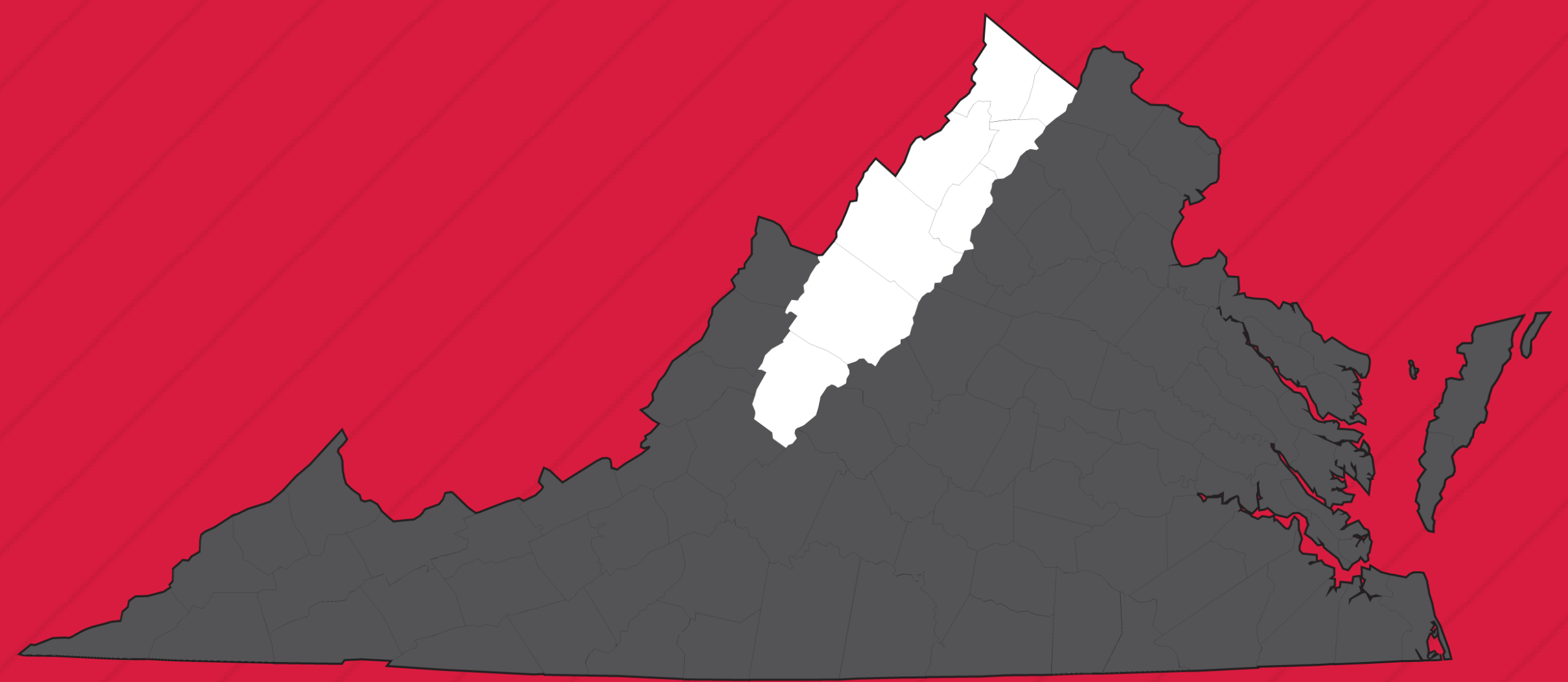
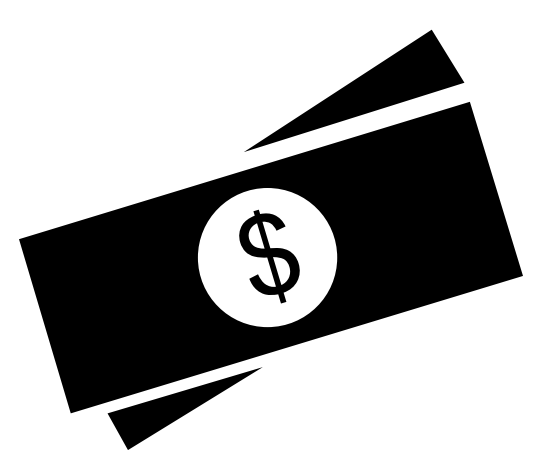


