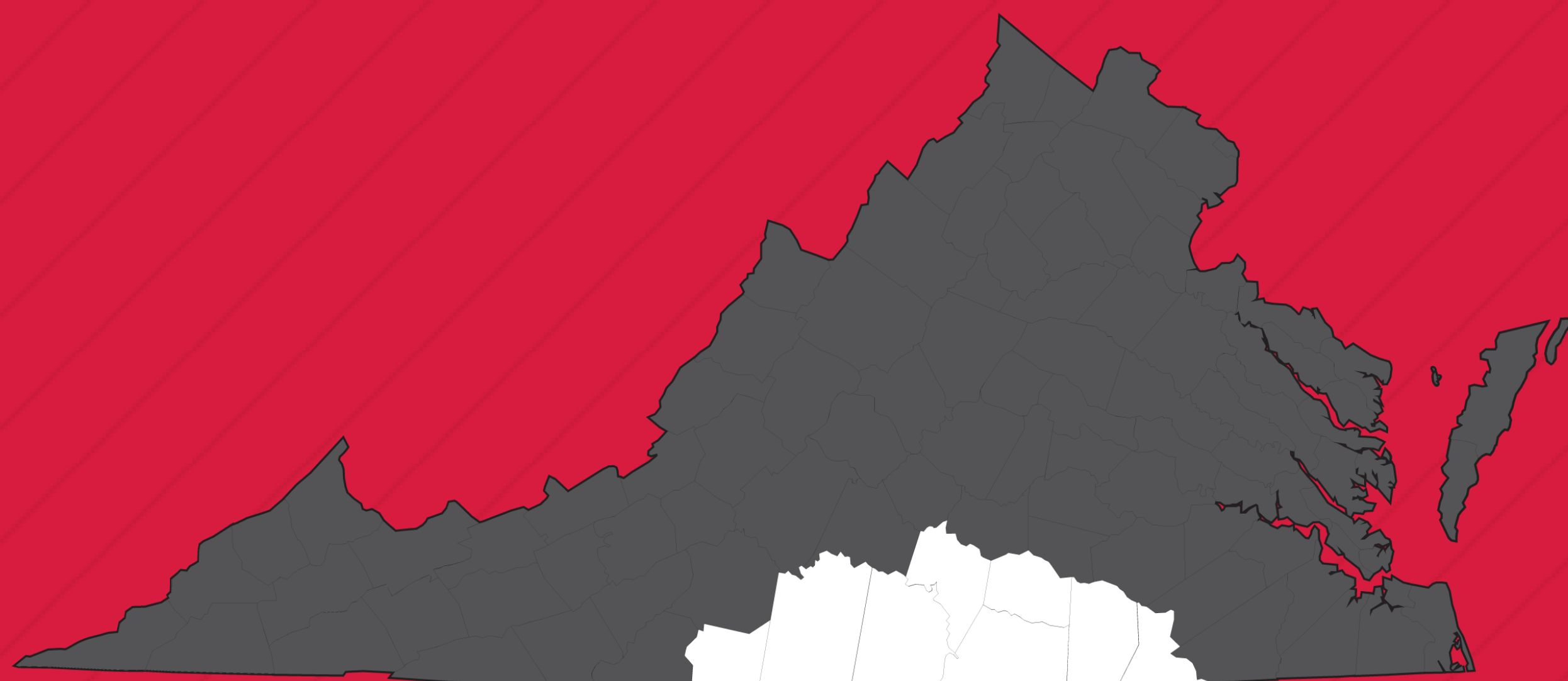
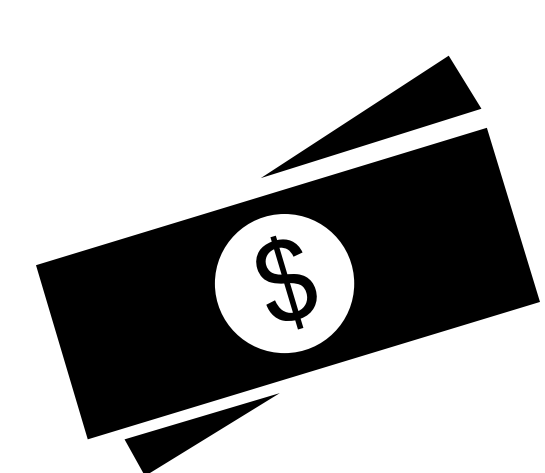


