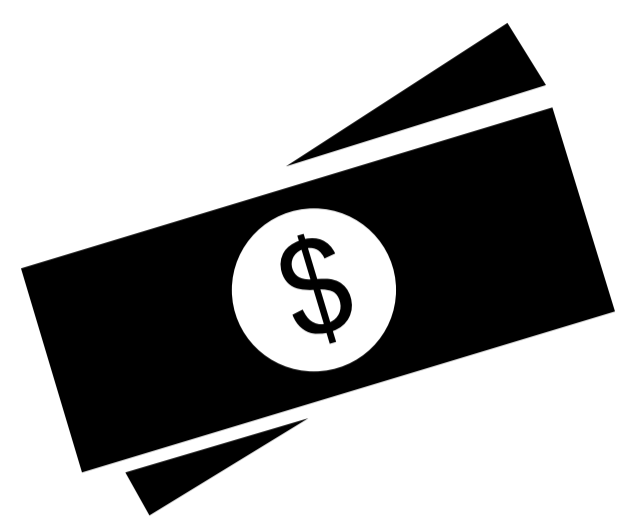




Libations

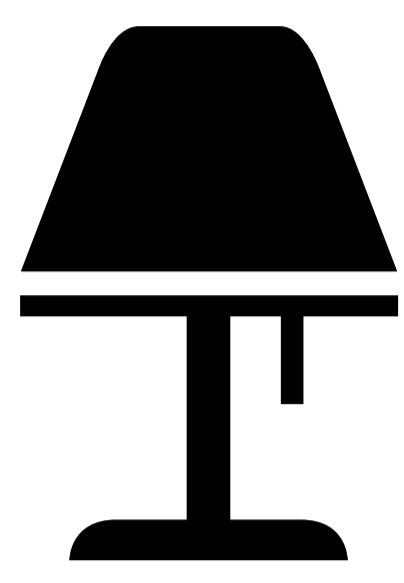


Average travel party spending:



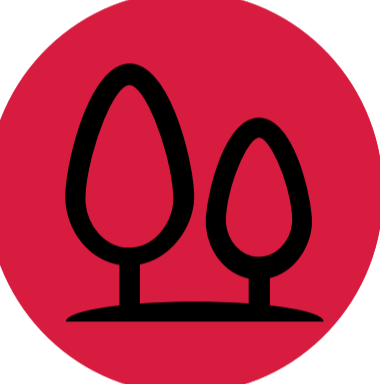
\$771

per trip



3.5

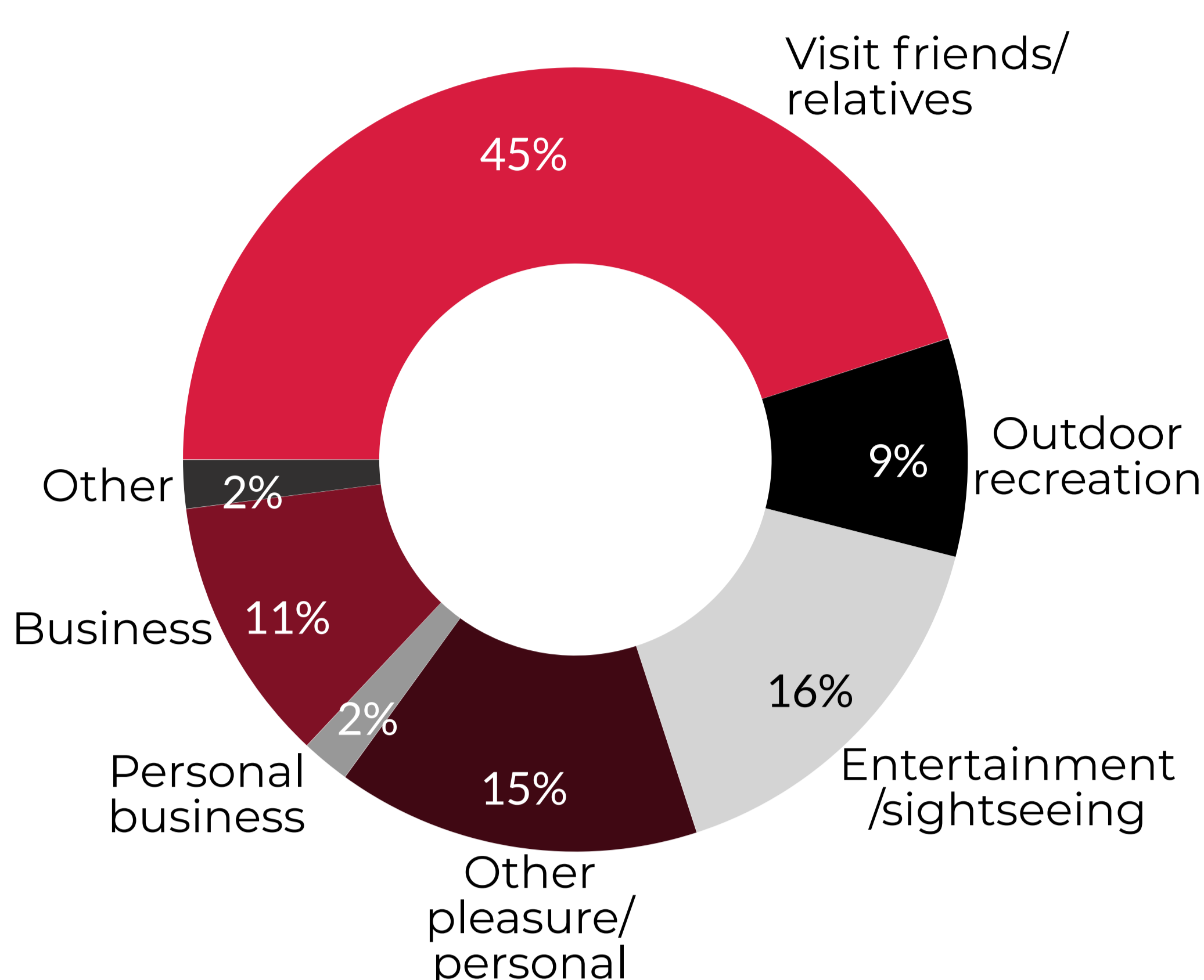
Nights



Top Activities

Craft breweries	58%
Wine tasting/winery tour	57%
Historic sites/churches	34%
Shopping	31%
Fine Dining	27%
Rural sightseeing	26%
Visiting relatives	26%
Museums	20%
Visiting friends	17%
State Park/Monuments	16%
Distilleries	10%