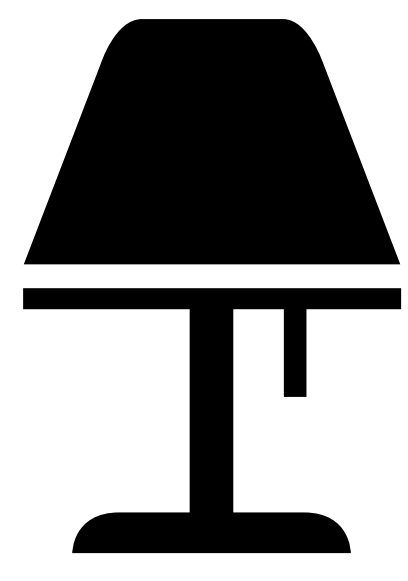
Shenandoah Valley Region



Average travel party spending:



\$616
per trip in Virginia



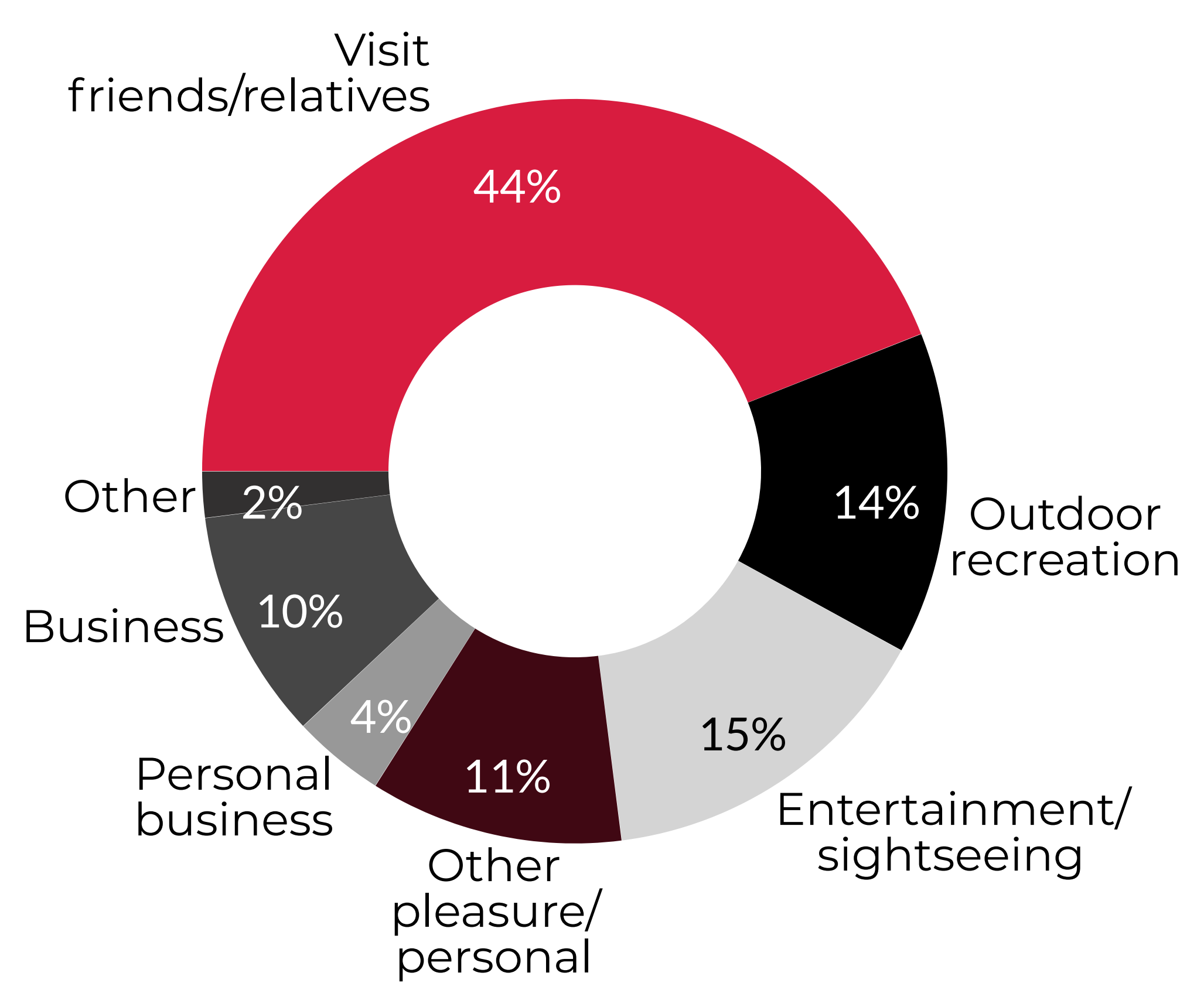
3.7
Nights
per trip



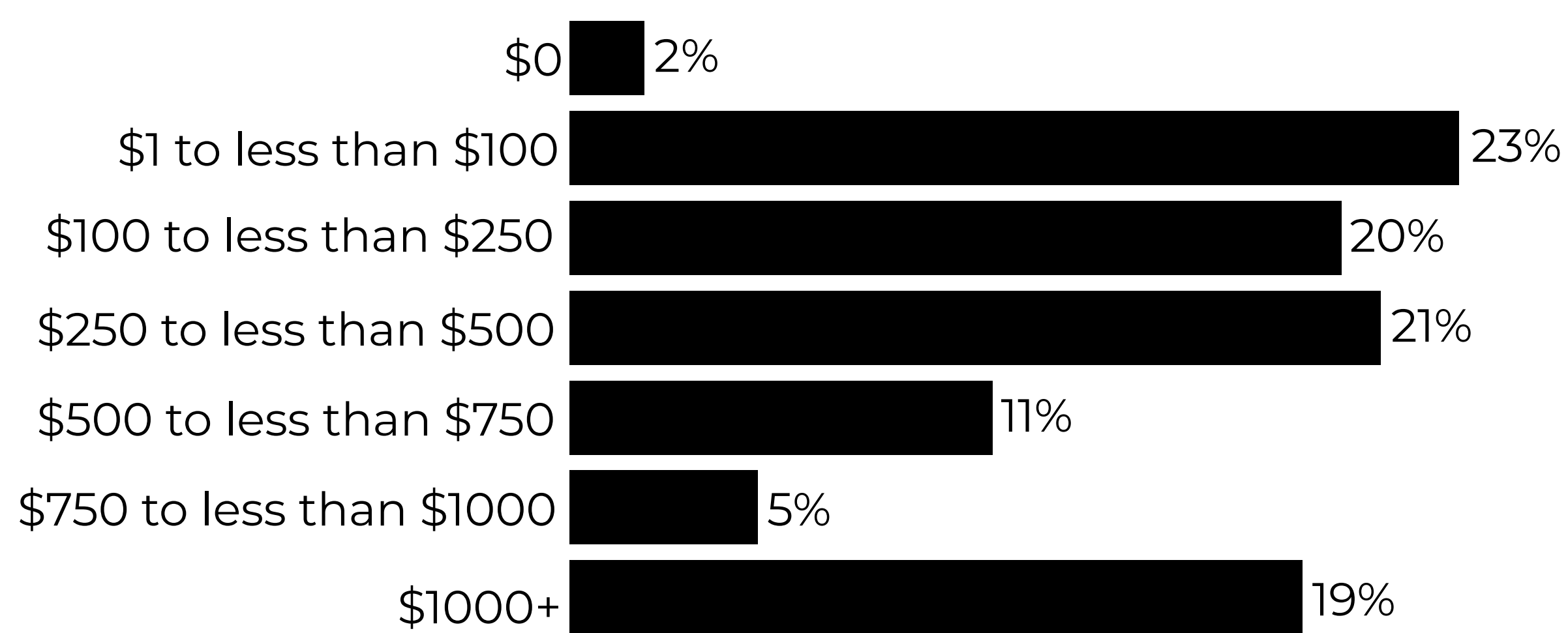
Top Activities:

Shopping	30 %
Visiting relatives	28 %
Rural sightseeing	24 %
Historic sites/Churches	22 %
Museums	19 %
Visiting friends	18 %
Fine dining	16 %
National park/Monuments	14 %
State park/Monuments	13 %
Hiking/Backpacking	12 %

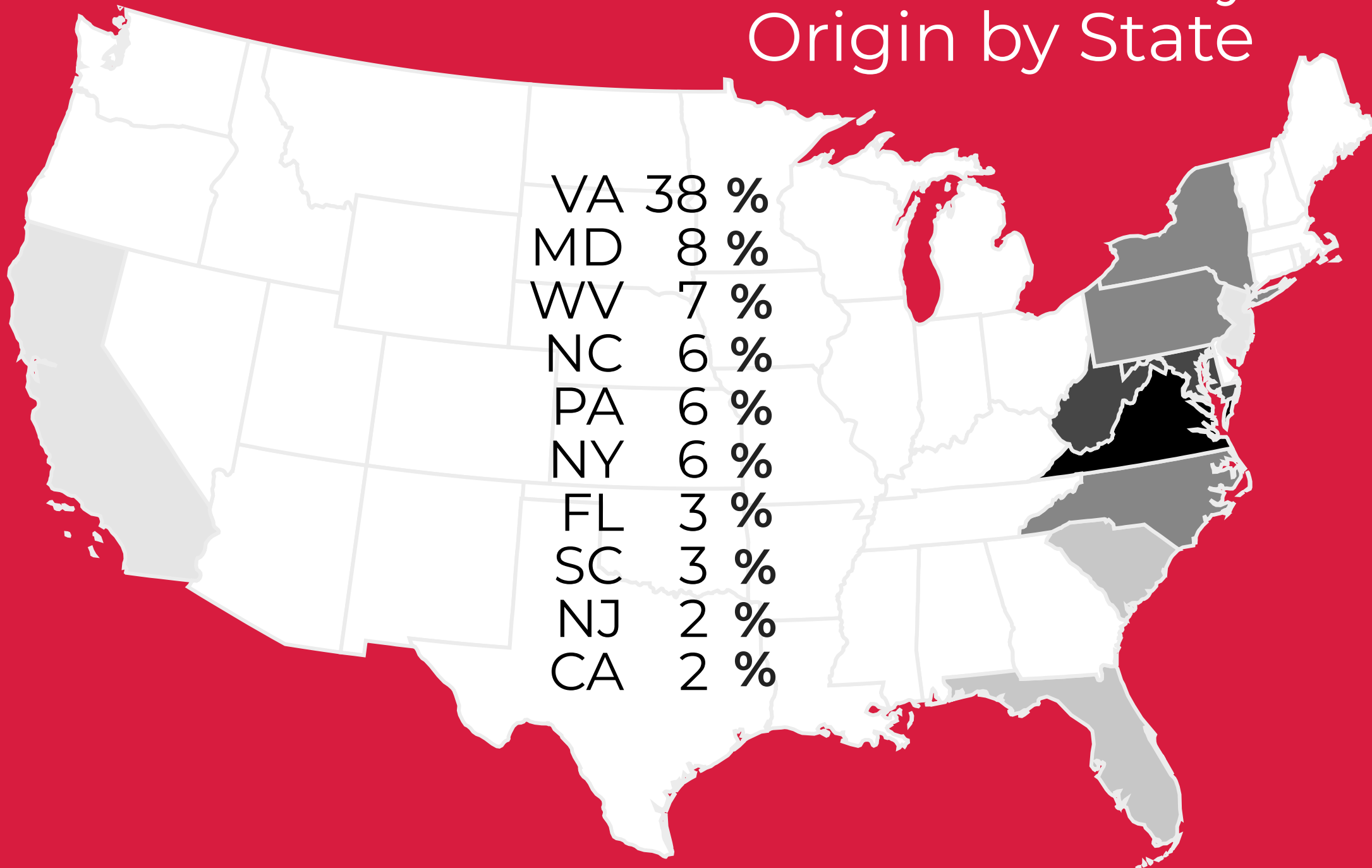
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

