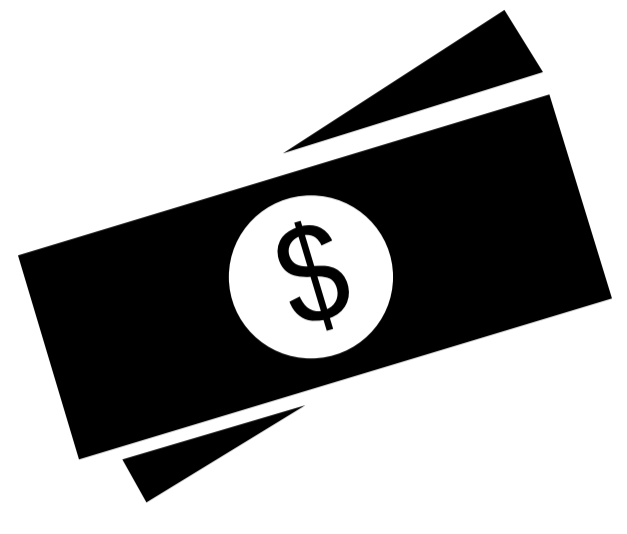




Overnight Travel

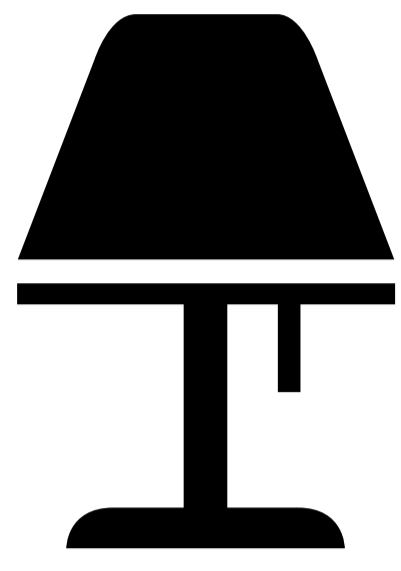


Average travel party spending:



\$675

per trip



3.0

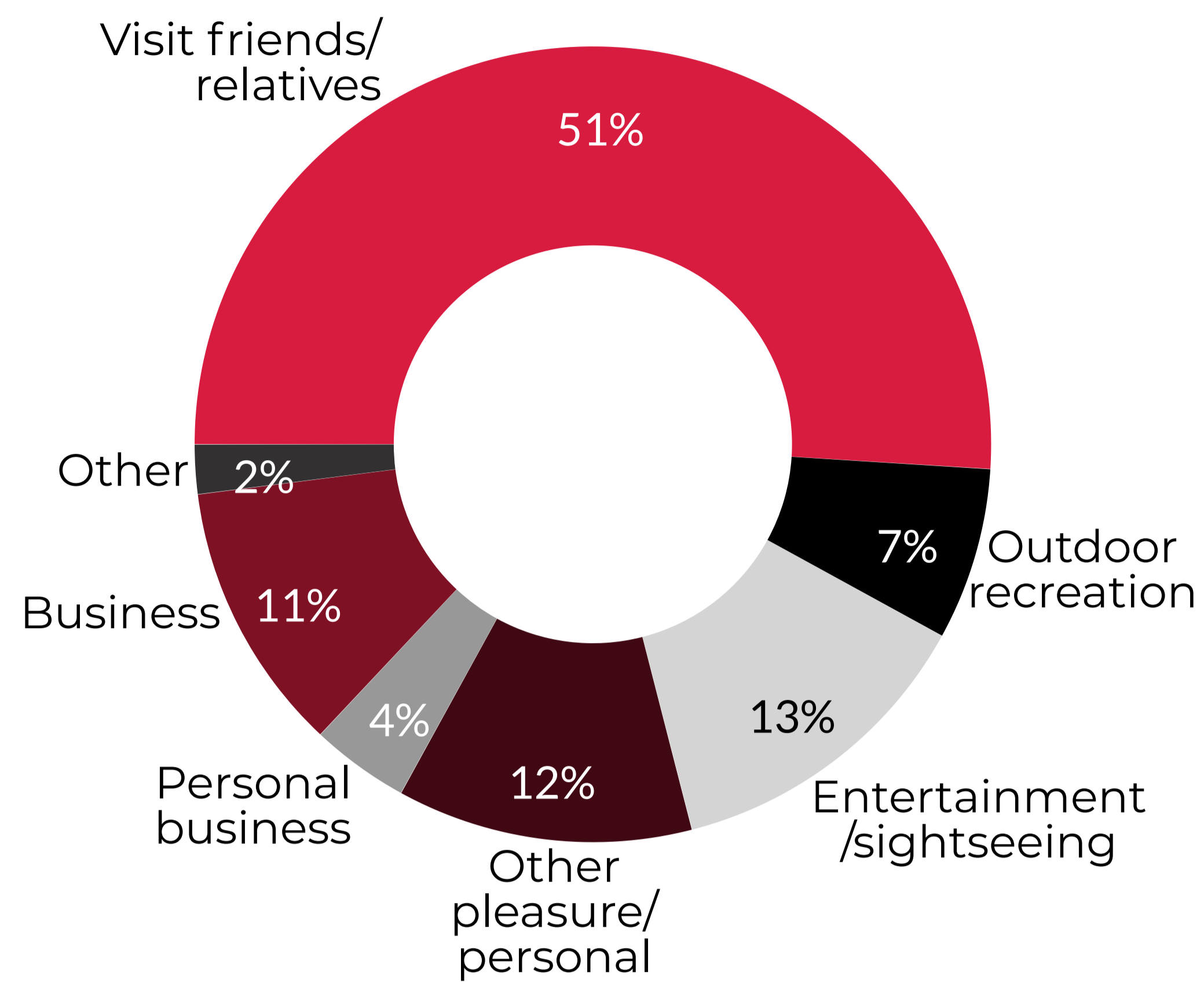
Nights



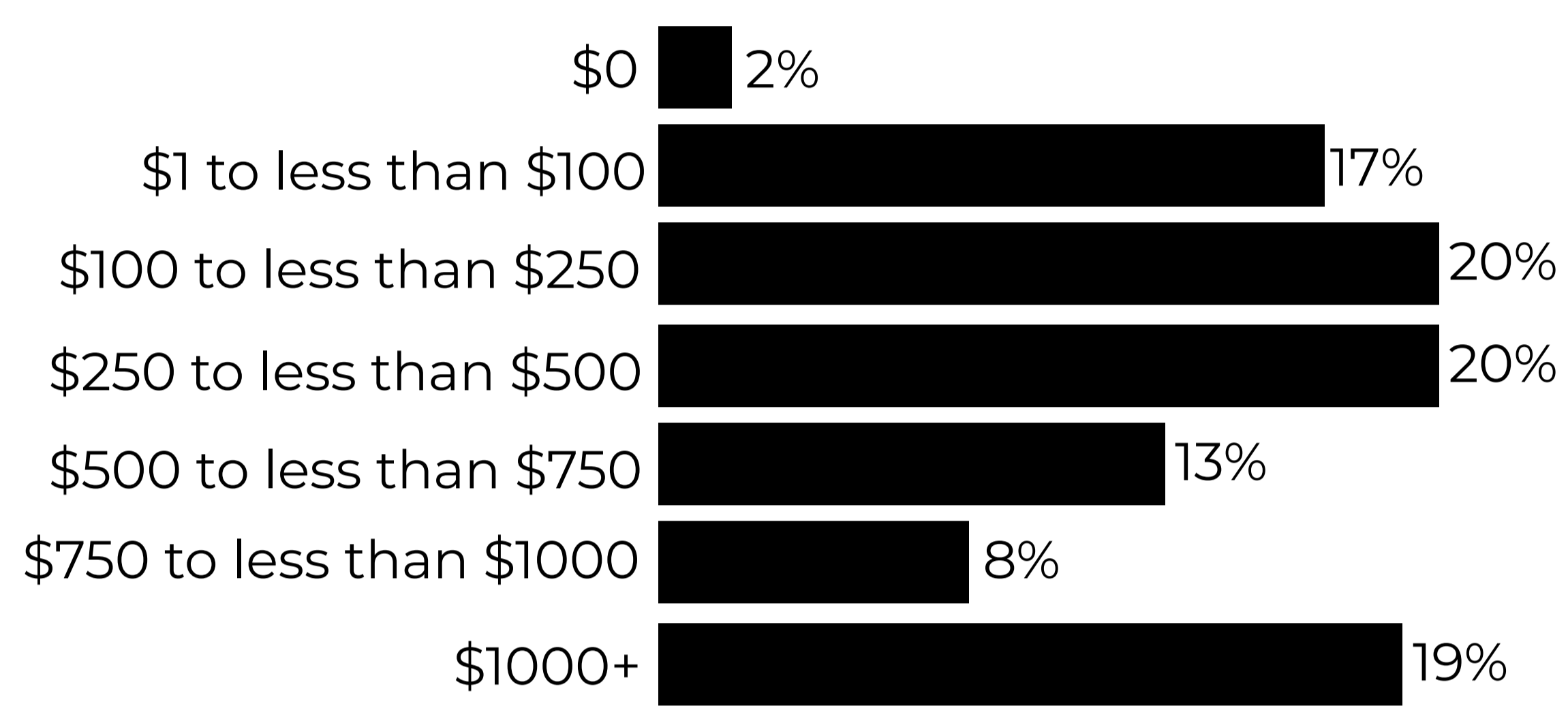
Top Activities