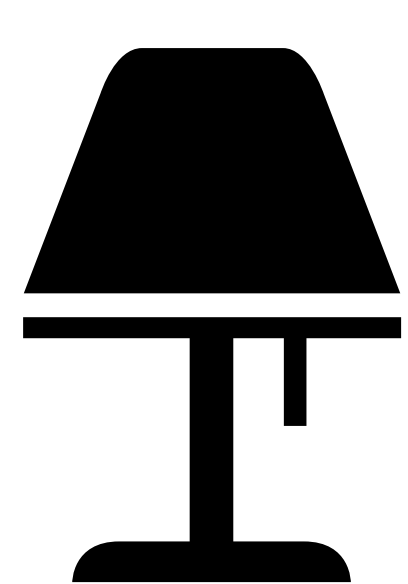
Southern Virginia Region



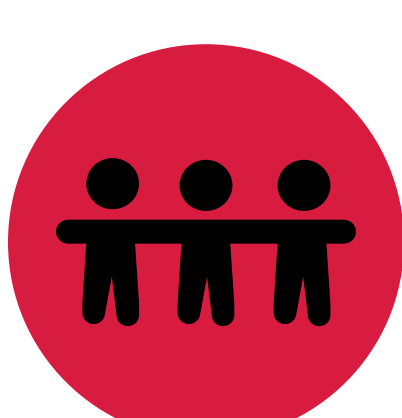
Average travel party spending:



\$632
per trip in Virginia



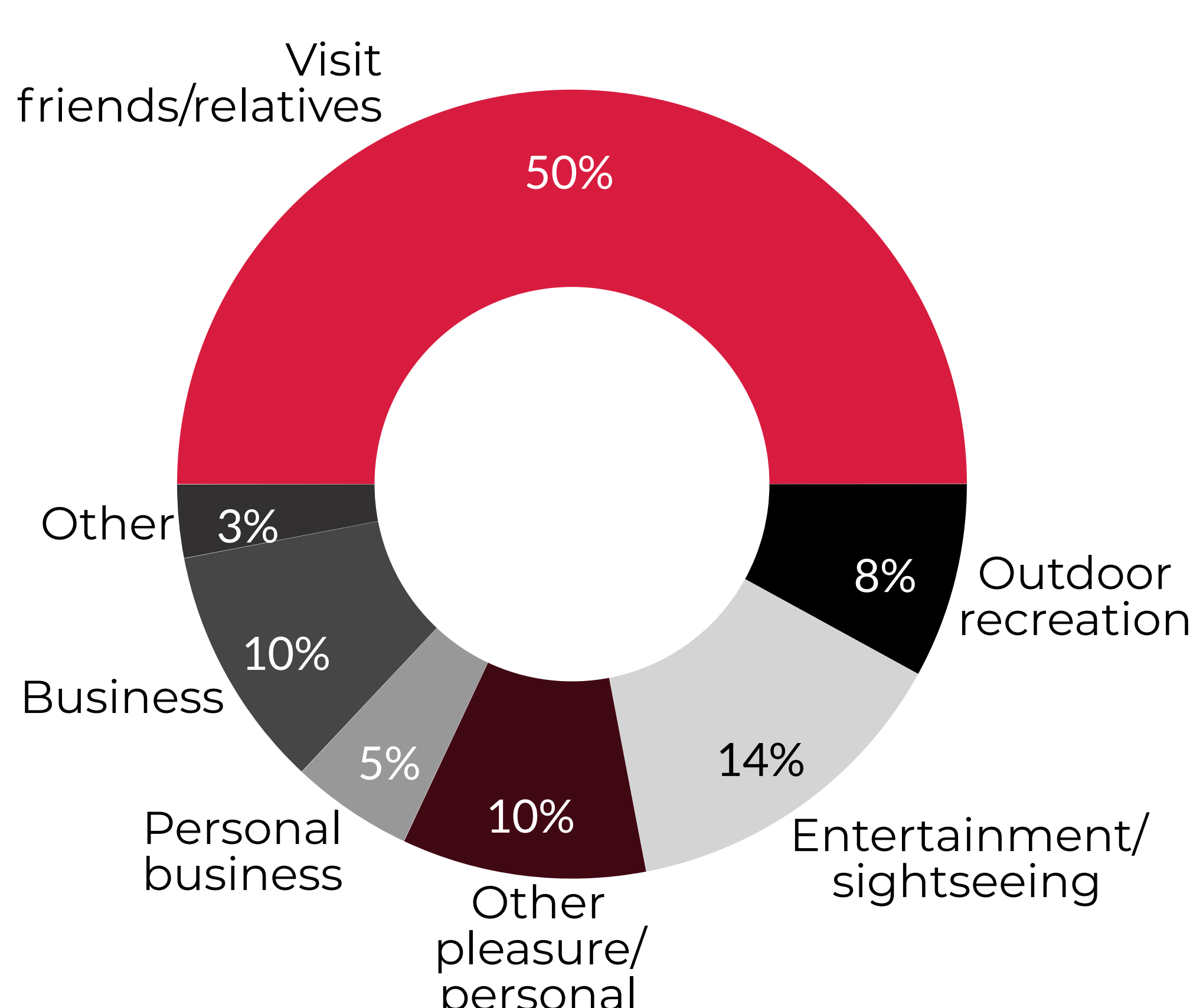
3.2
Nights
per trip



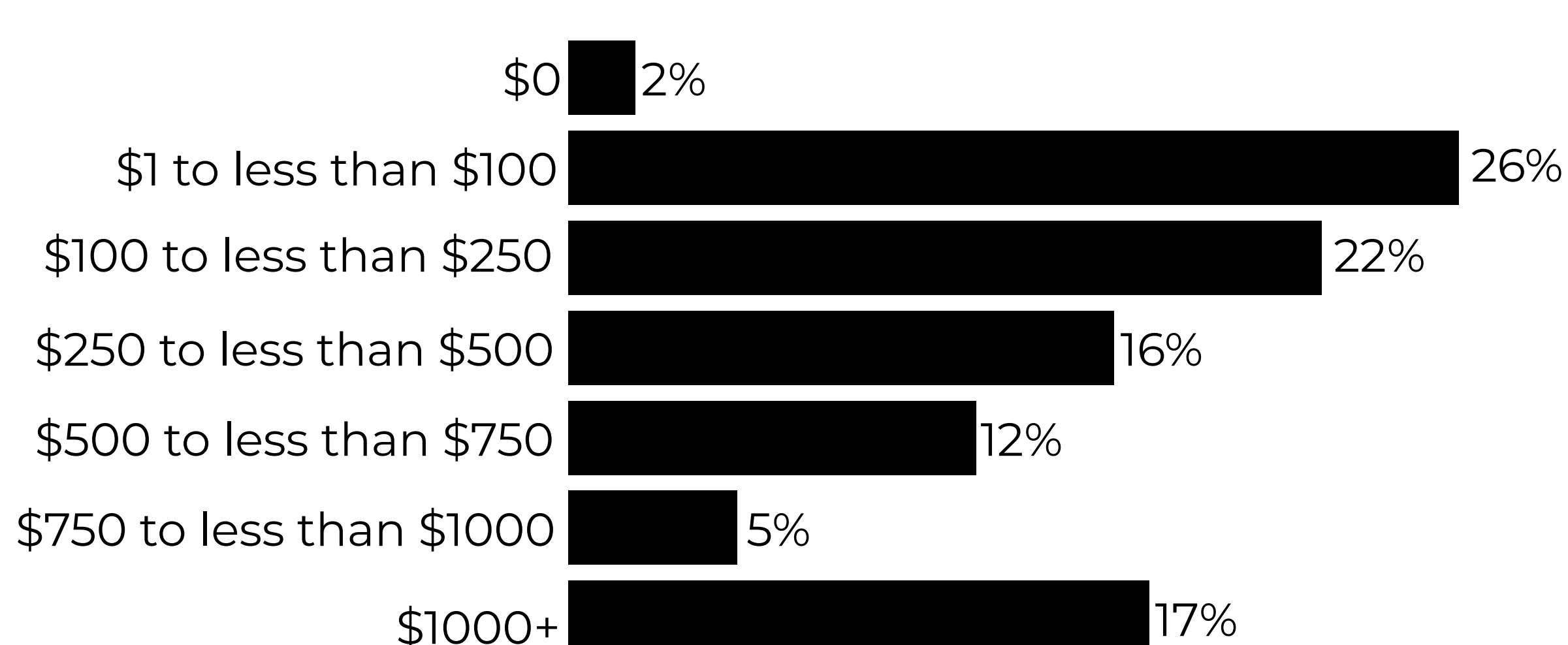
Top Activities:

Visiting relatives	35 %
Shopping	32 %
Historic sites/Churches	22 %
Rural sightseeing	20 %
Museums	19 %
Fine dining	19 %
Urban sightseeing	17 %
Beach	15 %
Visiting friends	15 %
State park/Monuments	14 %

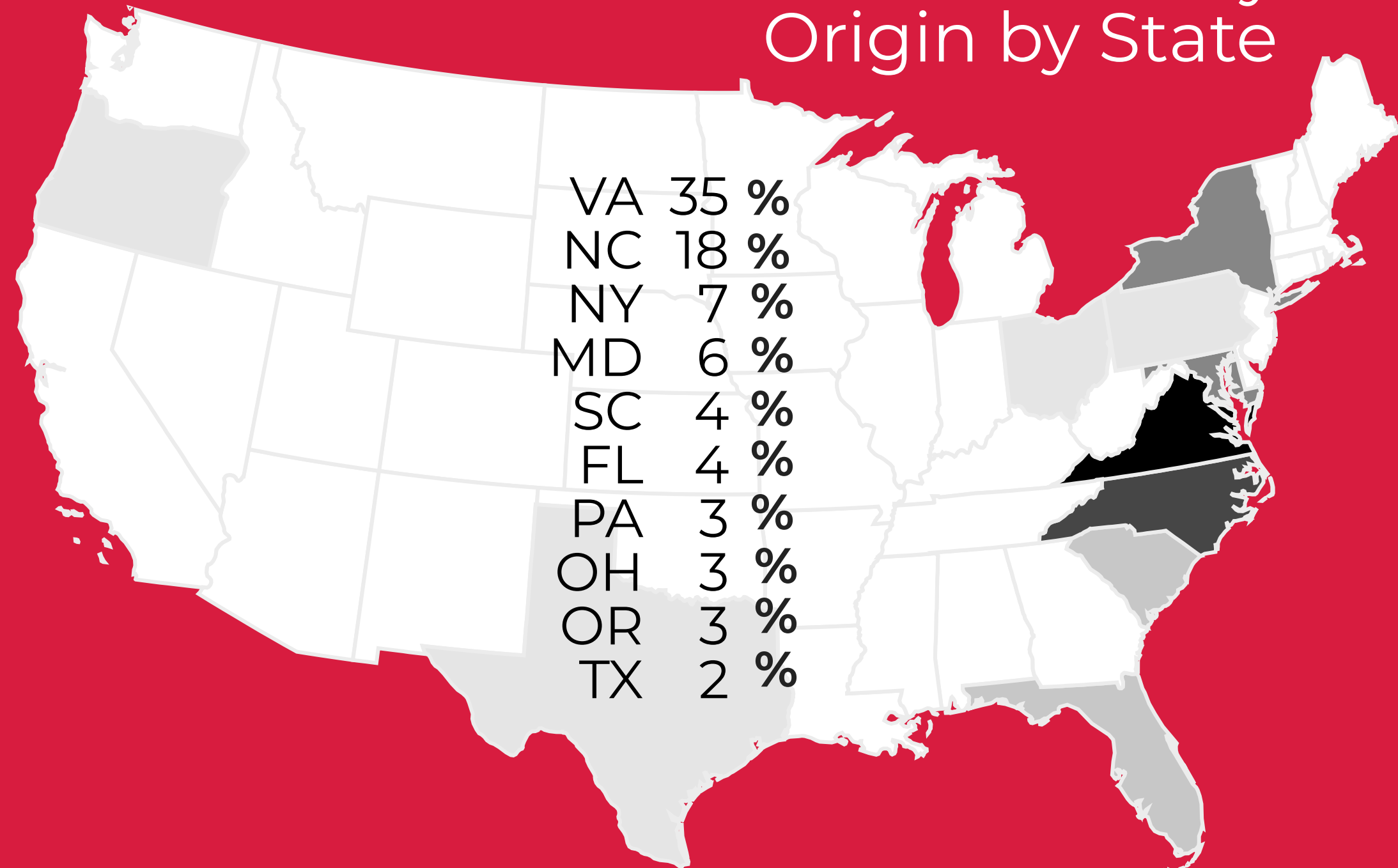
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