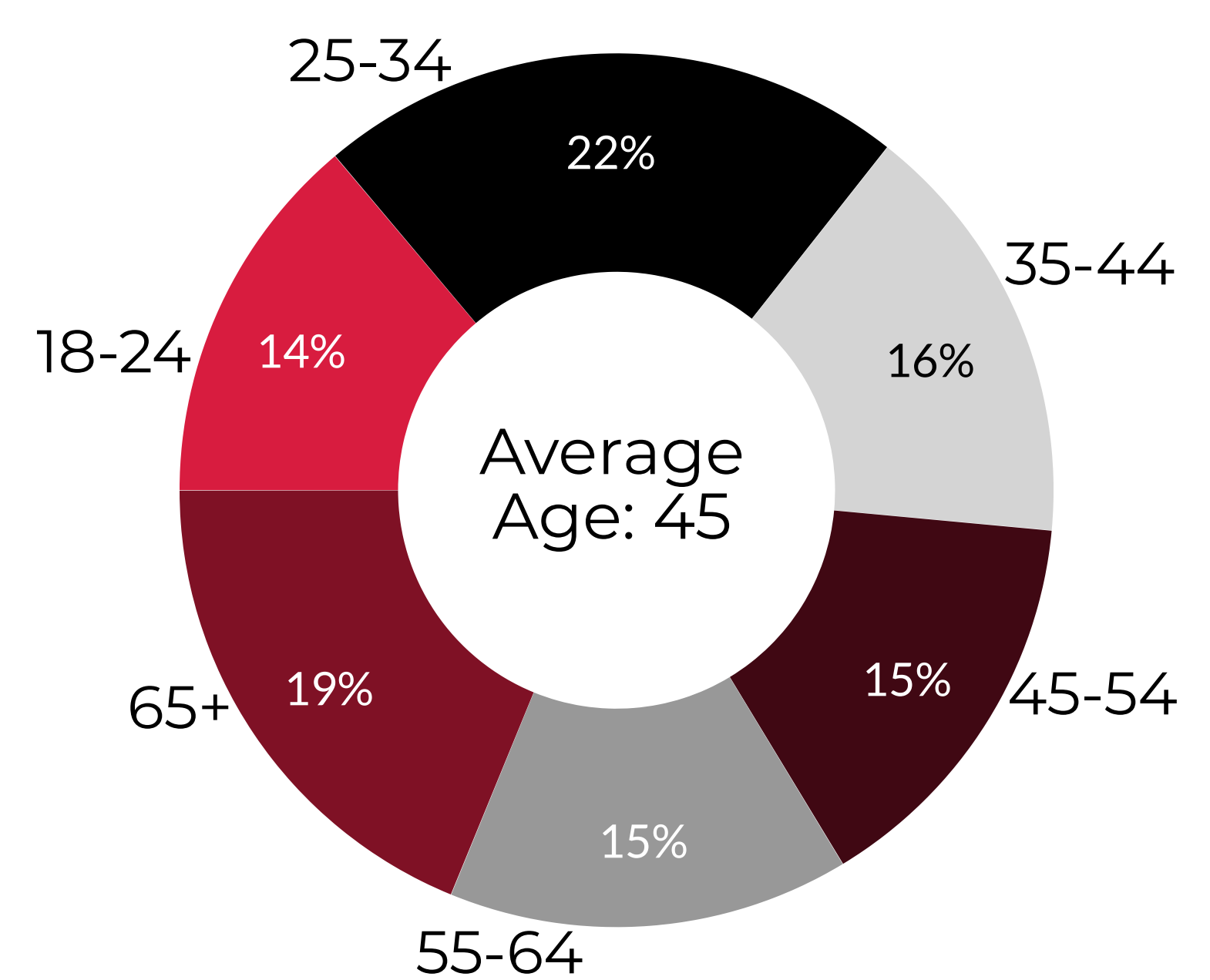
Washington, DC (Hagerstown)	23 %
Roanoke-Lynchburg	8 %
Richmond-Petersburg	8 %
Norfolk-Portsmouth-Newport News	5 %
New York	5 %
Philadelphia	4 %
Baltimore	3 %
Greensboro-High Point-Winston Salem	2 %
Charlotte	2 %
Bluefield-Beckley-Oak Hill	2 %

