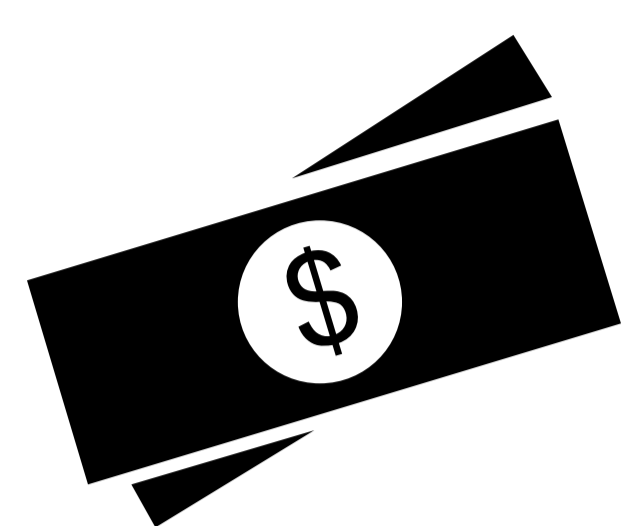




Music

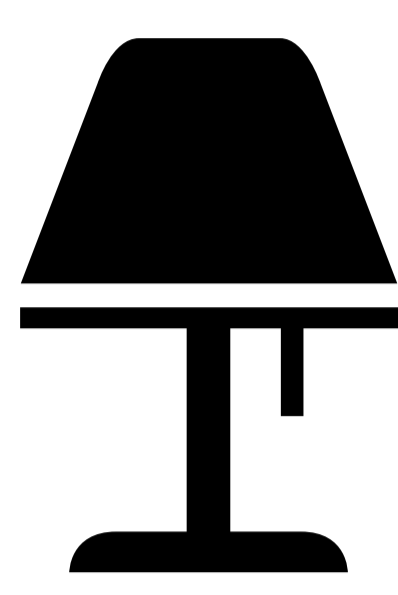


Average travel party spending:



\$879

per trip



2.7

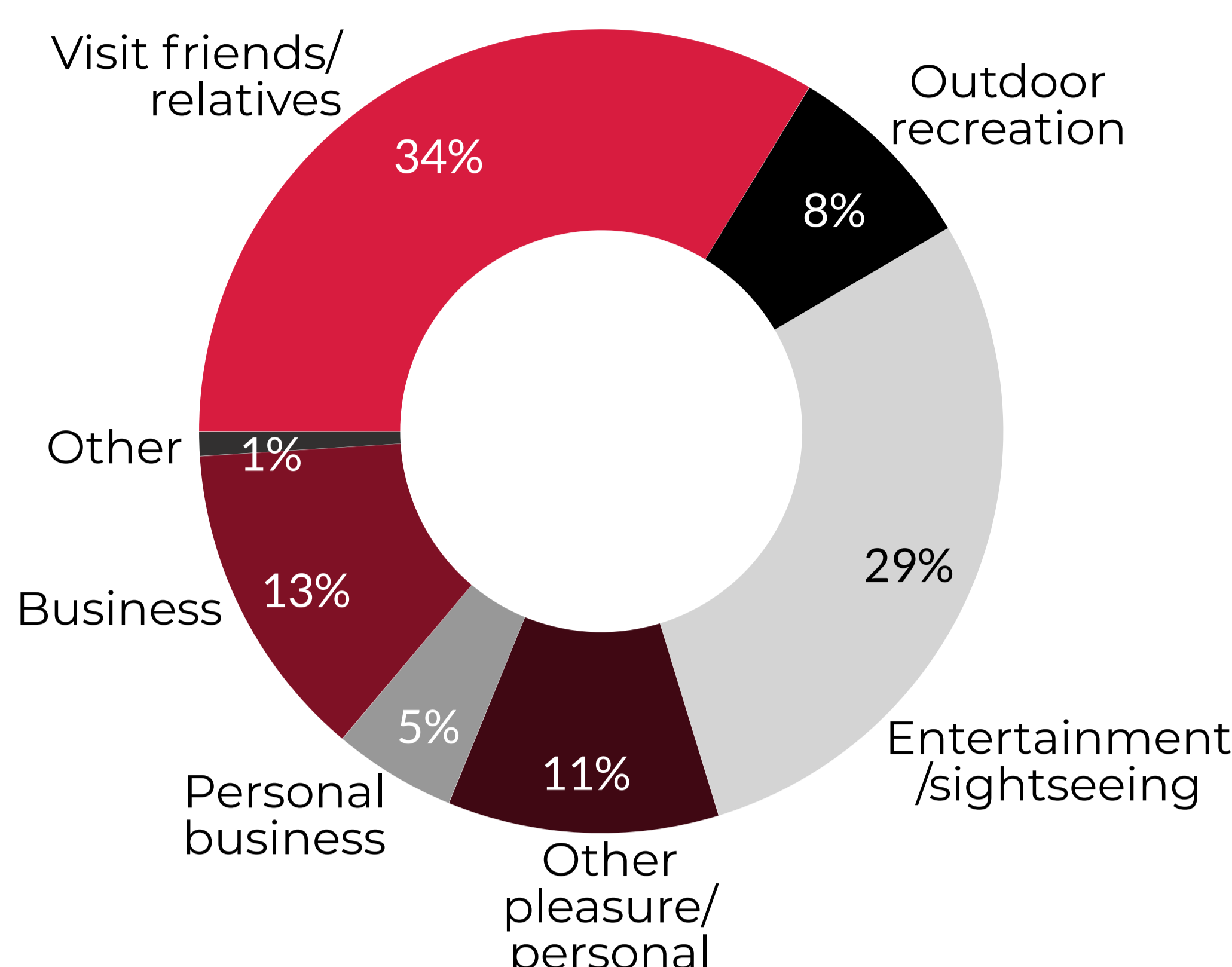
Nights



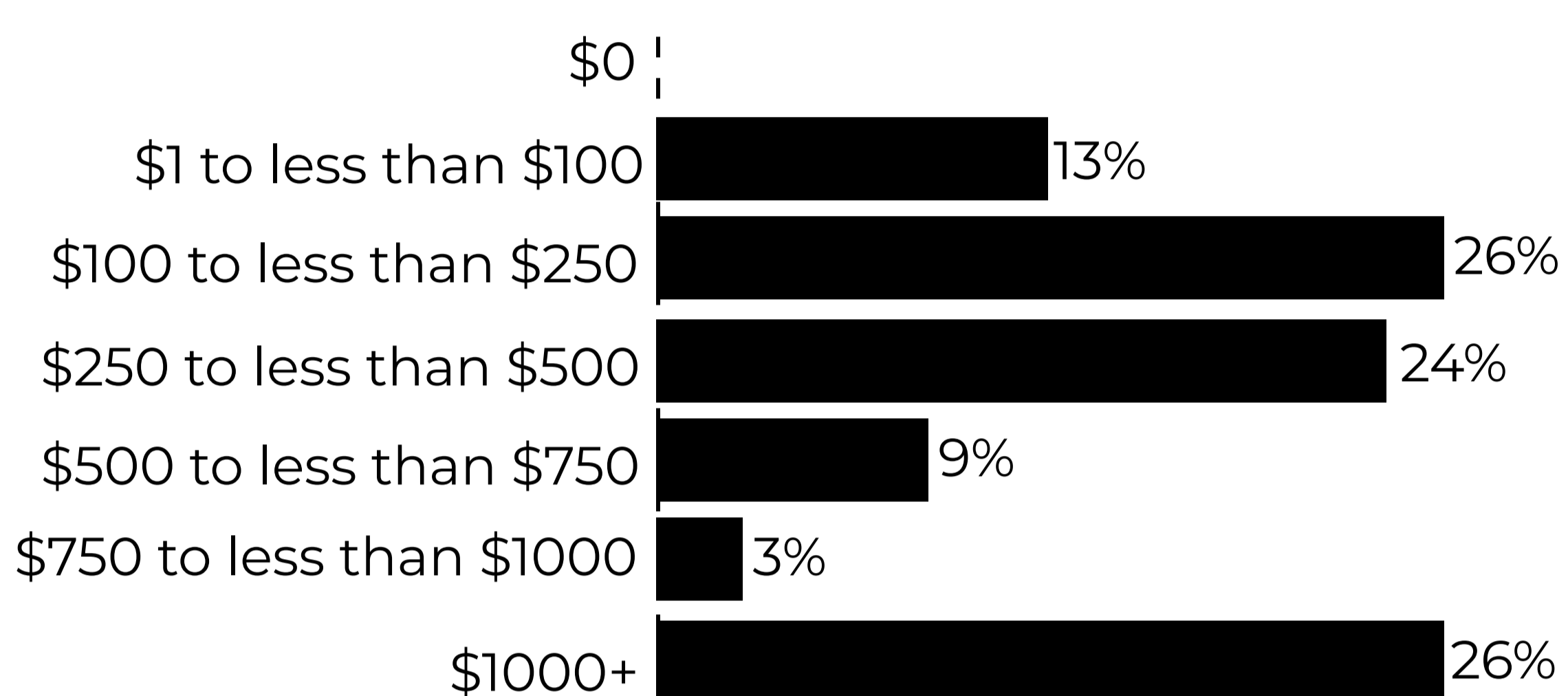
Top Activities

- Musical performance/show 51%