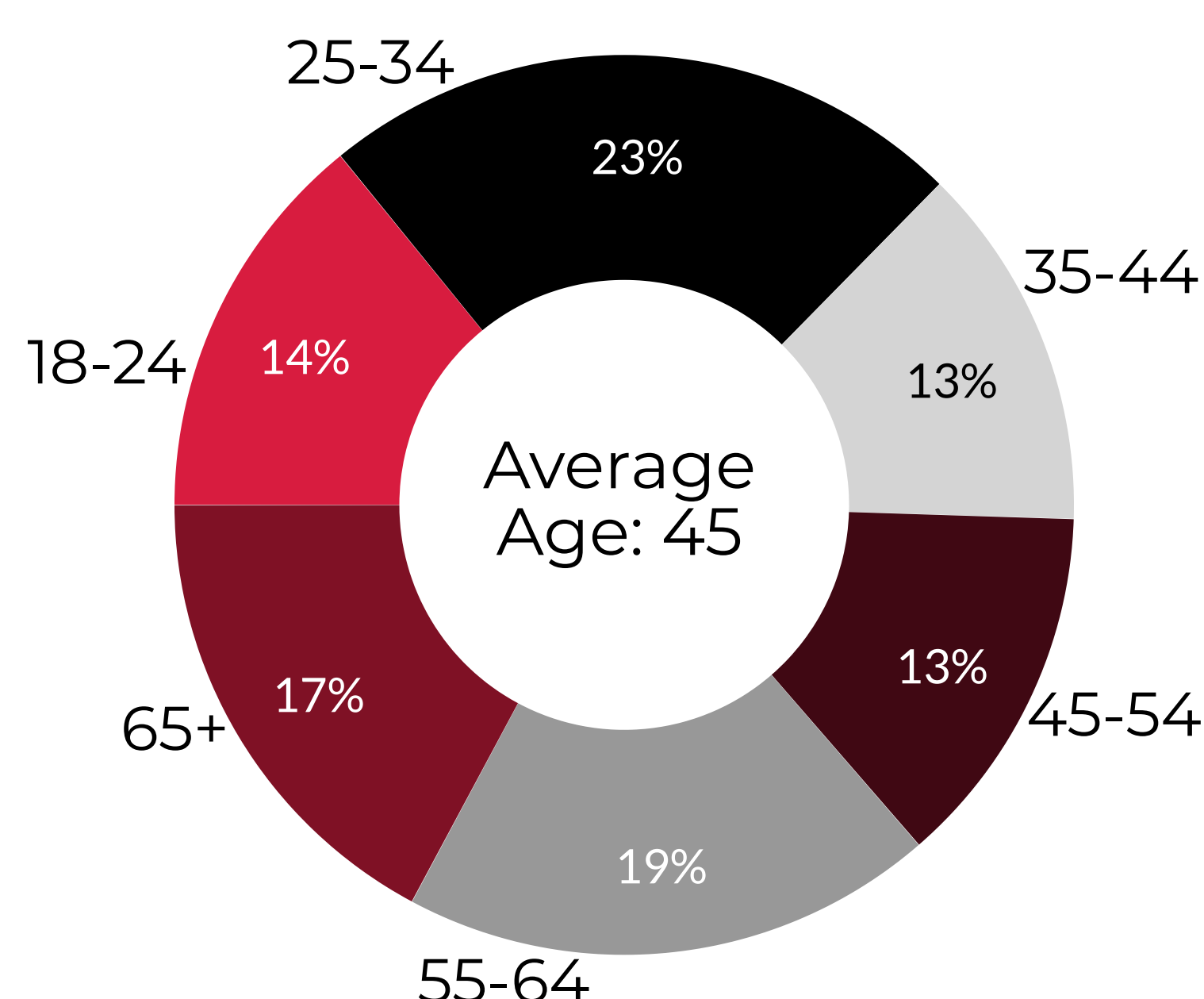
Washington, DC (Hagerstown)	14 %
Richmond-Petersburg	9 %
Norfolk-Portsmouth-Newport News	9 %
Raleigh-Durham (Fayetteville)	7 %
Roanoke-Lynchburg	6 %
Greensboro-High Point-Winston Salem	5 %
Charlotte	3 %
New York	3 %
Portland, OR	3 %
Philadelphia	2 %