63%
Married

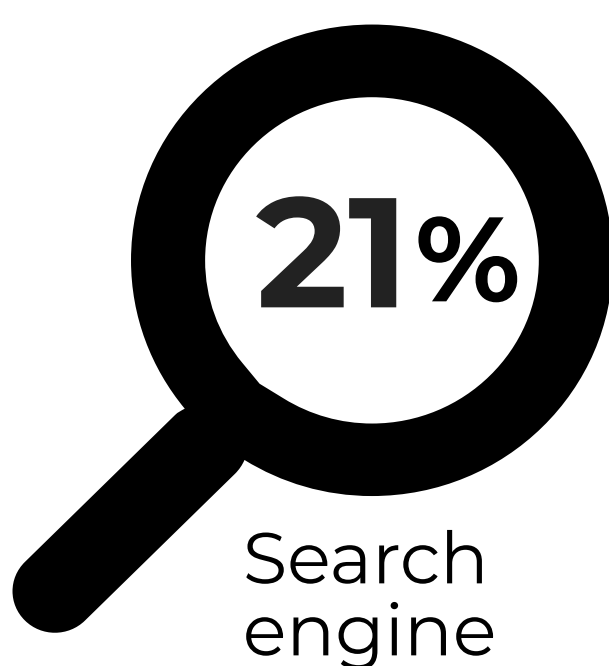
29%
Traveling with Children

2.7
Average travel party size

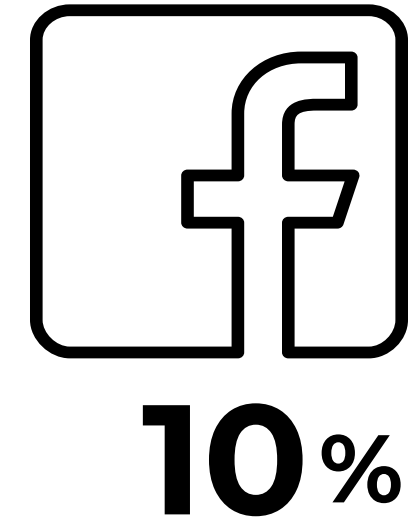
36%
Annual household income of 100K or more



