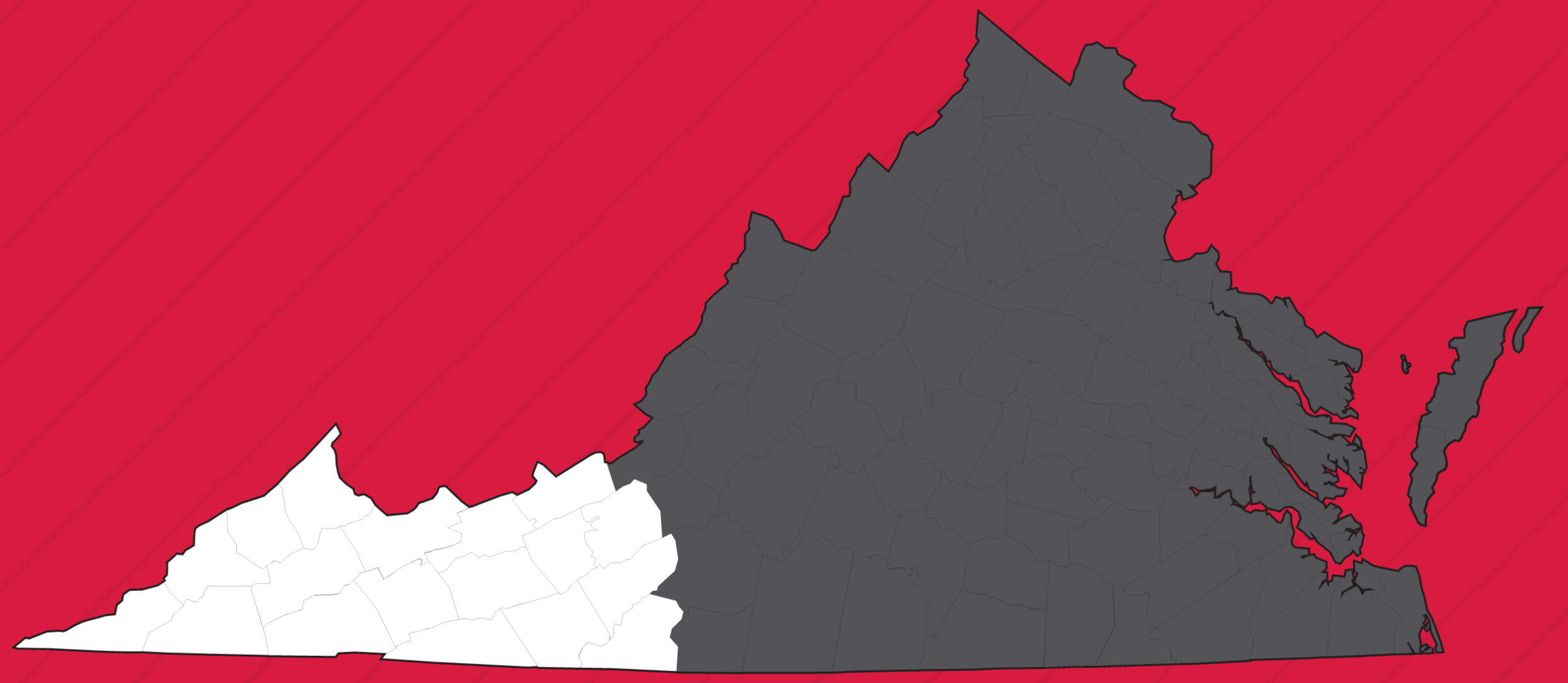
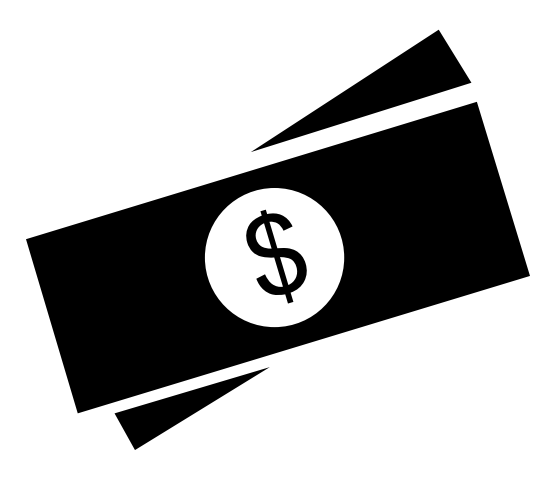