58%
Married

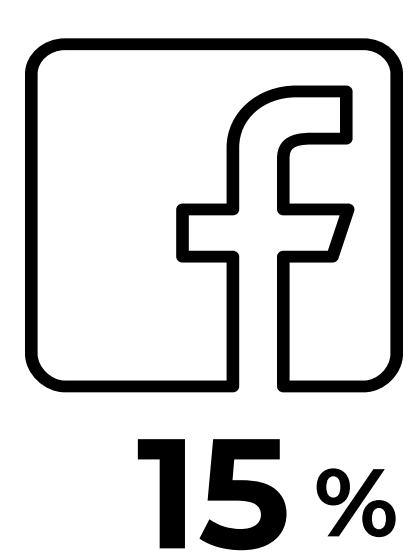
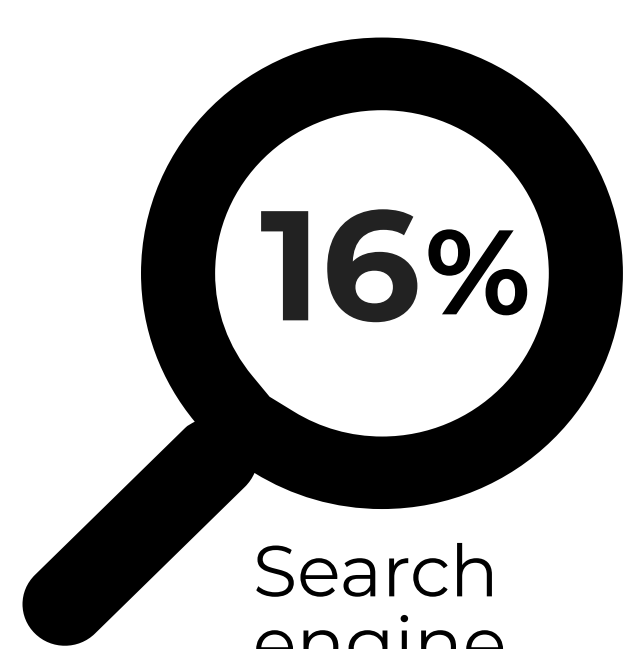
28%
Traveling with Children

2.7
Average travel party size

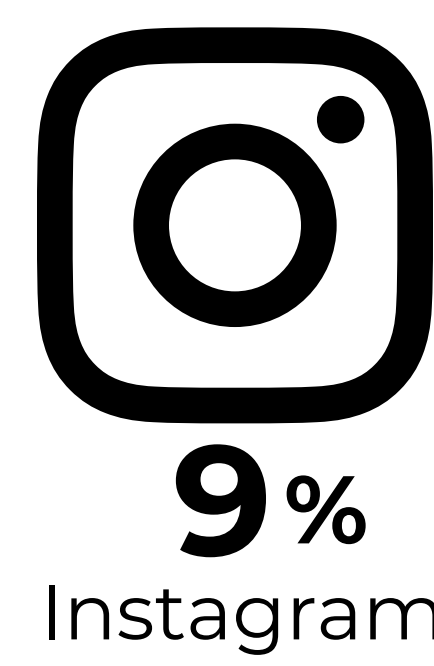
29%
Annual household income of 100K or more