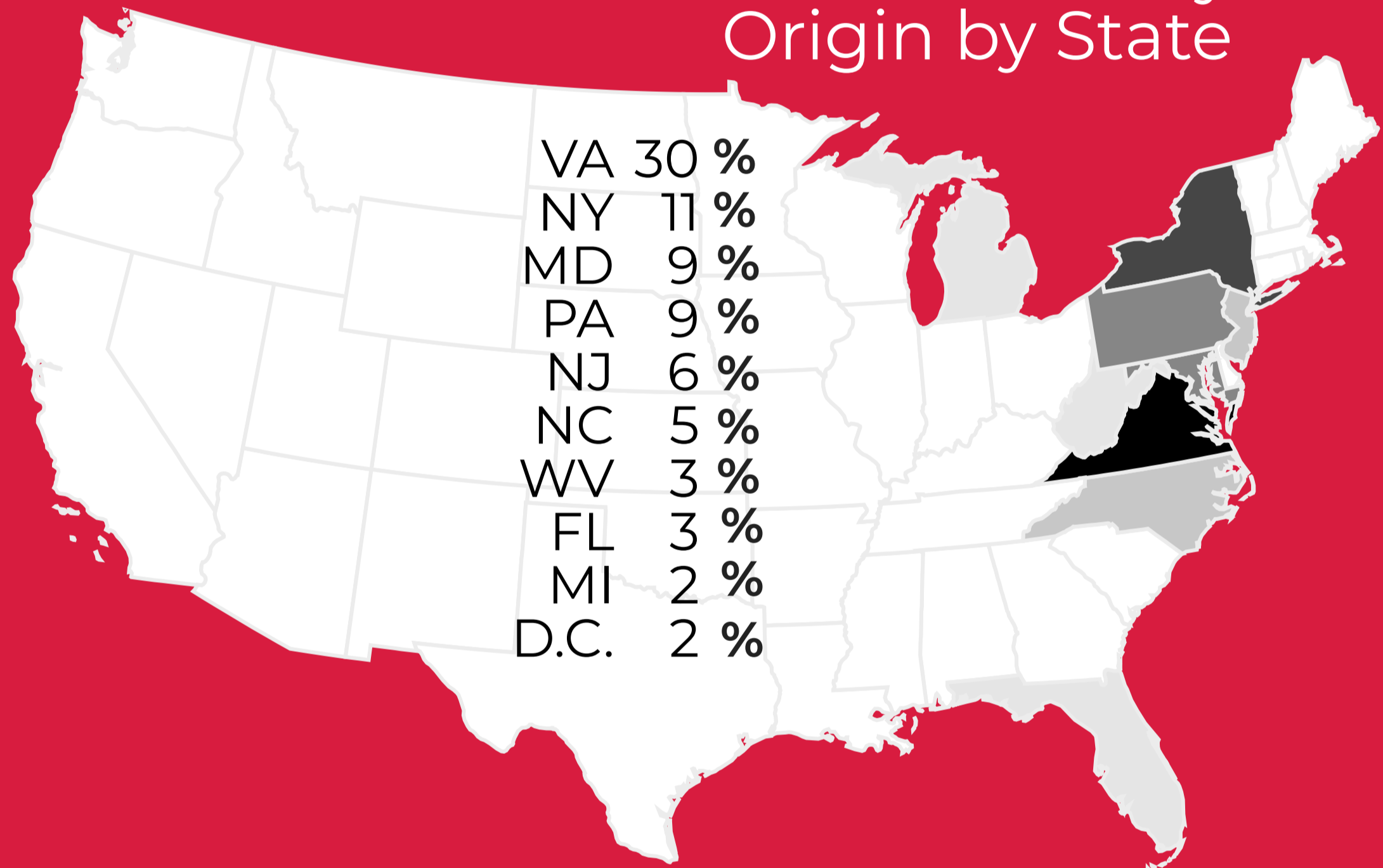
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

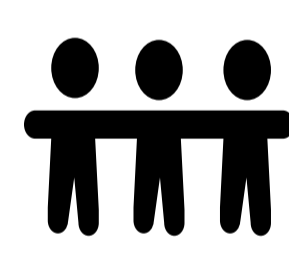


Travel Party Origin by DMA

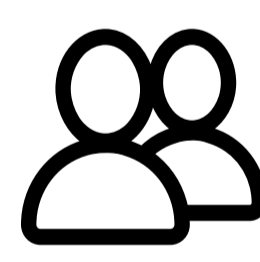
Washington, DC (Hagerstown)	19%
New York	12%
Richmond-Petersburg	11%
Philadelphia	7%
Norfolk-Portsmouth-Newport News	5%
Roanoke-Lynchburg	4%
Baltimore	4%
Watertown	3%
Pittsburgh	3%
Charlotte	2%