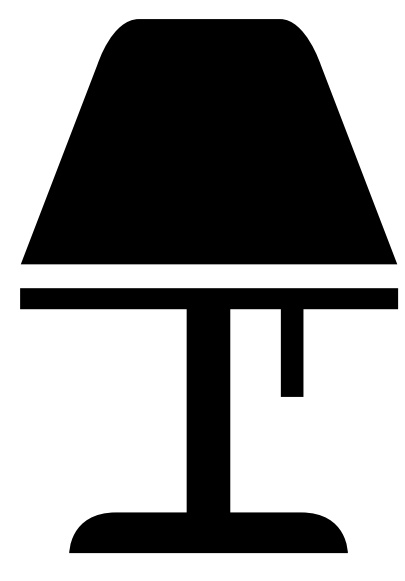
# Southwest Virginia Region



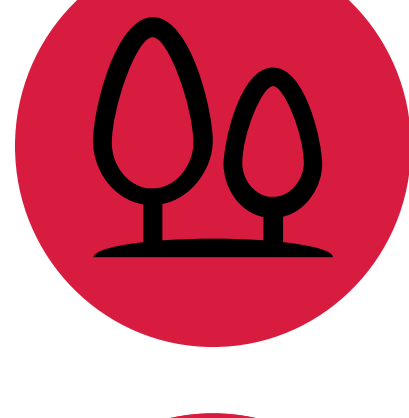
Average travel party spending:



**\$587**  
per trip in Virginia



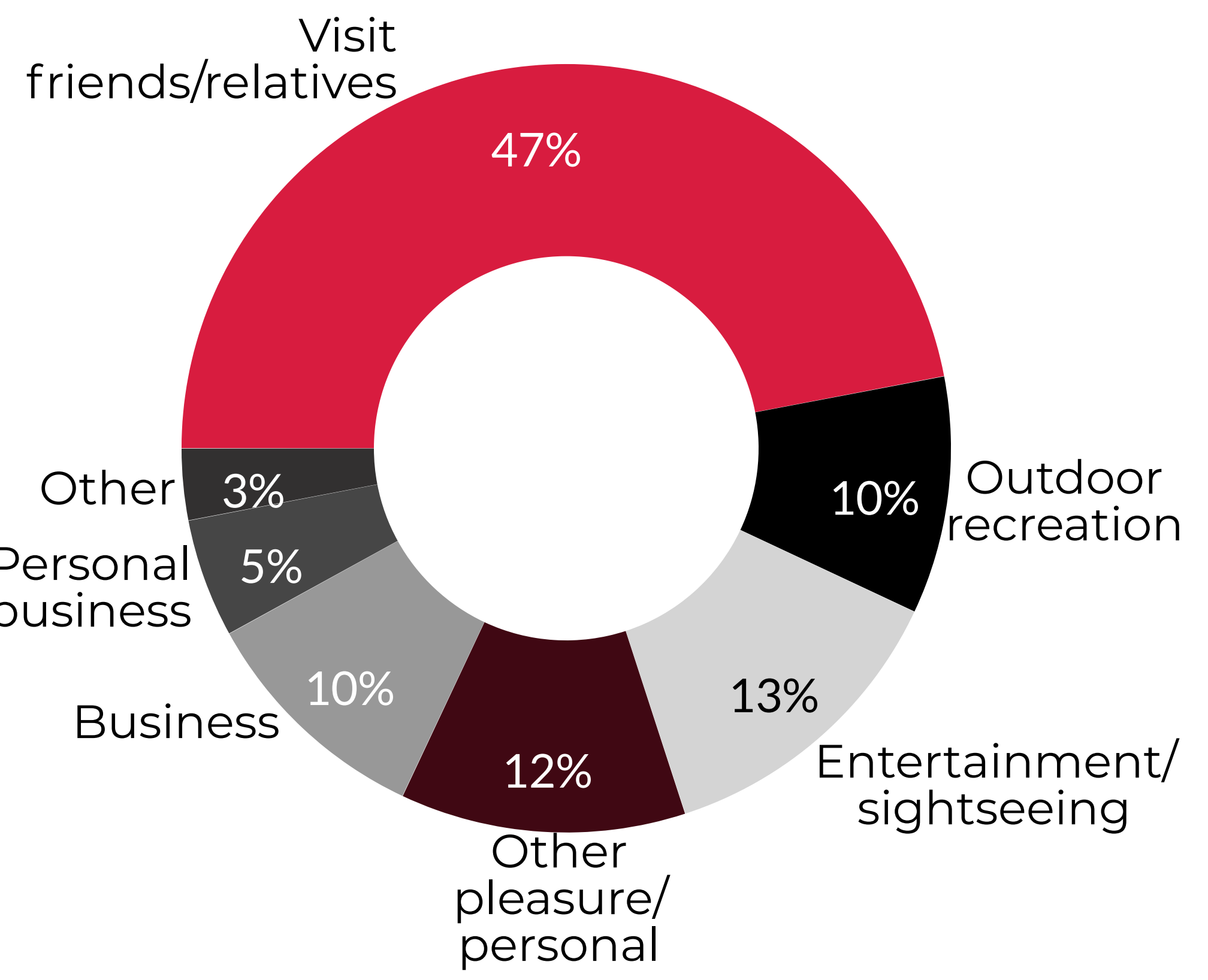
**3.4**  
Nights  
per trip



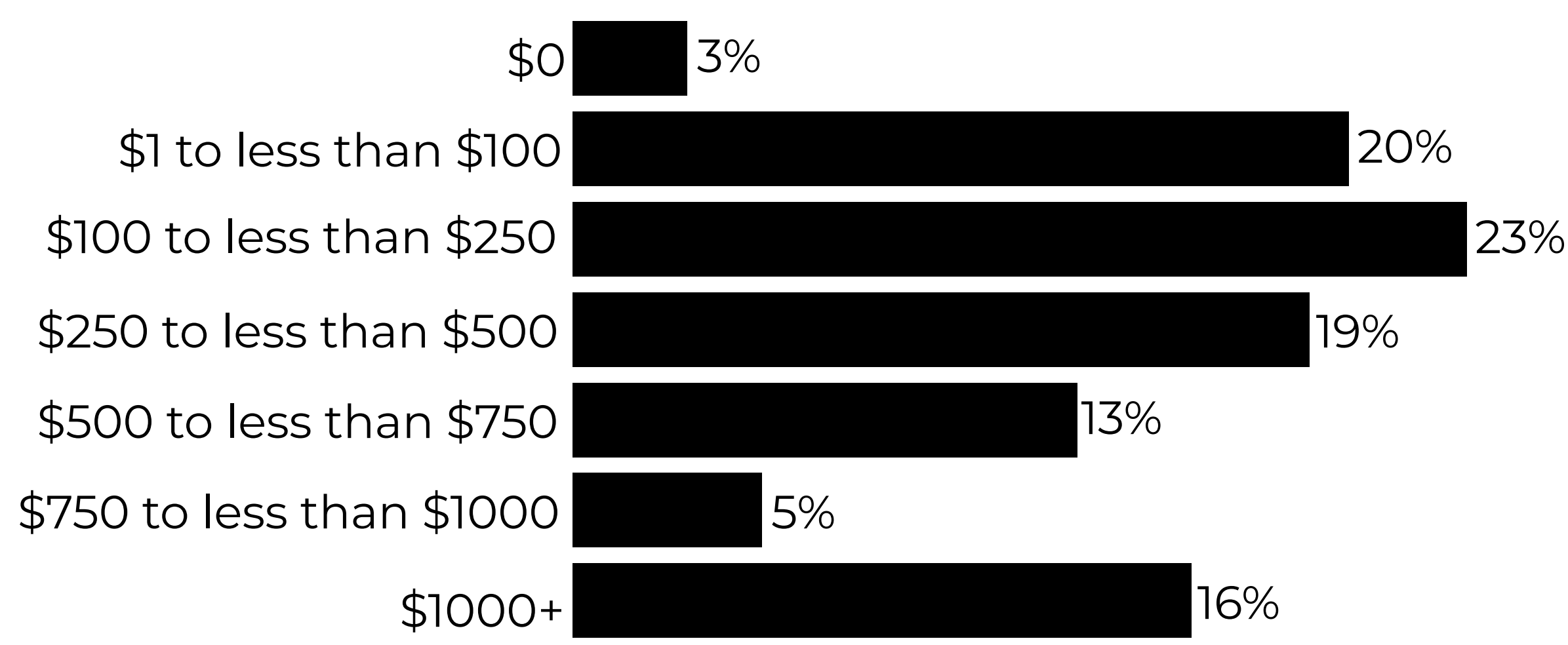
Top Activities:

Shopping	32 %
Visiting relatives	31 %
Rural sightseeing	23 %
Historic sites/Churches	21 %
Fine dining	16 %
Museums	16 %
Visiting friends	15 %
State park/Monuments	13 %
Hiking/Backpacking	12 %
Urban sightseeing	11 %

