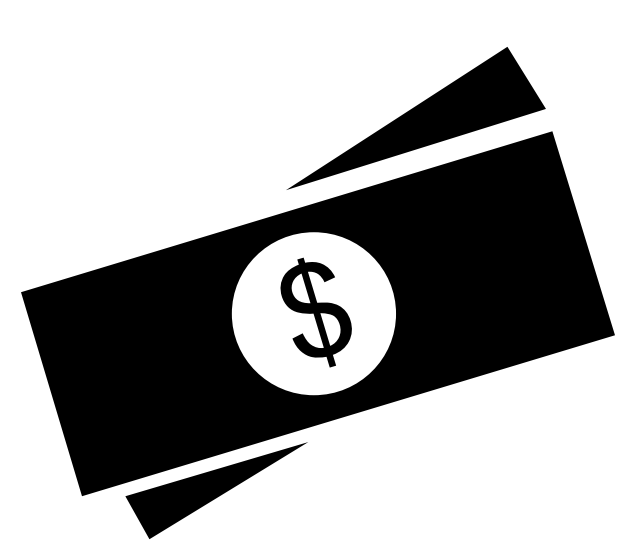




Sports, Recreation & Outdoors

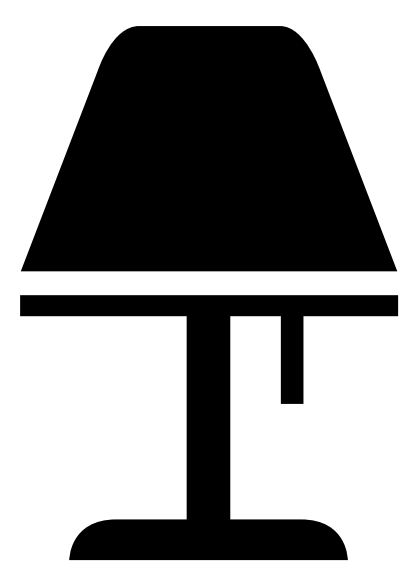


Average travel party spending:



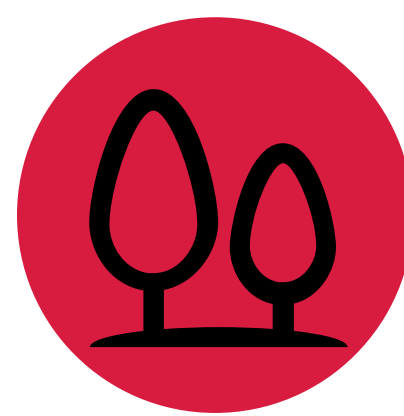
\$918

per trip



3.3

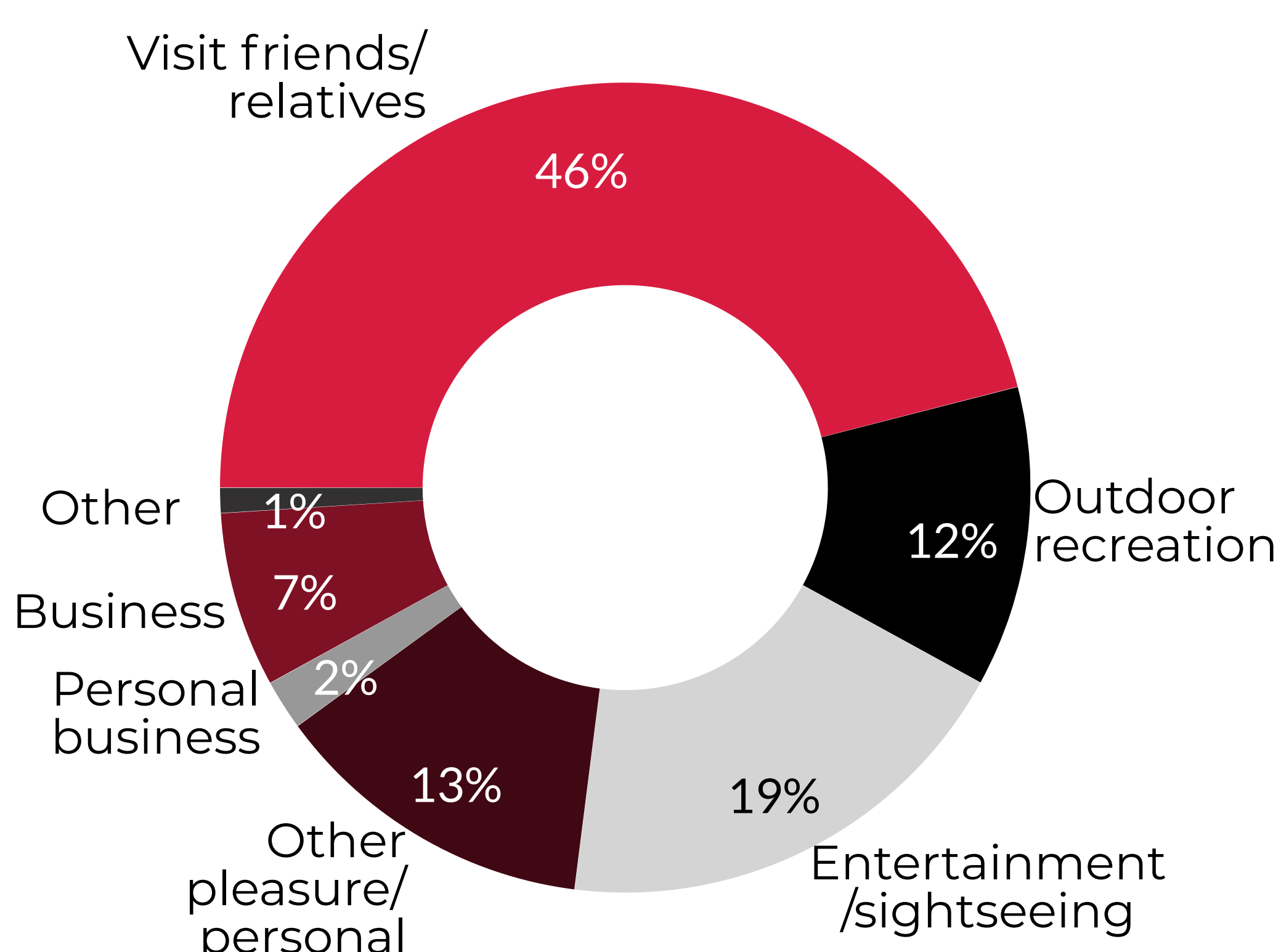
Nights



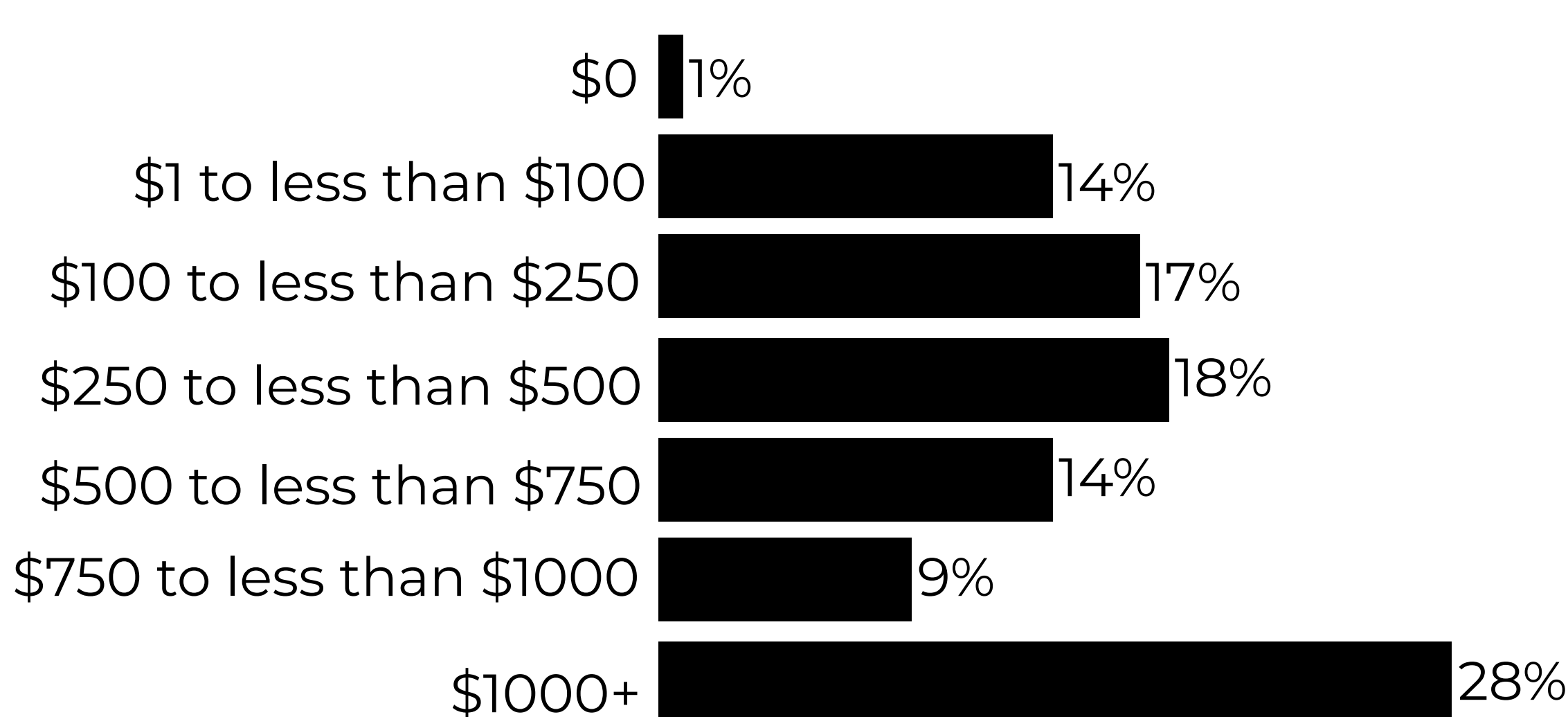
Top Activities

| | |
|--------------------------|-----|
| Historic Sites/Churches | 30% |
| National parks/Monuments | 28% |
| Shopping | 28% |
| Museums | 26% |
| Beach | 25% |
| State parks/Monuments | 24% |
| Visiting relatives | 24% |
| Rural sightseeing | 22% |
| Fine Dining | 18% |
| Urban sightseeing | 17% |