- Musical theater 36%
- Historic Sites/Churches 26%
- Museums 25%
- Shopping 24%
- Symphony/opera/concert 20%
- Fine Dining 19%
- Visiting relatives 18%
- Rural/Urban sightseeing 17%
- Theater/drama 13%

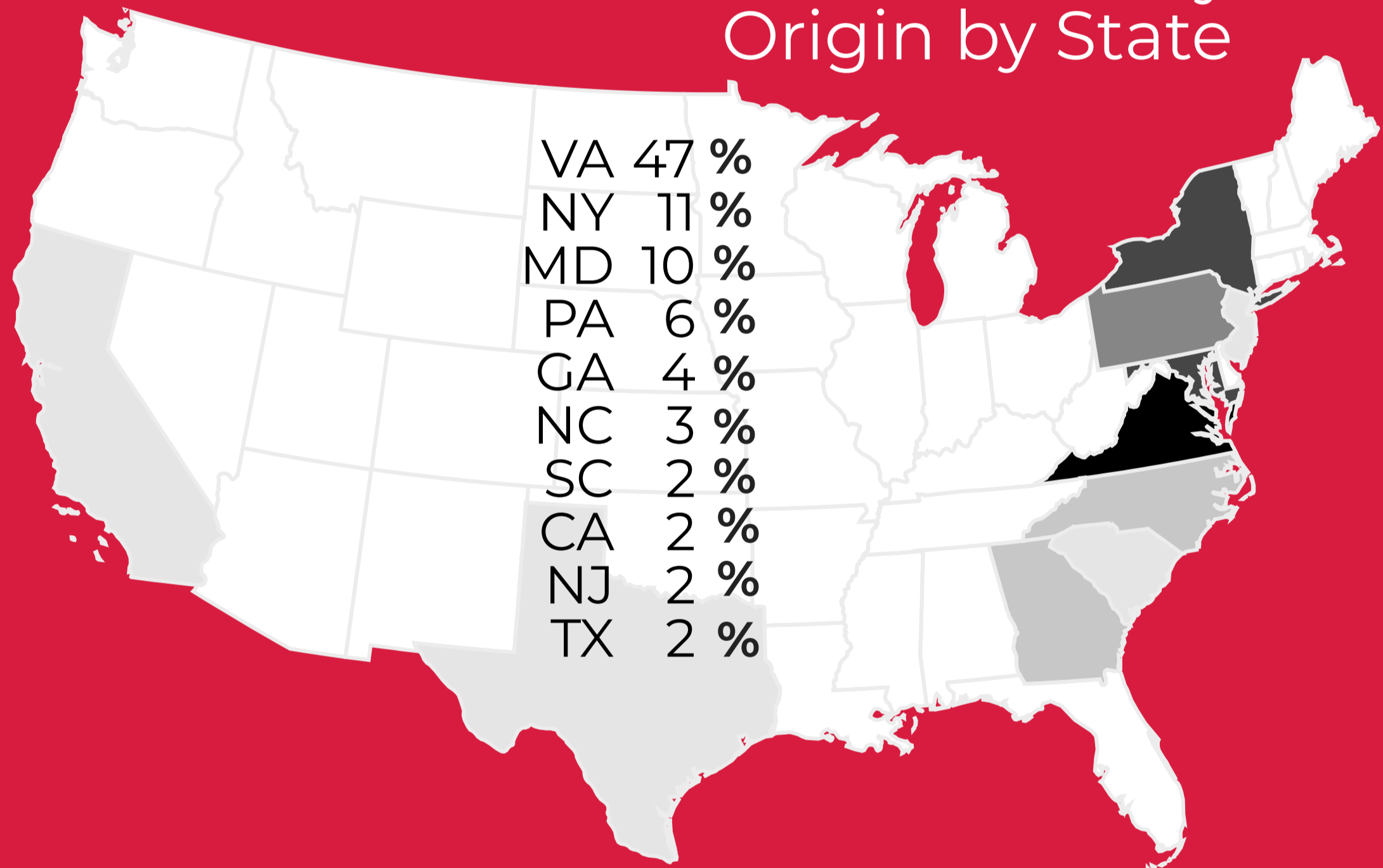
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