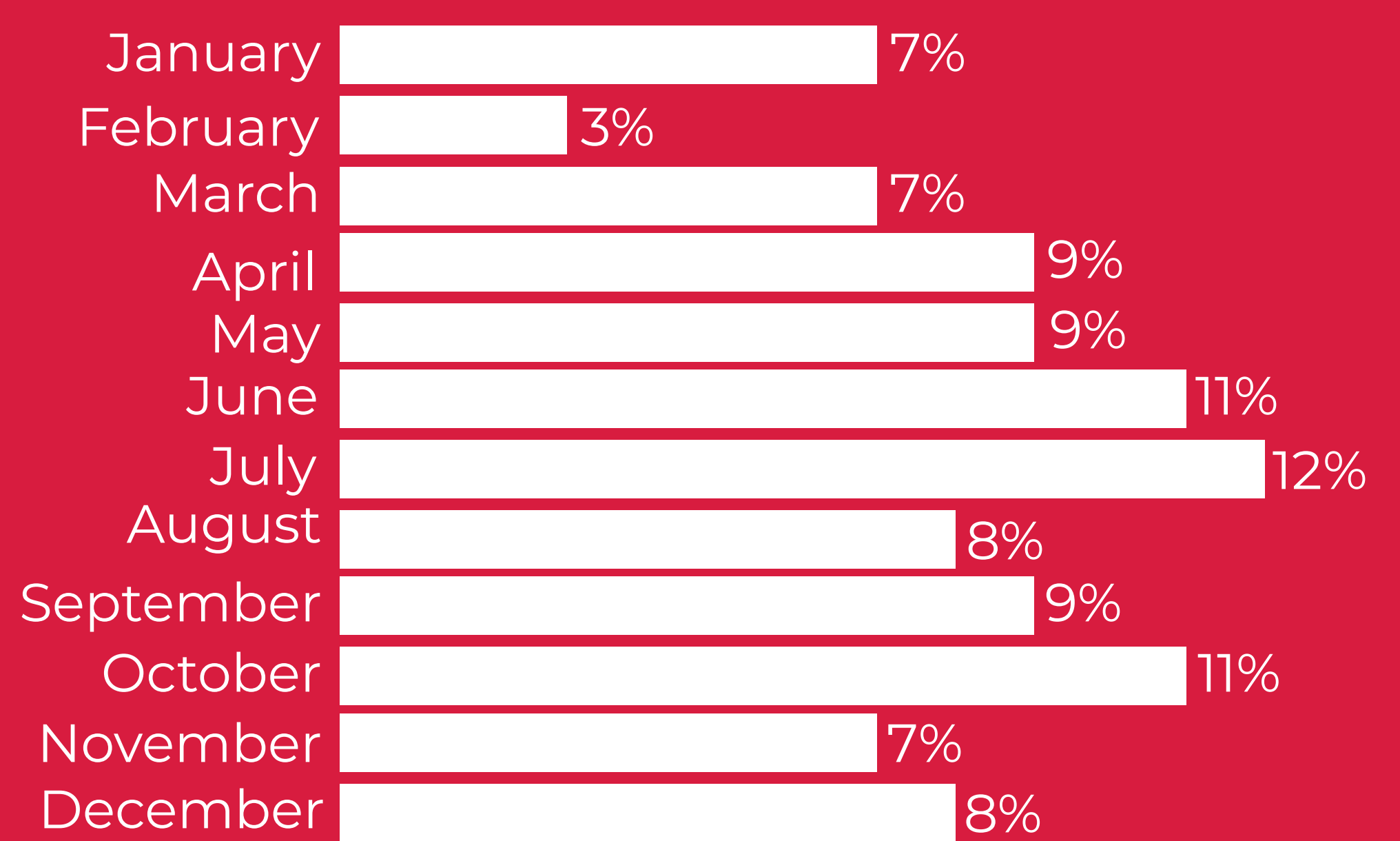
Planning Sources



31%
Use information from friends and relatives.



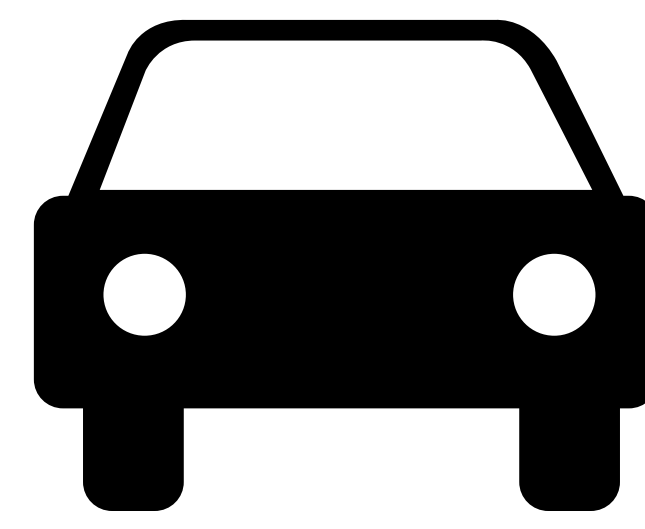
Month of Travel



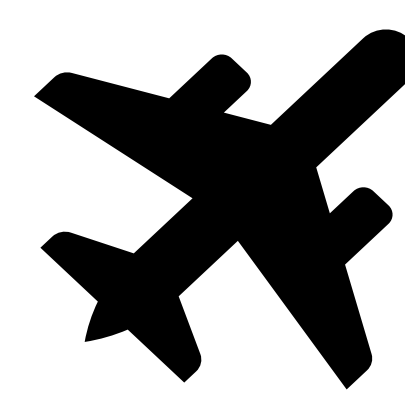
Planning Time



43% consider visiting Virginia less than a month before their visit
52% decide visiting Virginia less than a month before their visit