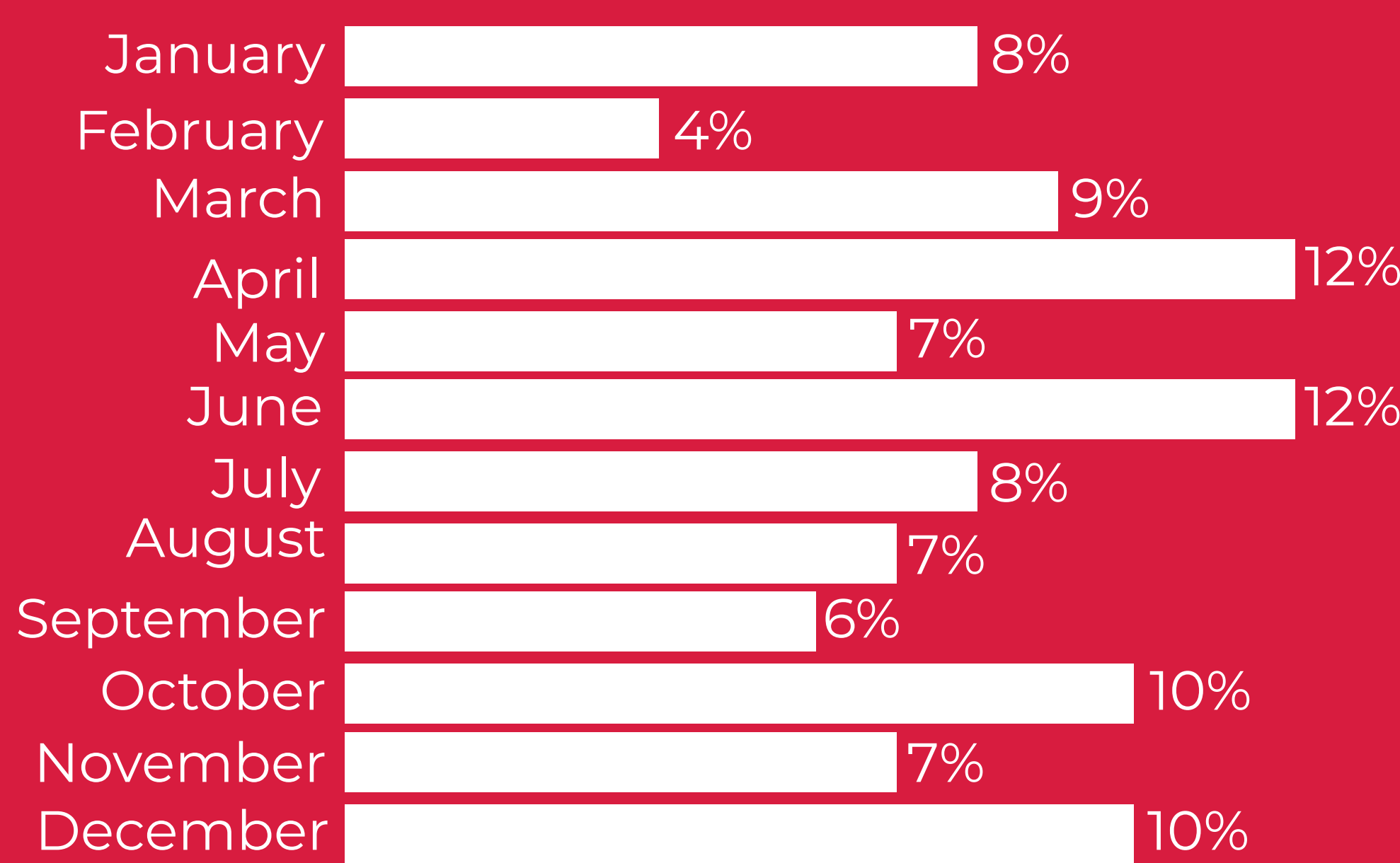
Planning Sources



29%
Use information from friends and relatives.



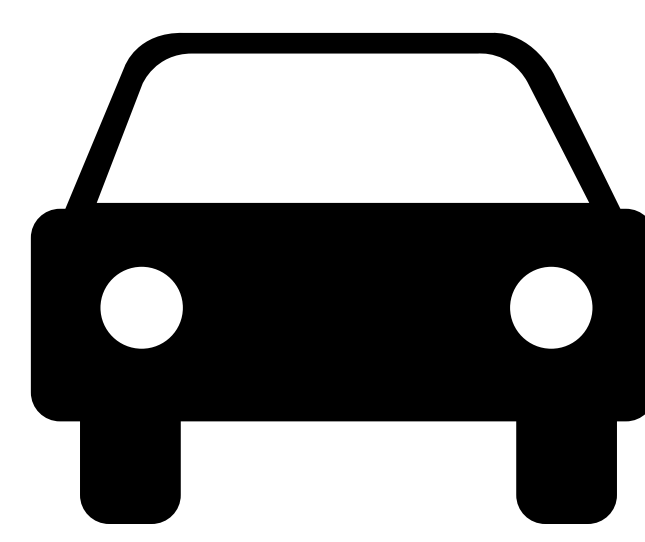
Month of Travel



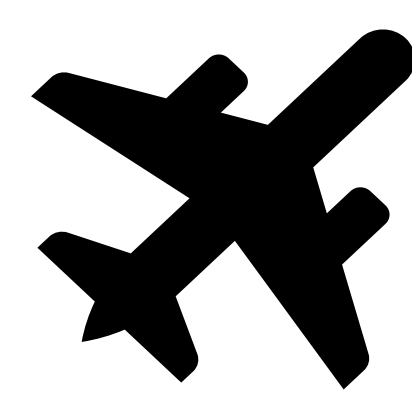
Planning Time



43% consider visiting Virginia less than a month before their visit
56% decide visiting Virginia less than a month before their visit