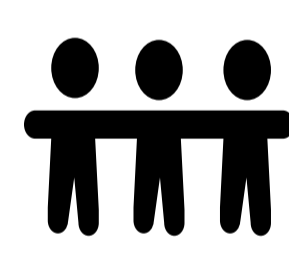


Travel Party Origin by DMA

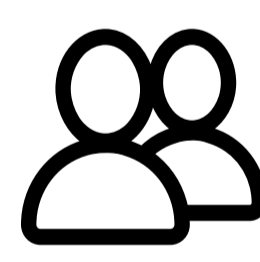
- Washington, DC (Hagerstown) 20%
- Richmond-Petersburg 15%
- Norfolk-Portsmouth-Newport News 10%
- Roanoke-Lynchburg 8%
- New York 7%
- Baltimore 3%
- Philadelphia 3%
- Atlanta 3%
- Albany-Schenectady-Troy 2%
- Binghamton 2%



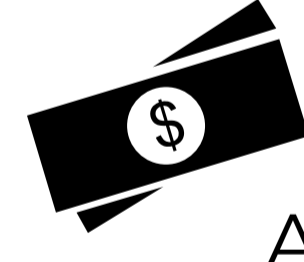
52%
Married



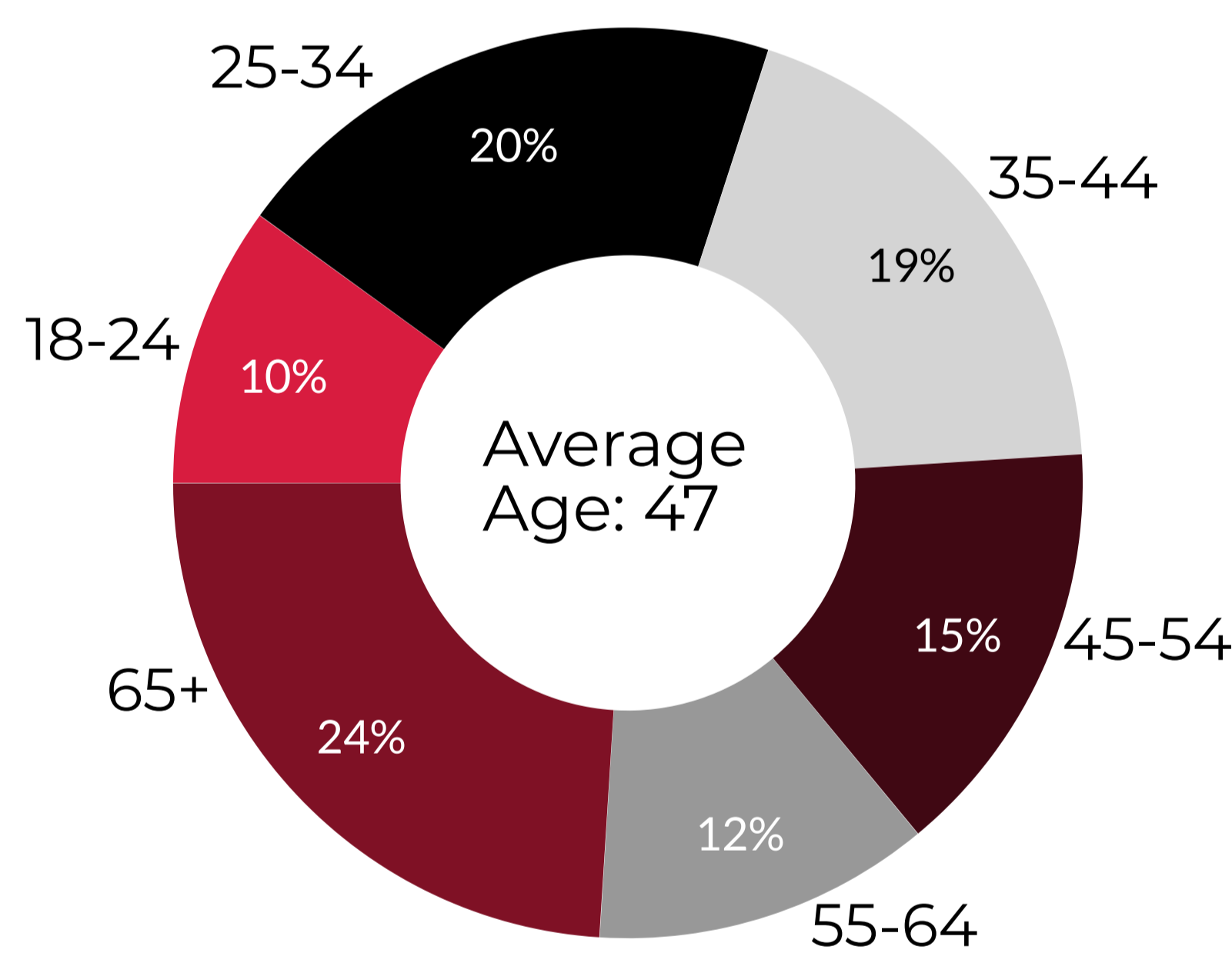