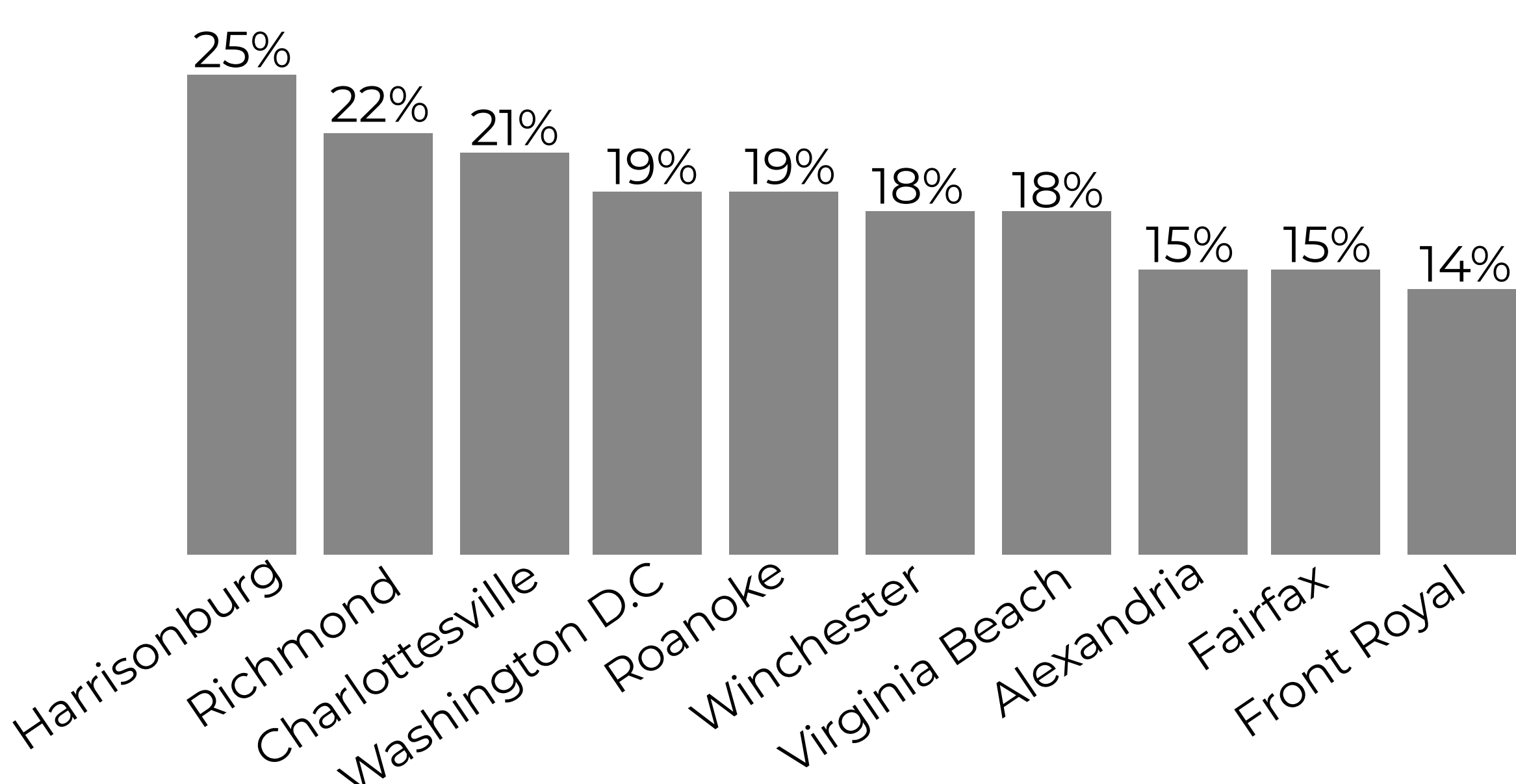


87%
Travel by owned auto or rental cars



6%
Travel by plane

Top 10 Most Visited Cities



Top 10 States Plan to Visit for Leisure in Next 2 Years