61%
Married



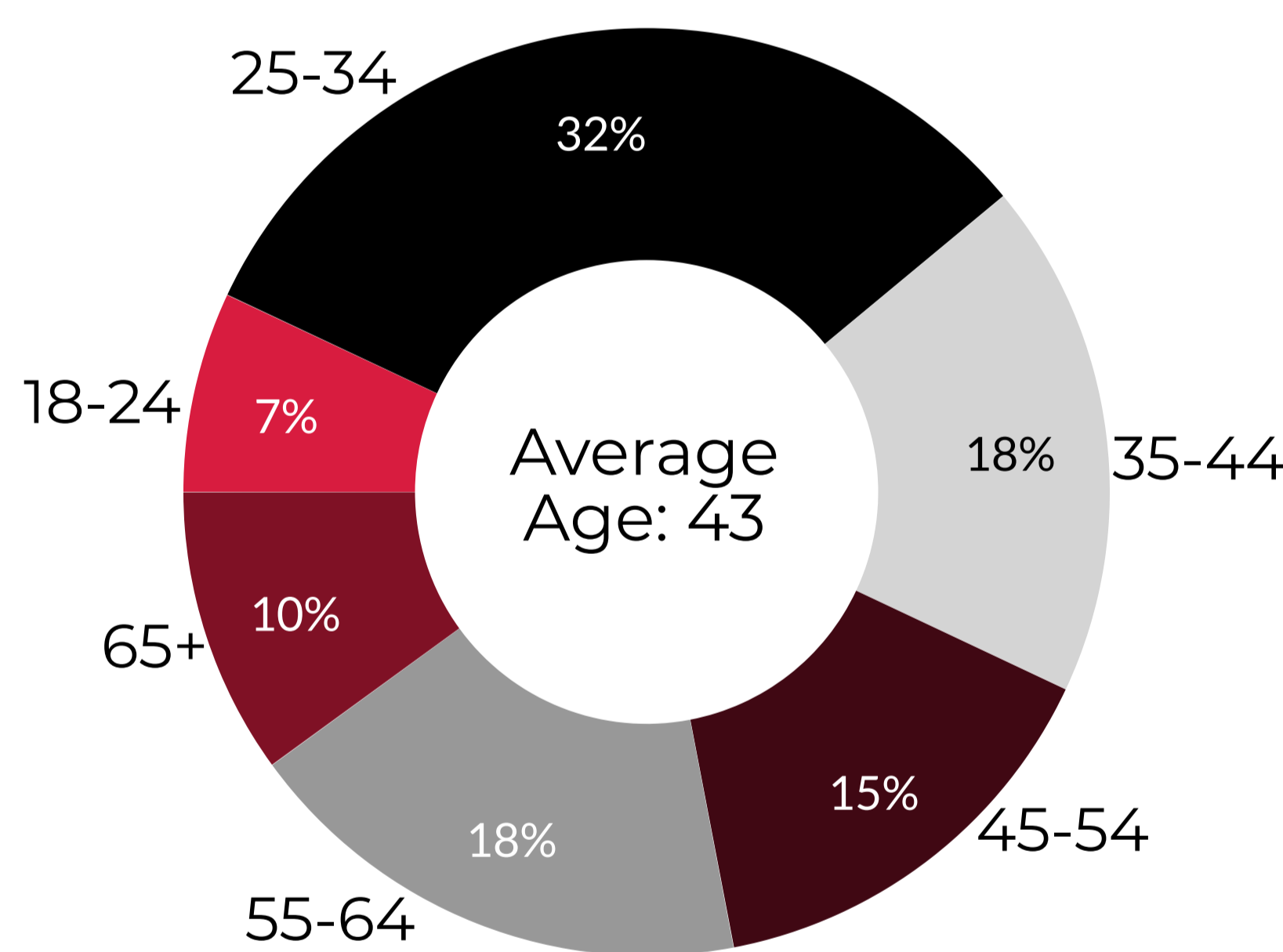
18%
Traveling with Children



2.5
Average travel party size



40%
Annual household income of 100K or more



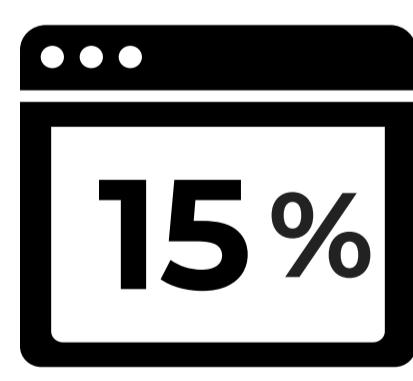
Planning Sources



43%
Own experience



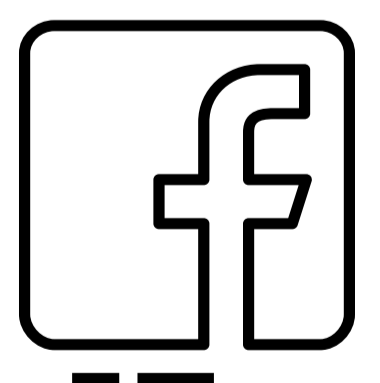
28%
Search engine



15%
Travel provider website (airline, hotel etc.)