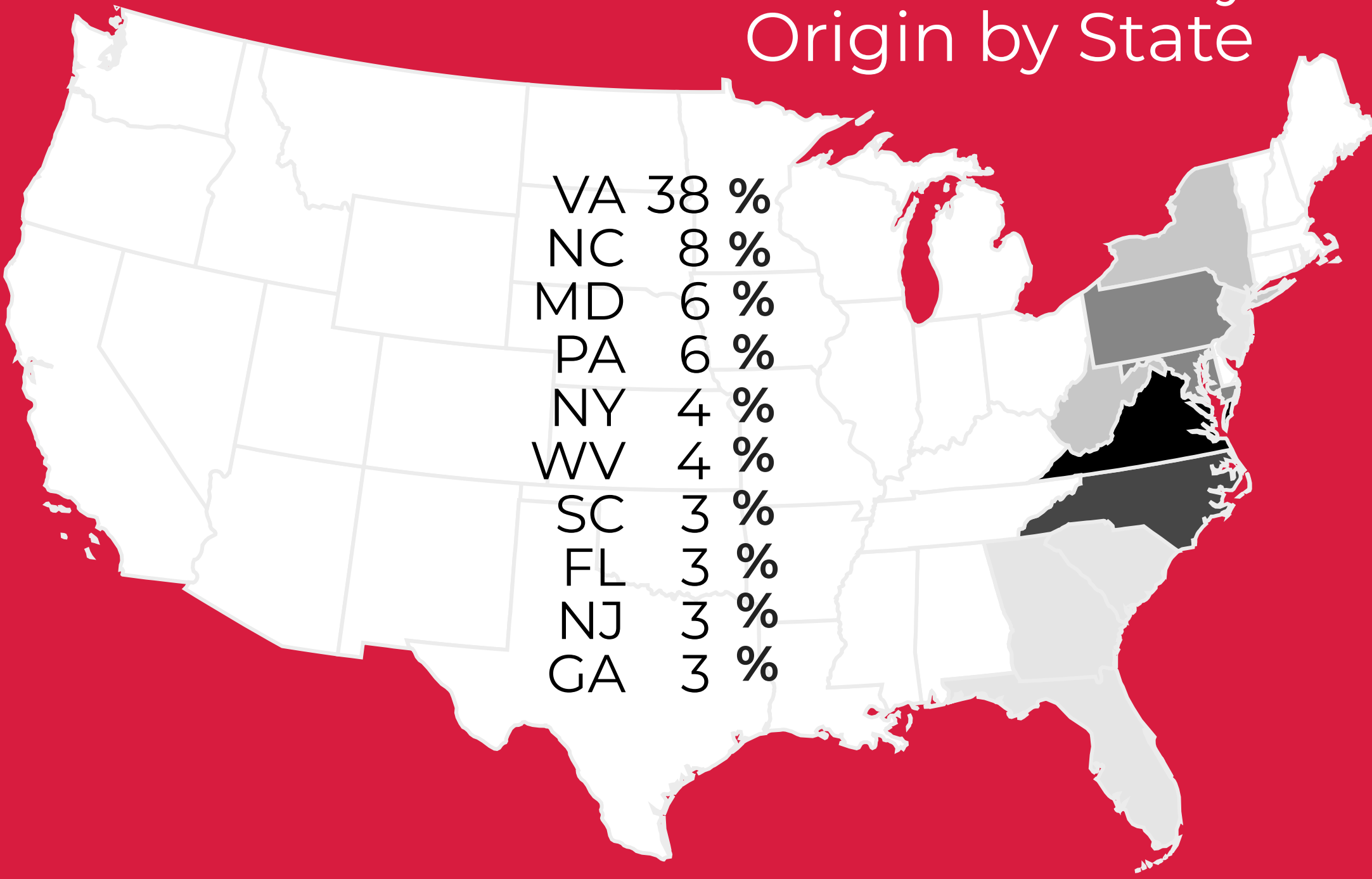
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