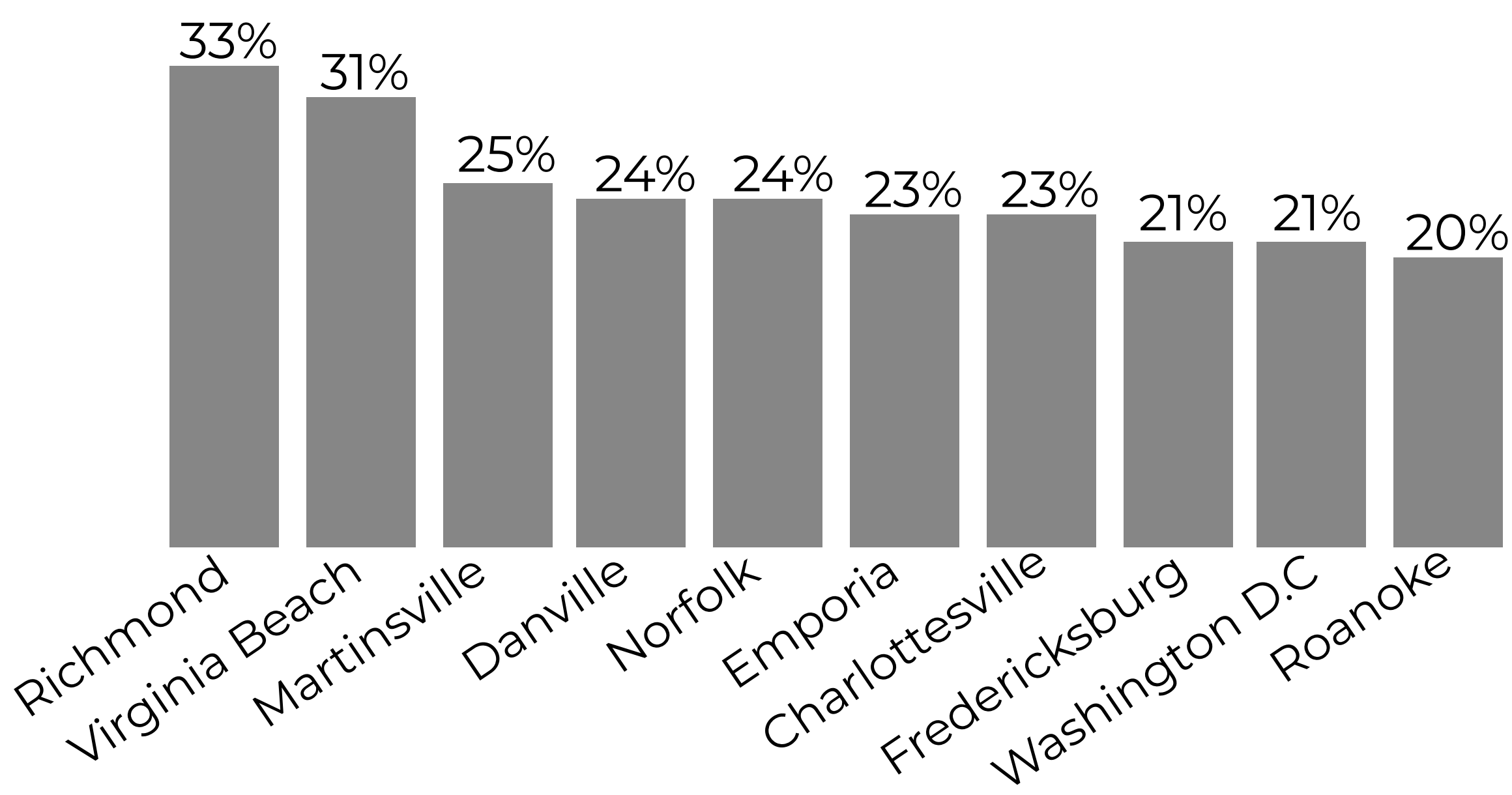


86%
Travel by owned auto or rental cars



5%
Travel by plane

Top 10 Most Visited Cities



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