35%
Use information from friends and relatives.

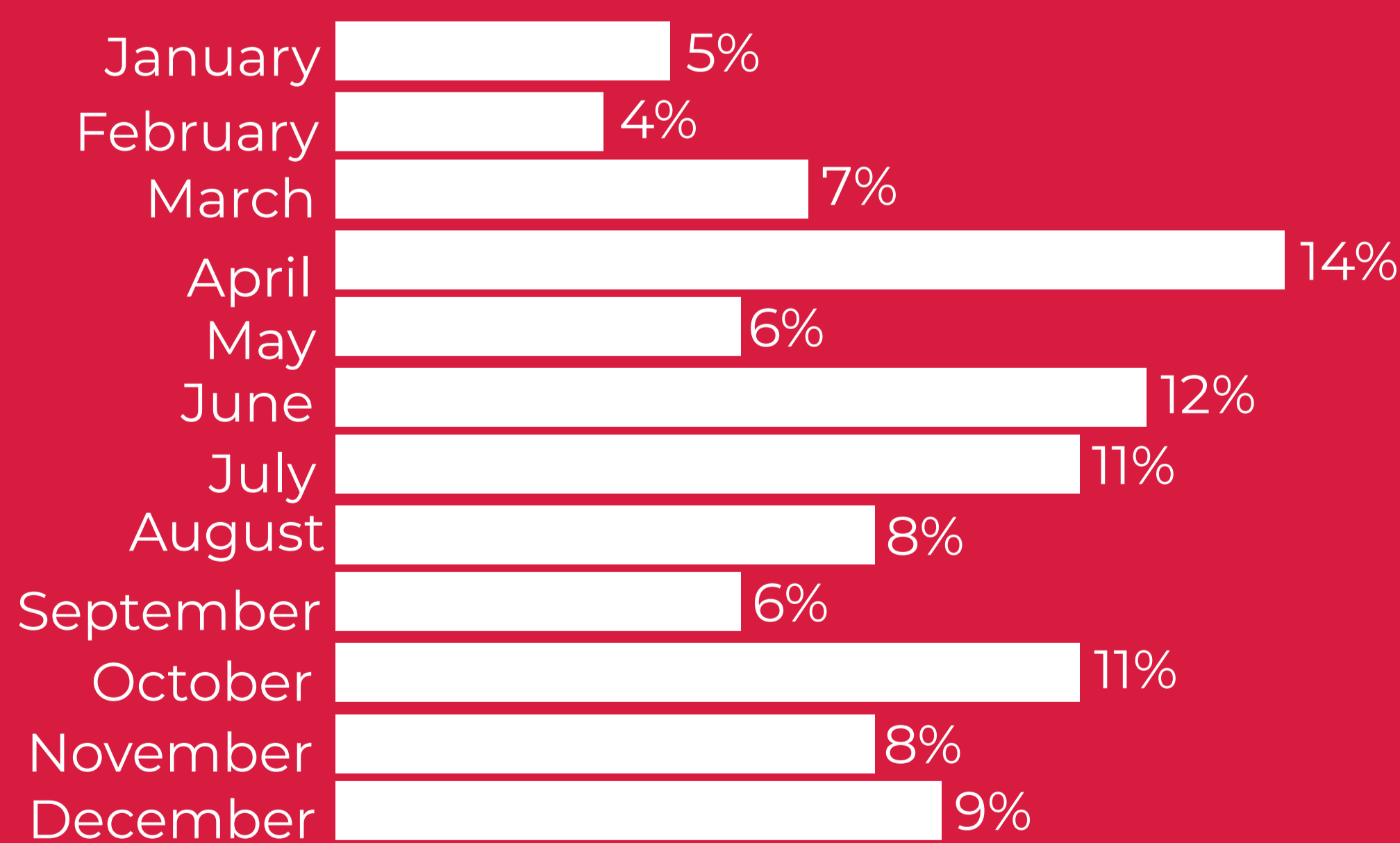


13%



13%
Destination website

Month of Travel



Planning Time



35% consider visiting Virginia less than a month before their visit

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



82%

Travel by owned auto or rental cars



14%

Travel by plane