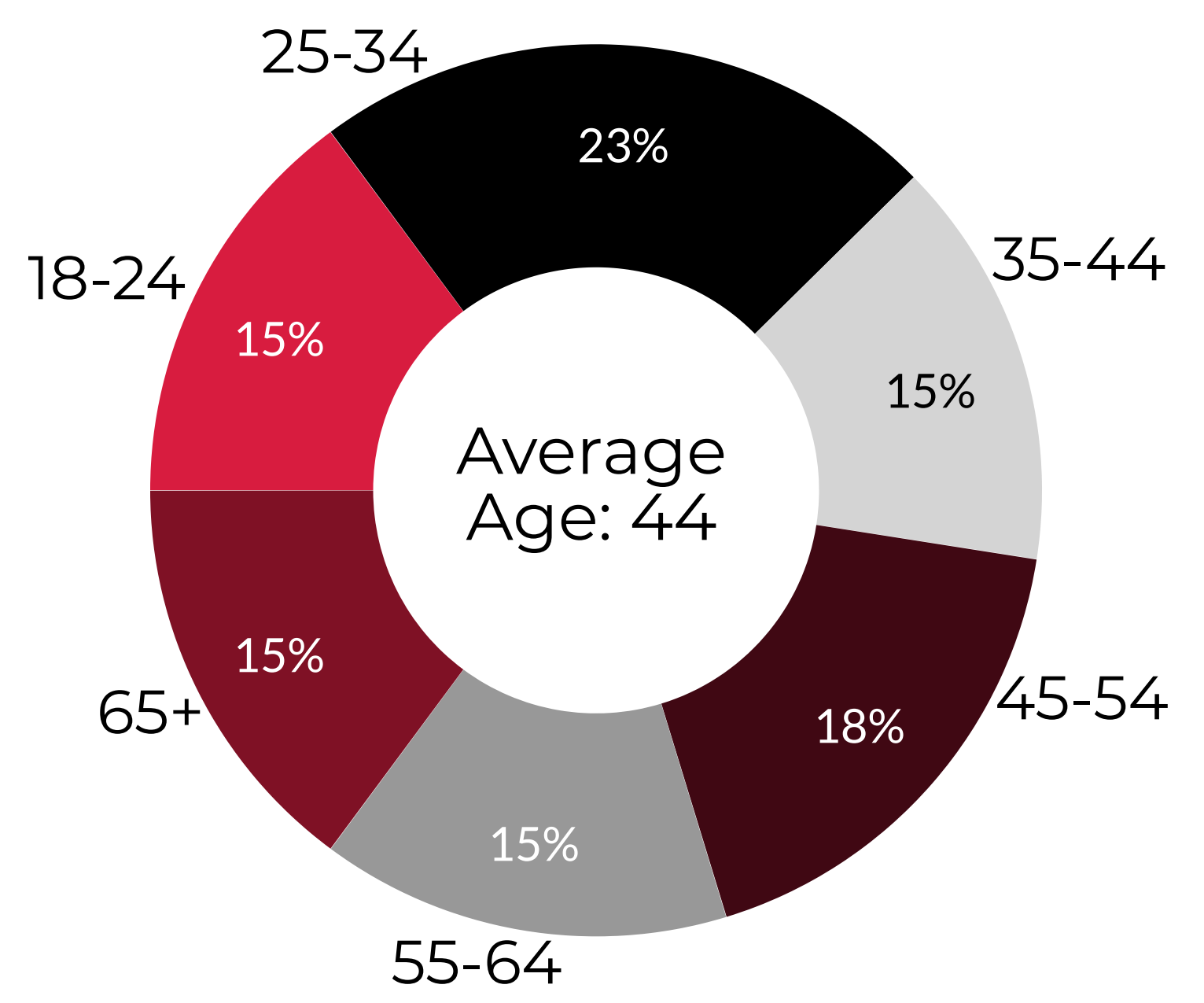
Washington, DC (Hagerstown)	16 %
Roanoke-Lynchburg	10 %
Tri-Cities, TN-VA	6 %
Richmond-Petersburg	6 %
New York	5 %
Norfolk-Portsmouth-Newport News	5 %
Philadelphia	4 %
Greensboro-High Point-Winston Salem	3 %
Charlotte	3 %
Bluefield-Beckley-Oak Hill	3 %

