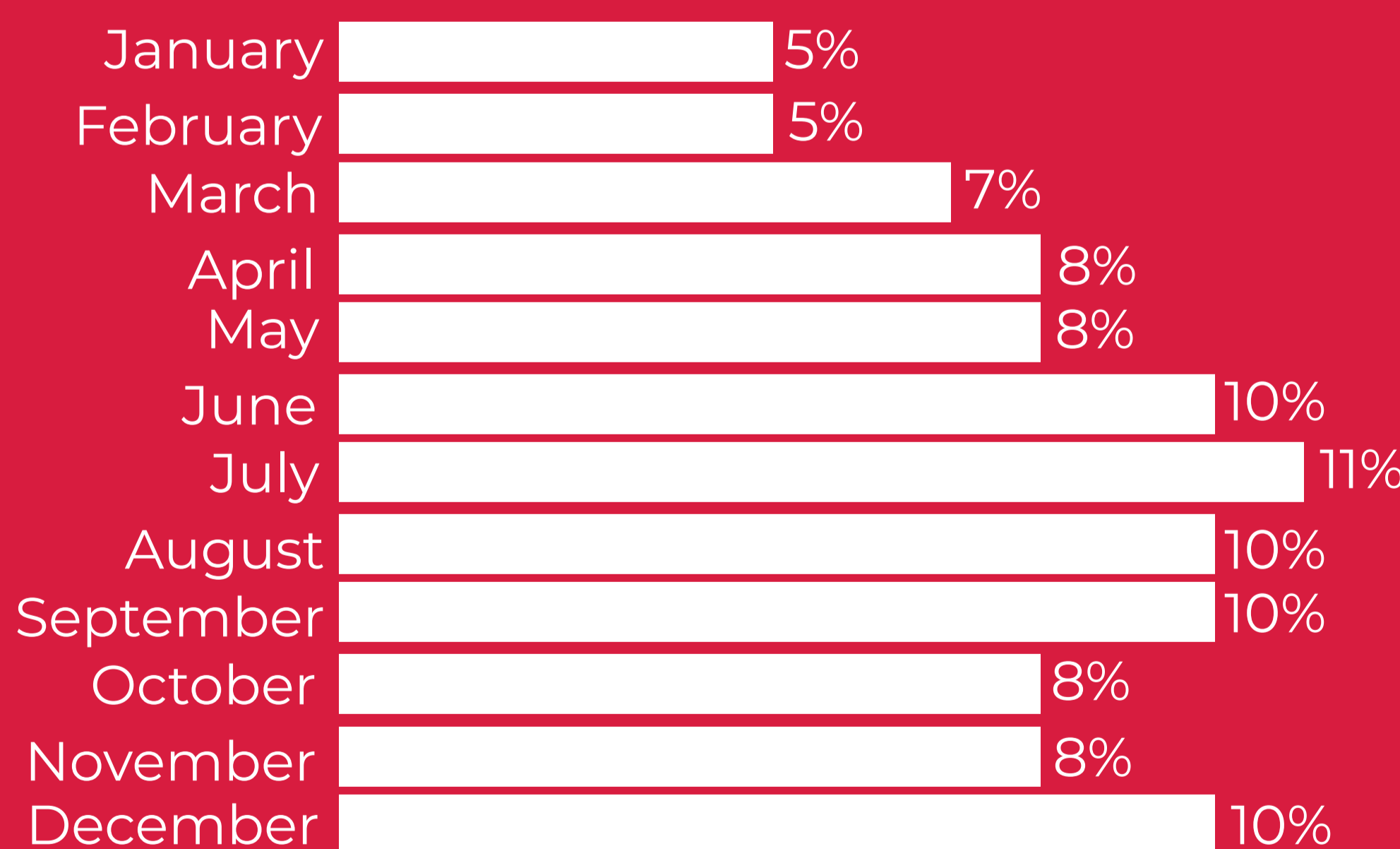
**38%**  
Annual household income of 100K or more



## Planning Sources



## Month of Travel



## Planning Time



44% consider visiting Virginia less than a month before their visit  
53% decide visiting Virginia less than a month before their visit



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



**9%**  
Travel by plane