21%
Traveling with Children



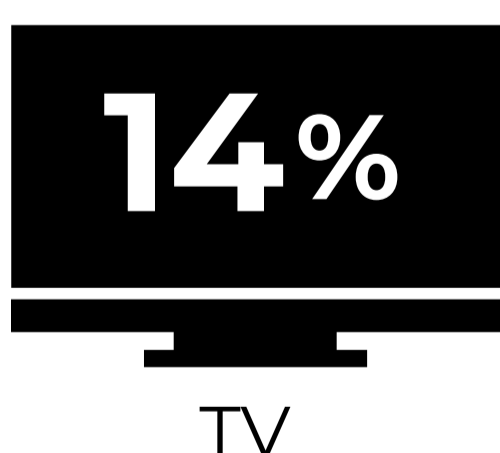
2.7
Average travel party size



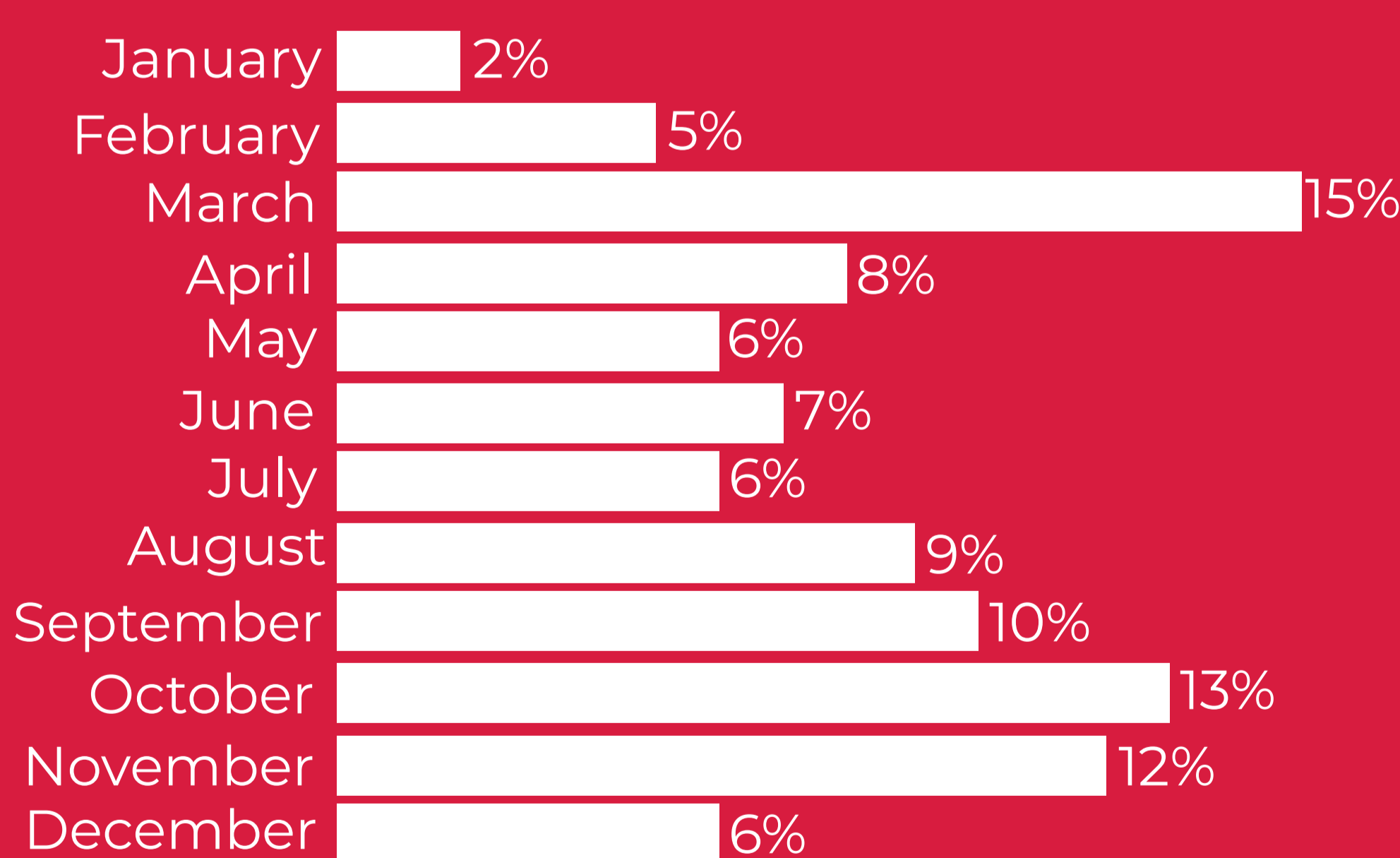
41%
Annual household income of 100K or more



Planning Sources



Month of Travel



Planning Time



33% consider visiting Virginia less than a month before their visit

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



81%
Travel by owned auto or rental cars



11%
Travel by plane