**63%**  
Married

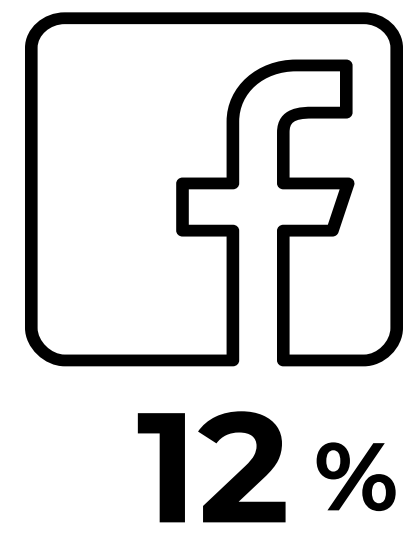
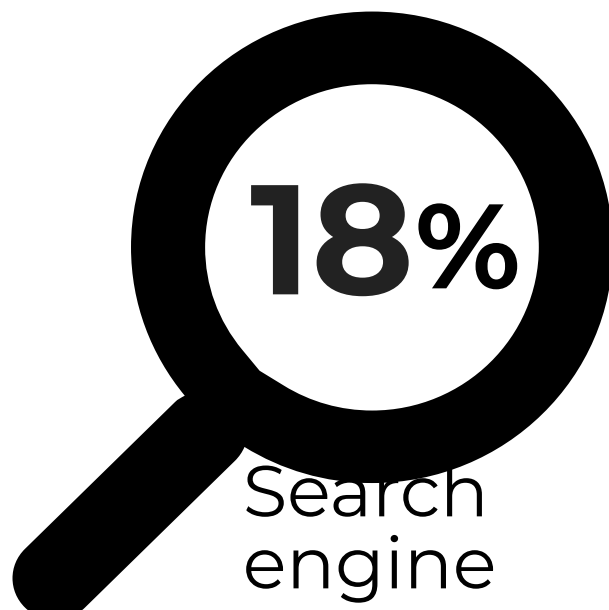
**29%**  
Traveling with Children

**2.8**  
Average travel party size

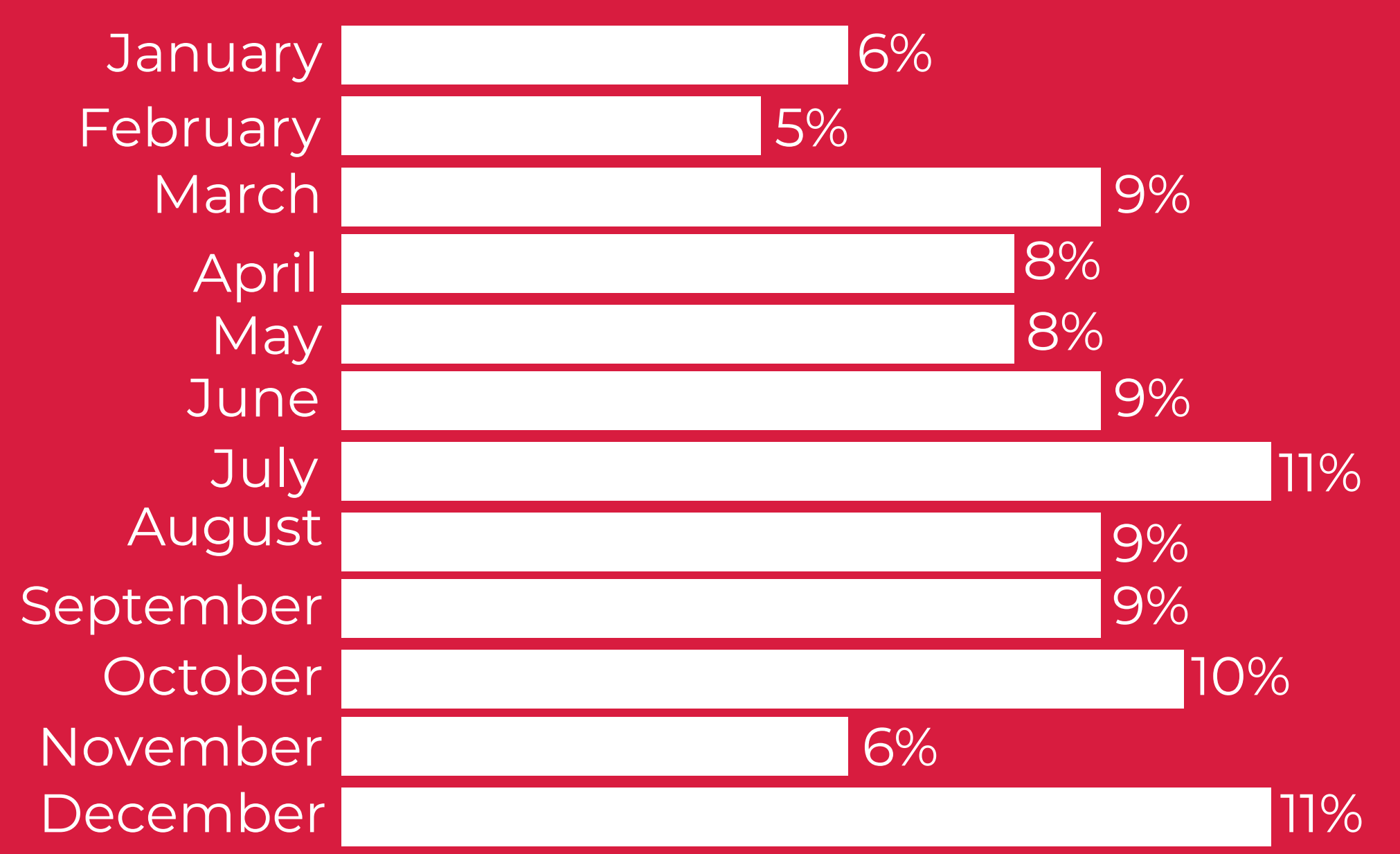
**32%**  
Annual household income of 100K or more