Visiting relatives	28%
Shopping	22%
Historic Sites/Churches	17%
Museums	16%
Fine Dining	15%
Visiting friends	15%
Rural sightseeing	11%
National Park/Monuments	10%
Urban sightseeing	9%
Beach	9%

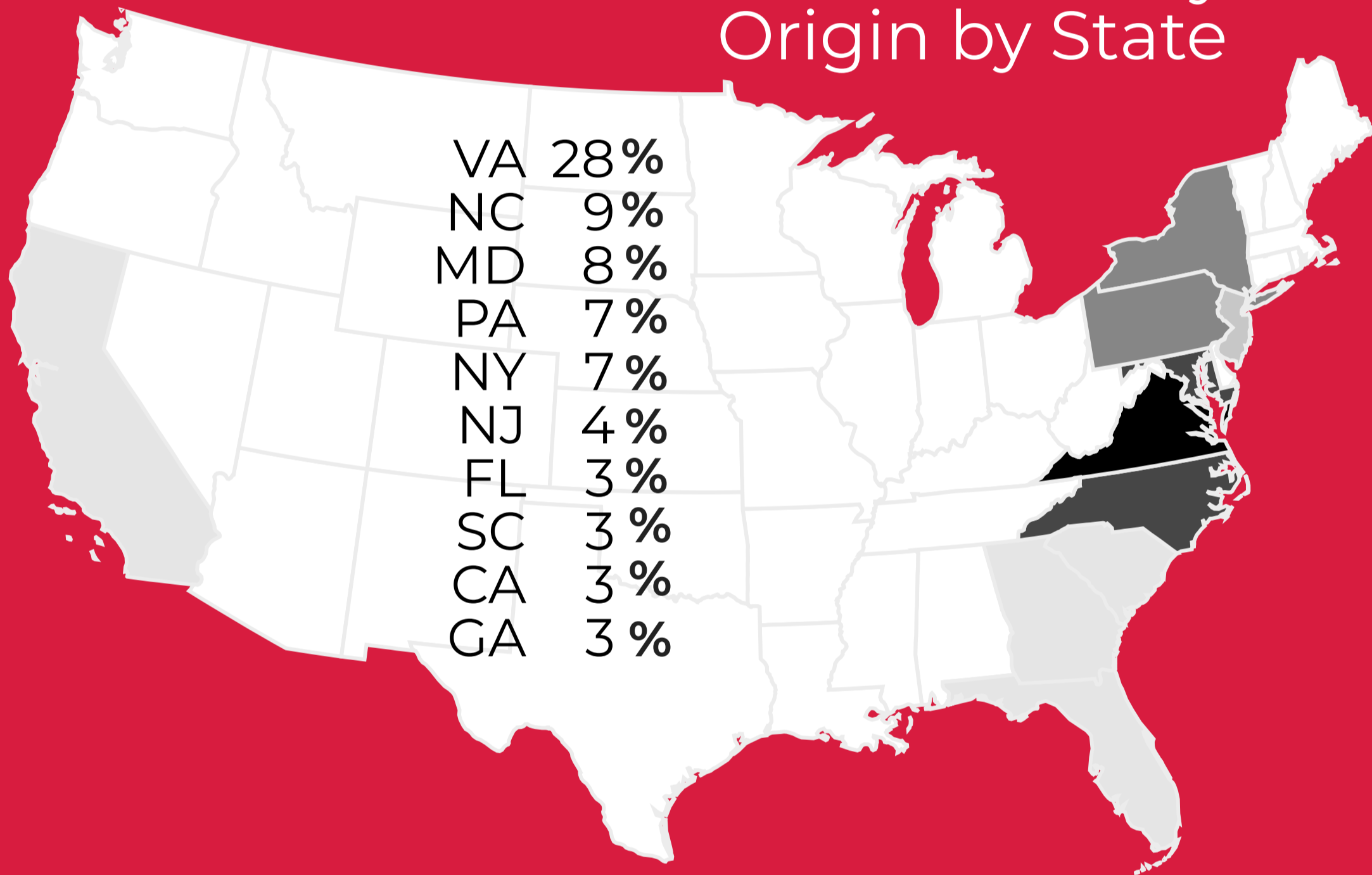
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

