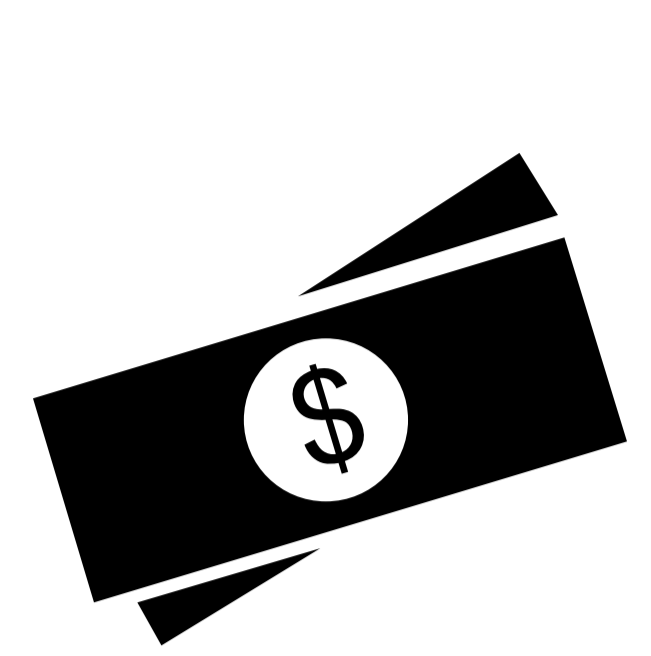




# Paid Accommodations

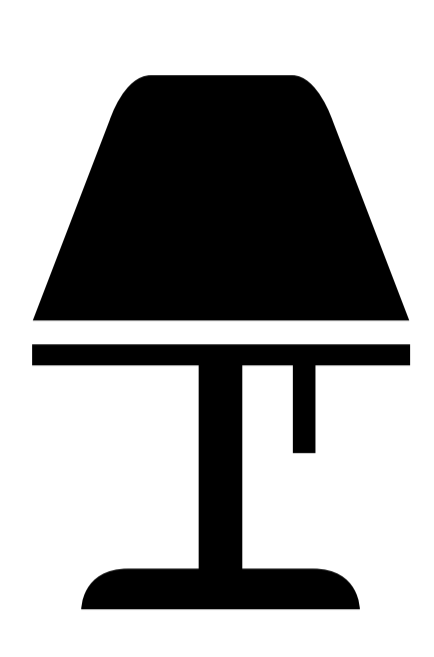


Average travel party spending:



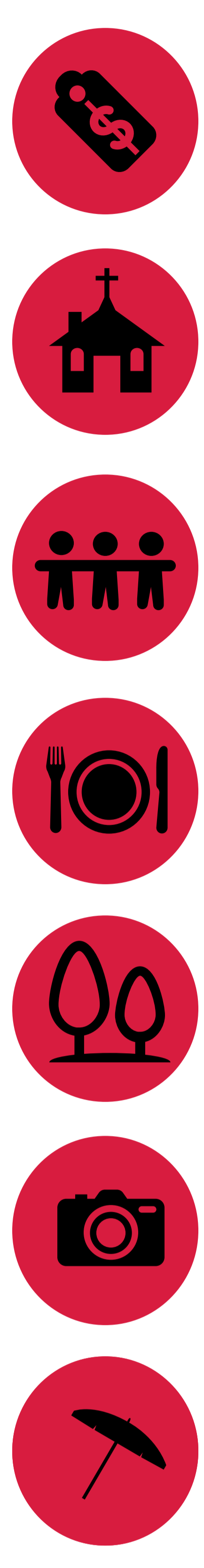
**\$971**

per trip



**3.2**

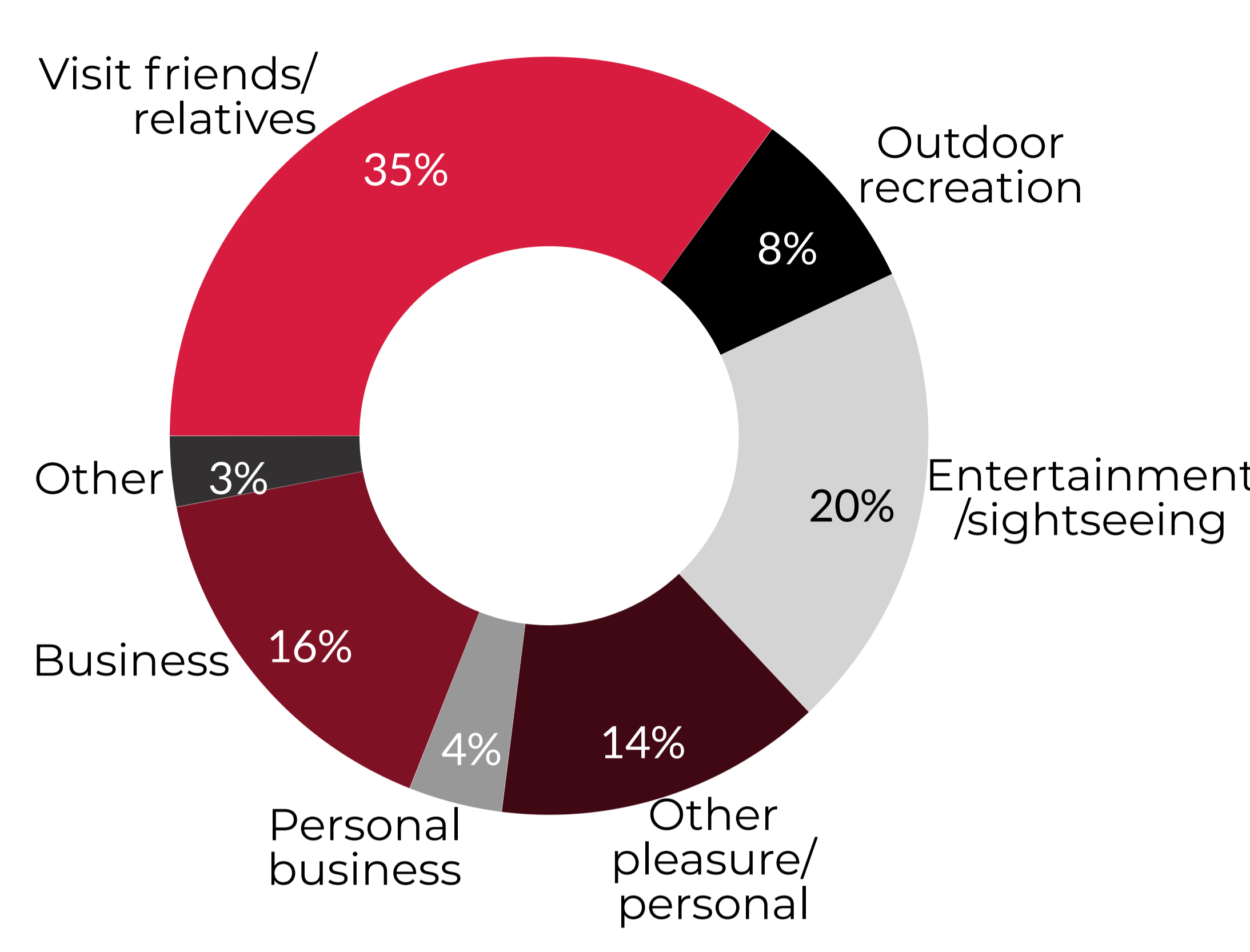
**Nights**



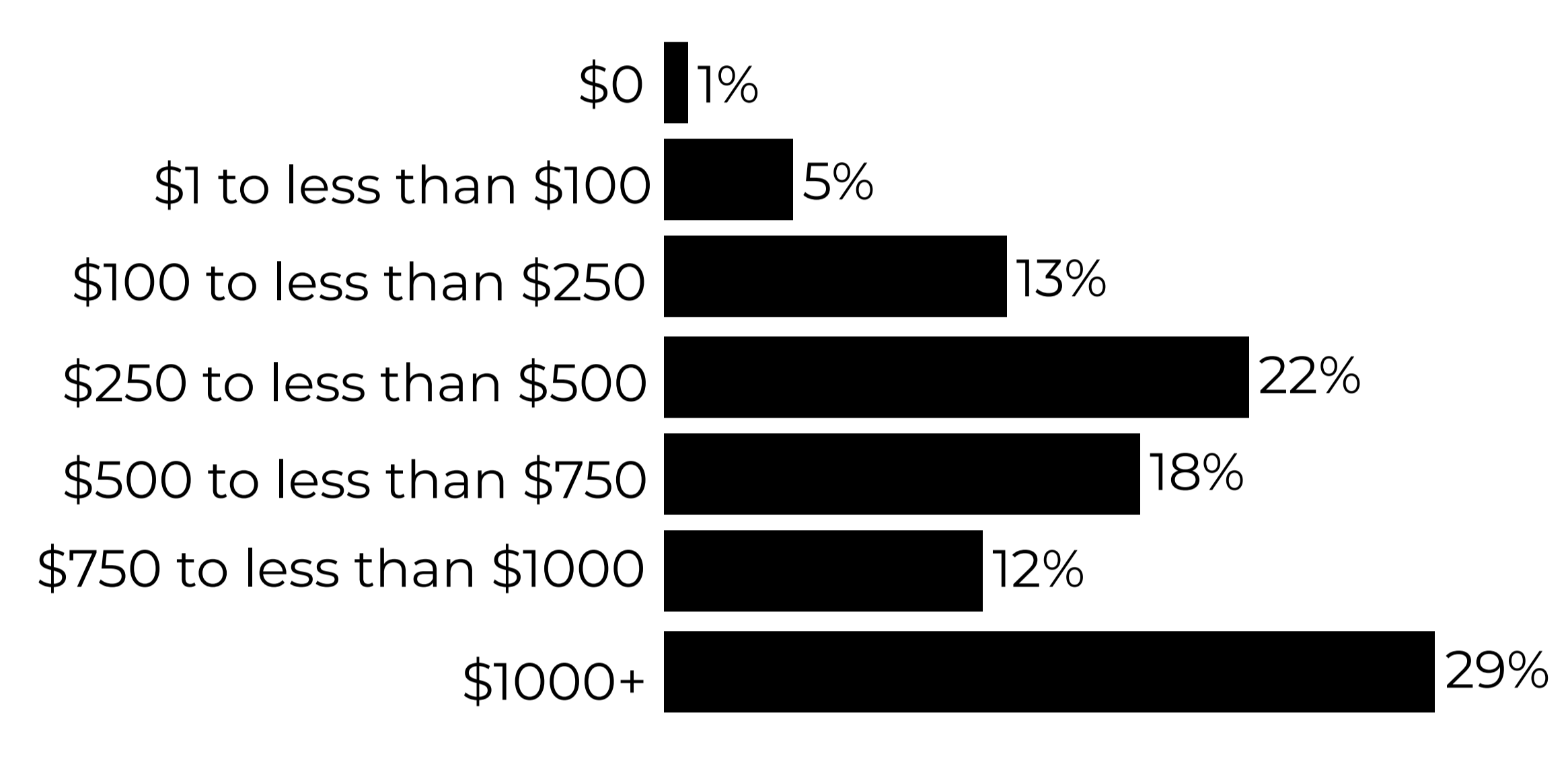
## Top Activities

- Shopping 23%
- Historic Sites/Churches 22%
- Museums 20%
- Visiting relatives 17%
- Fine Dining 16%
- National Park/Monuments 13%
- Urban/Rural sightseeing 12%
- Visiting friends 12%
- Beach 11%
- State parks/Monuments 10%