Planning Sources



Month of Travel

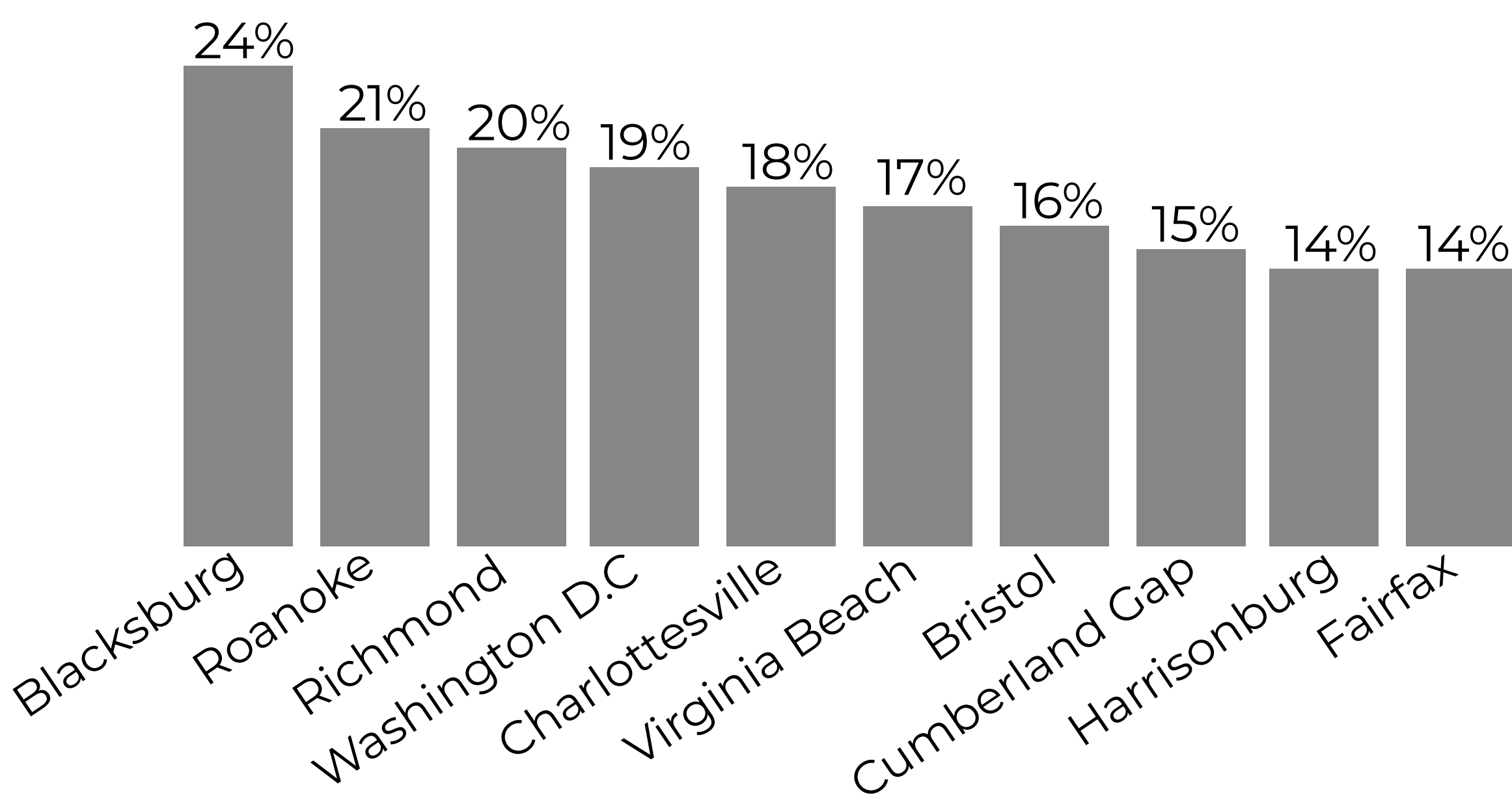


Planning Time

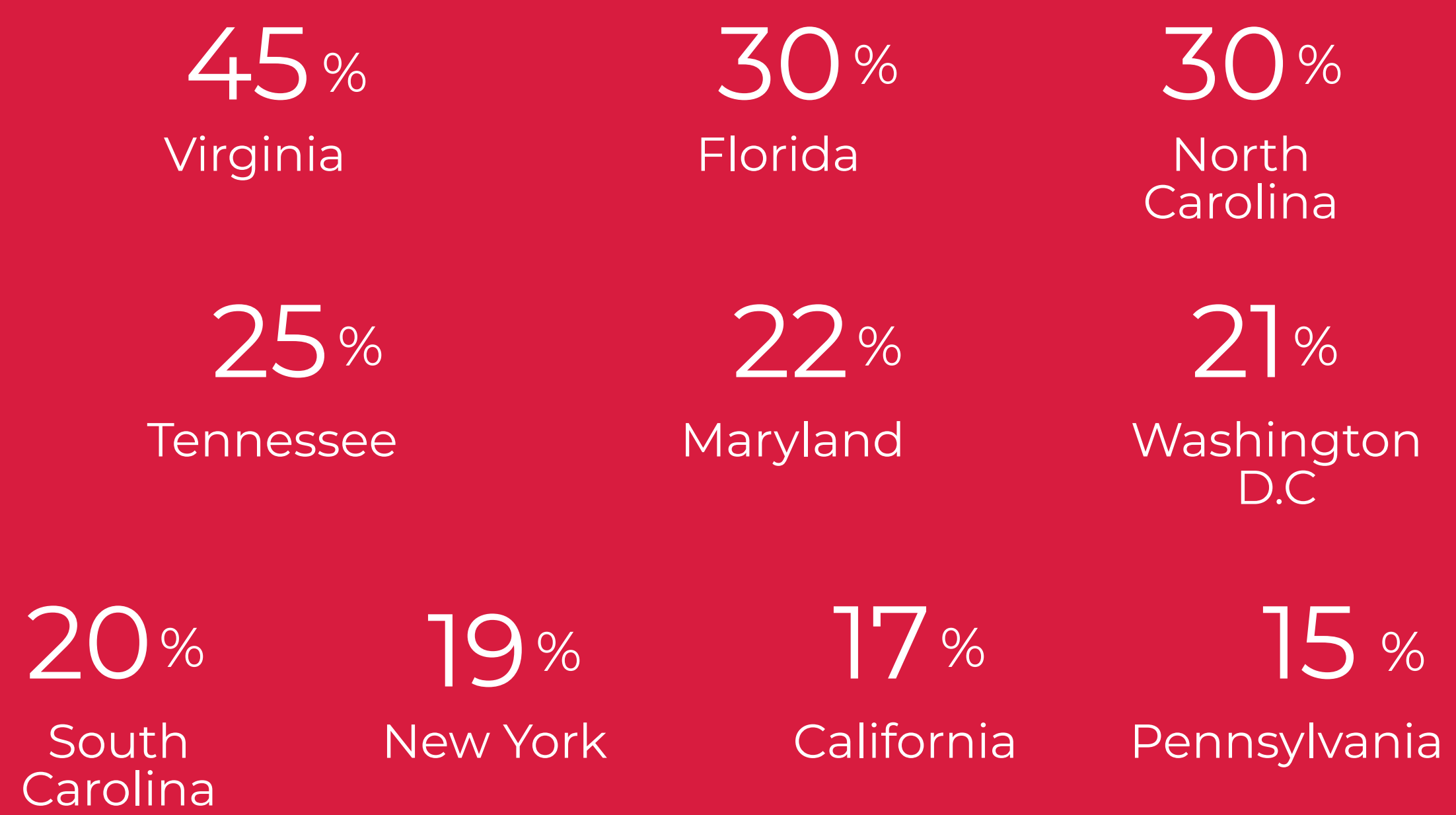


46% consider visiting Virginia less than a month before their visit  
57% decide visiting Virginia less than a month before their visit

Top 10 Most Visited Cities



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



SOUTHWEST VIRGINIA REGION TRAVEL PROFILE

Source: TNS-TravelTrakAmerica, VA Module, FY2019 (N=673)

Localities - Bland, Bristol City, Buchanan, Carroll, Dickenson, Floyd, Galax City, Giles, Grayson, Lee, Montgomery, Norton, Patrick, Pulaski, Radford City, Russell, Scott, Smyth, Tazewell, Washington, Wise, and Wythe.

VIRGINIA IS FOR LOVERS