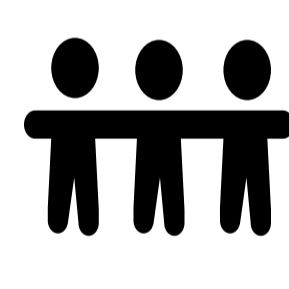


Travel Party Origin by DMA

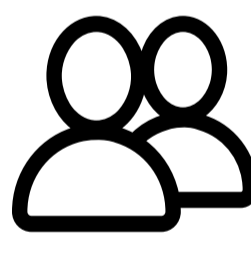
Washington, DC (Hagerstown)	16%
New York	8%
Richmond-Petersburg	7%
Norfolk-Portsmouth-Newport News	6%
Philadelphia	5%
Baltimore	4%
Roanoke-Lynchburg	4%
Charlotte	2%
Raleigh-Durham (Fayetteville)	2%
Greensboro-High Point-Winston Salem	2%



60%
Married



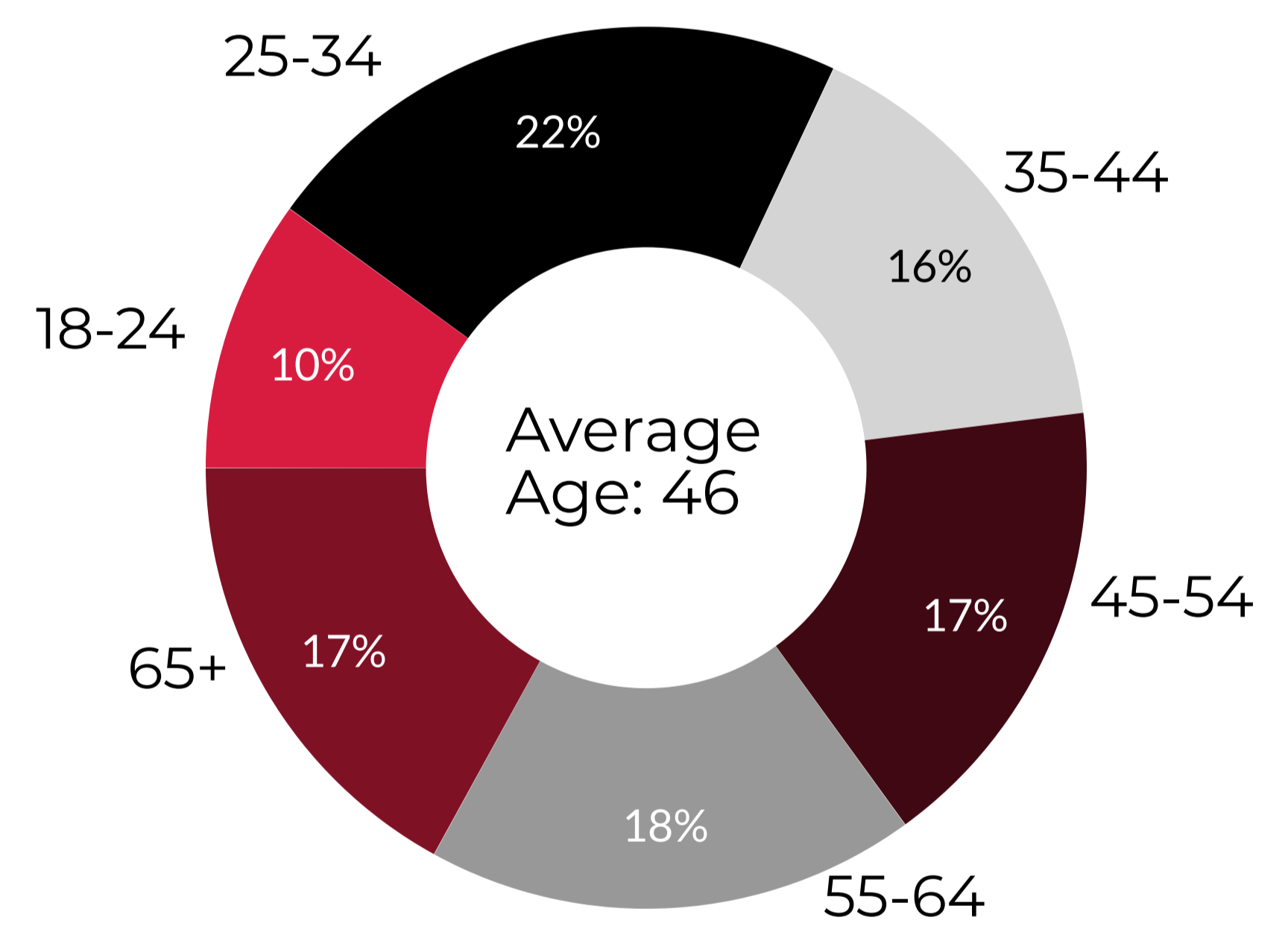
25%
Traveling with Children



2.6
Average travel party size