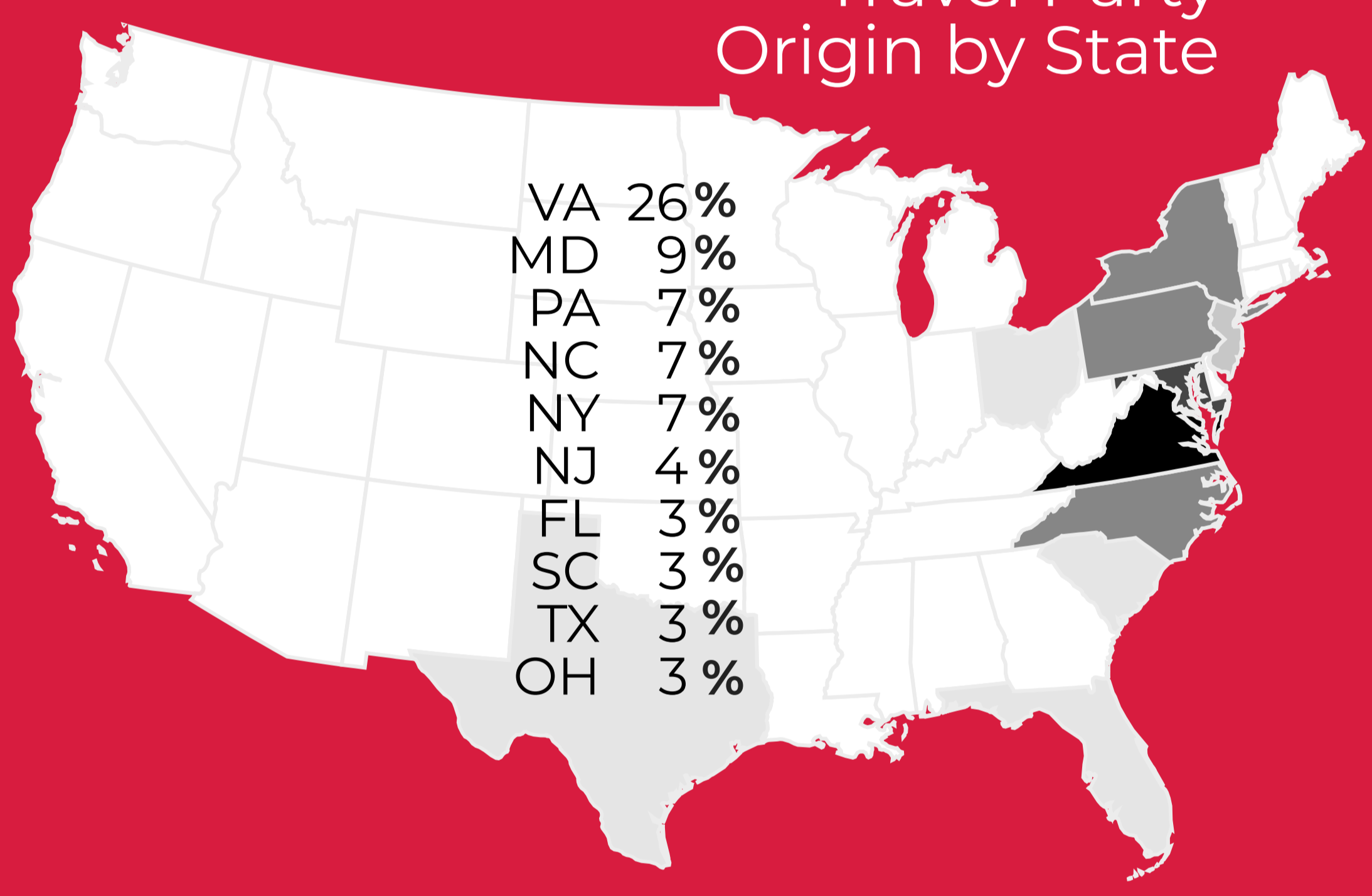
## Primary Purpose of Trip



## Travel Party Spending



## Travel Party Origin by State



## Travel Party Origin by DMA

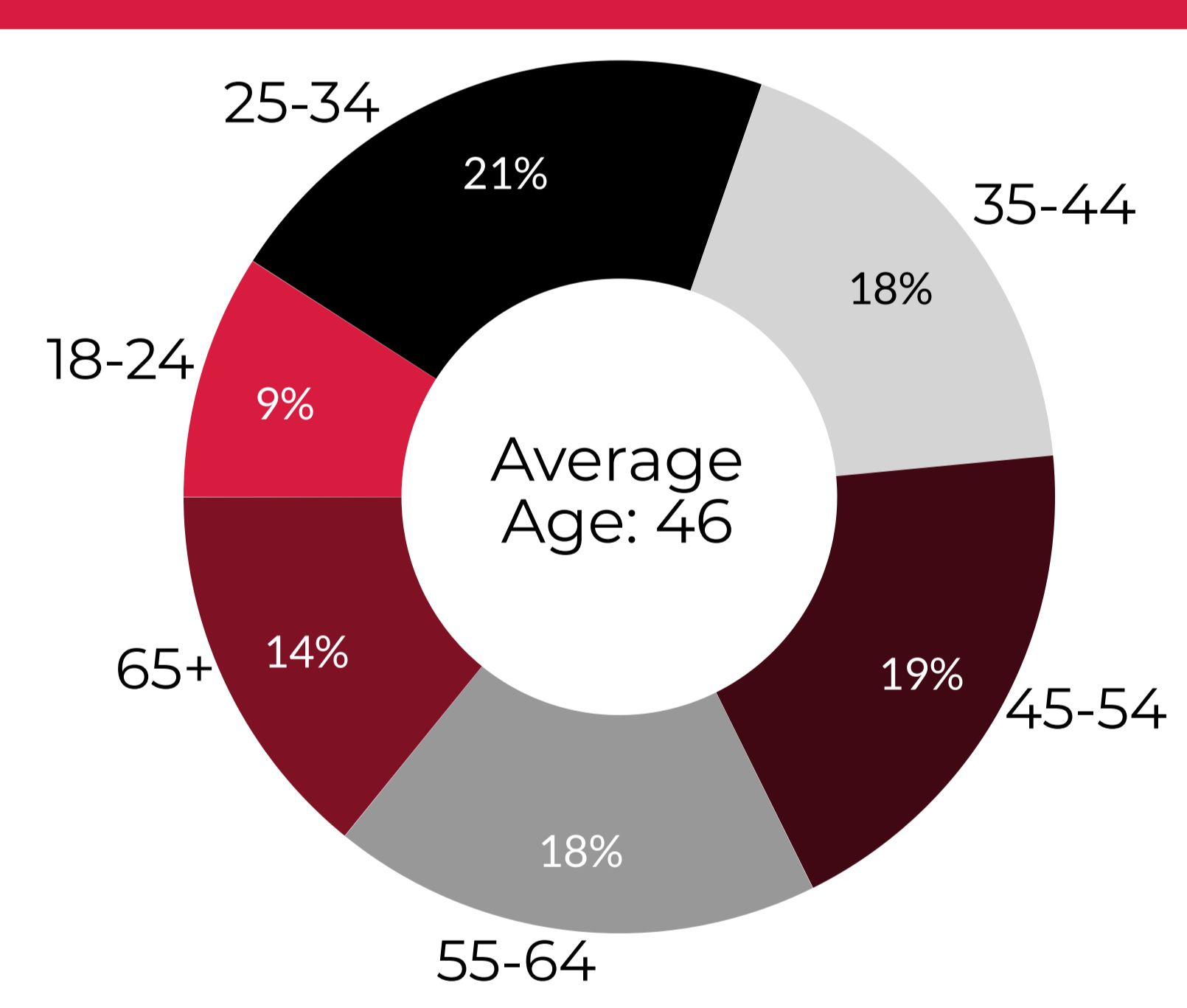
- Washington, DC (Hagerstown) 16%
- New York 8%
- Richmond-Petersburg 7%
- Norfolk-Portsmouth-Newport News 5%
- Philadelphia 5%
- Baltimore 5%
- Roanoke-Lynchburg 3%
- Raleigh-Durham (Fayetteville) 2%
- Pittsburgh 2%
- Greenville-Spartanburg-Asheville-Anderson 2%

**63%** Married

**27%** Traveling with Children

**2.7** Average travel party size

**46%** Annual household income of 100K or more



## Planning Sources

**25%** Use information from friends and relatives.

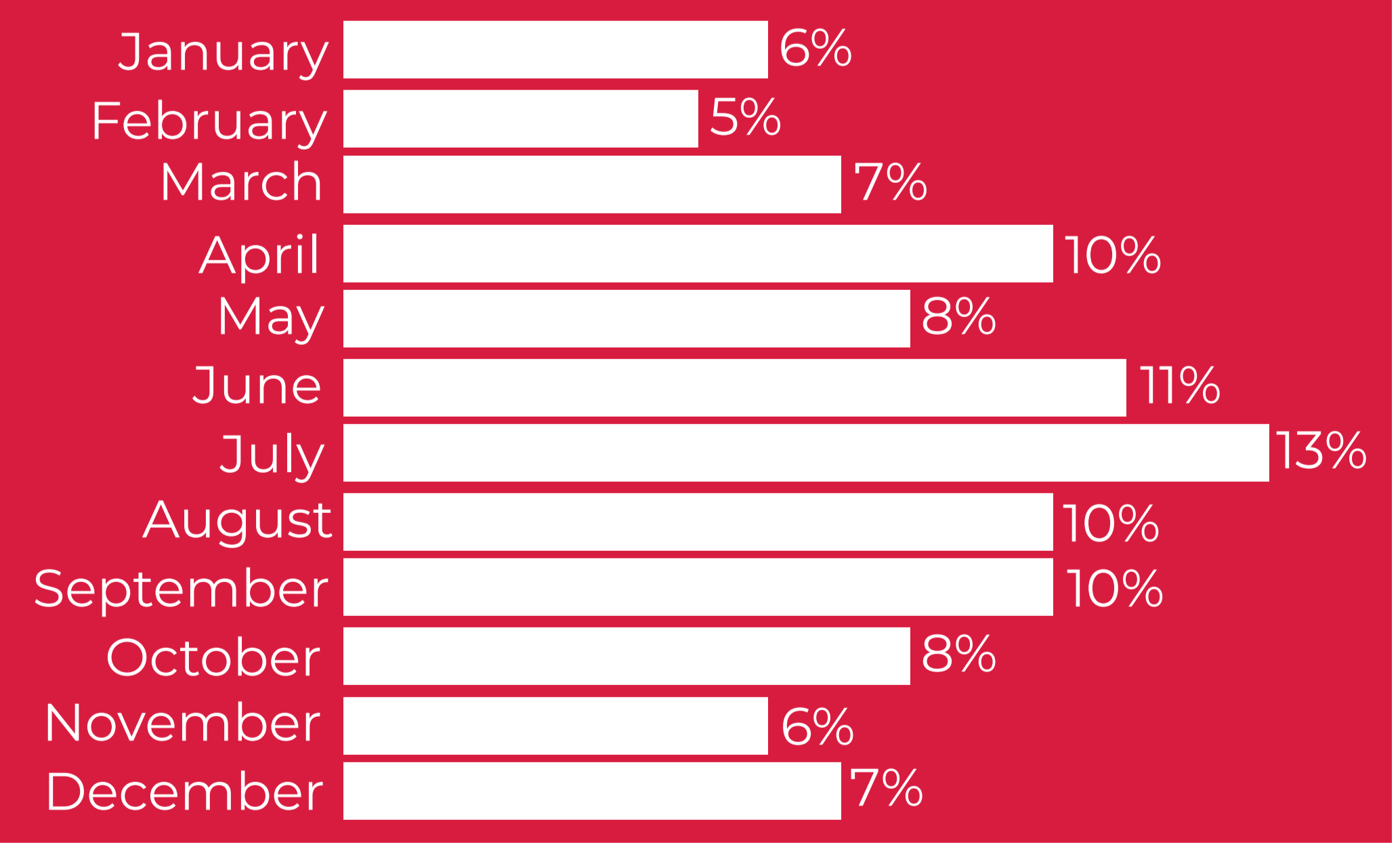
**24%** Search engine

**17%** Travel provider website (airline, hotel etc.)

**15%** Destination website

**14%** Online full service website (Expedia, Travelocity etc.)

## Month of Travel



## Planning Time



- 33% consider visiting Virginia less than a month before their visit
- 43% decide visiting Virginia less than a month before their visit



**78%** Travel by owned auto or rental cars



**16%** Travel by plane