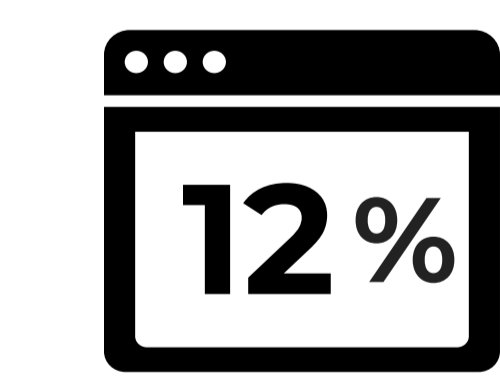


41%
Annual household income of 100K or more

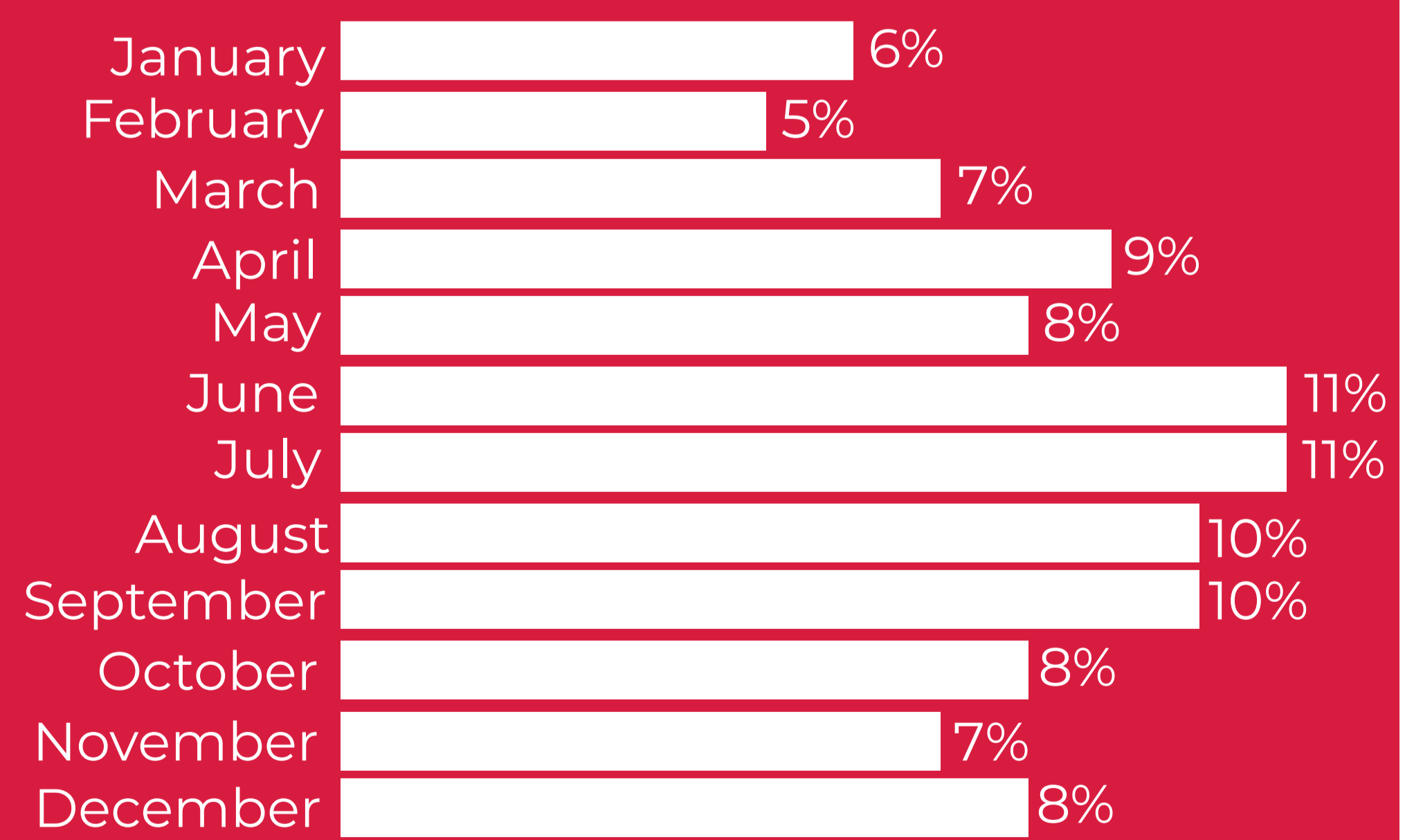


Planning Sources

29%
Use information from friends and relatives.



Month of Travel



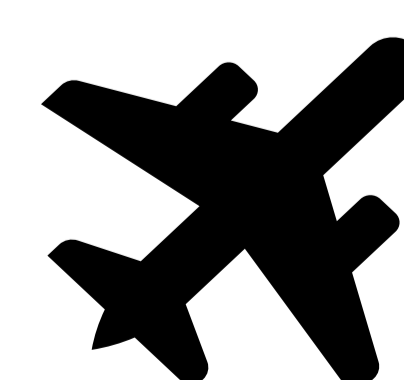
Planning Time



38% consider visiting Virginia less than a month before their visit
48% decide visiting Virginia less than a month before their visit



80%
Travel by owned auto or rental cars



14%
Travel by plane