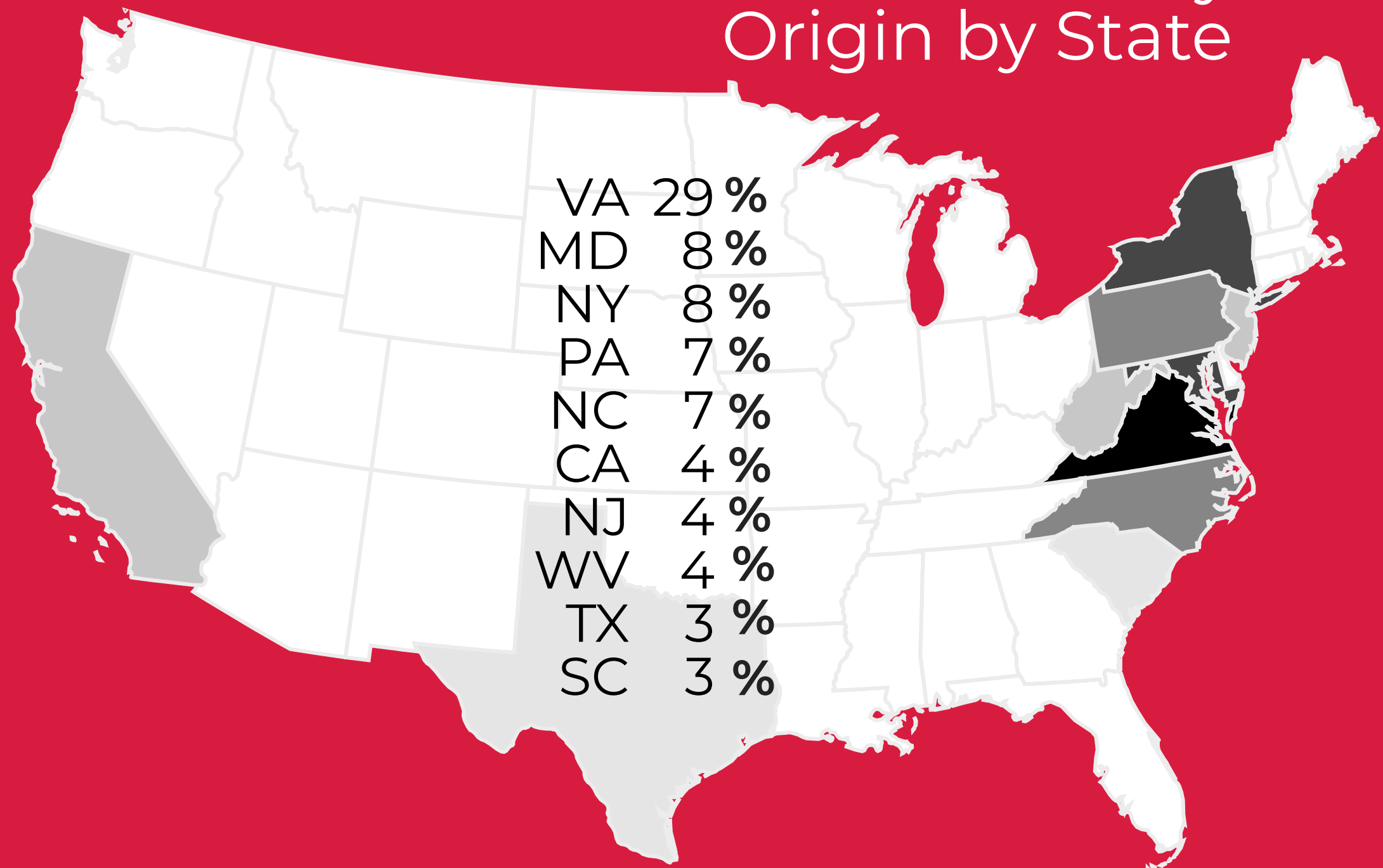
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

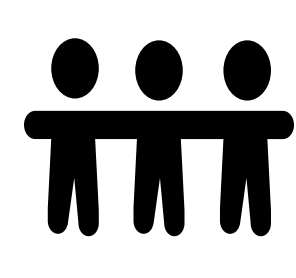


Travel Party Origin by DMA

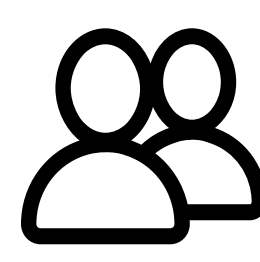
| | |
|-----------------------------------|-----|
| Washington, DC (Hagerstown) | 15% |
| New York | 8% |
| Richmond-Petersburg | 7% |
| Norfolk-Portsmouth-Newport News | 6% |
| Philadelphia | 5% |
| Roanoke-Lynchburg | 5% |
| Baltimore | 5% |
| Raleigh-Durham (Fayetteville) | 2% |
| Charlotte | 2% |
| Harrisburg-Lancaster-Lebanon York | 2% |



64%
Married



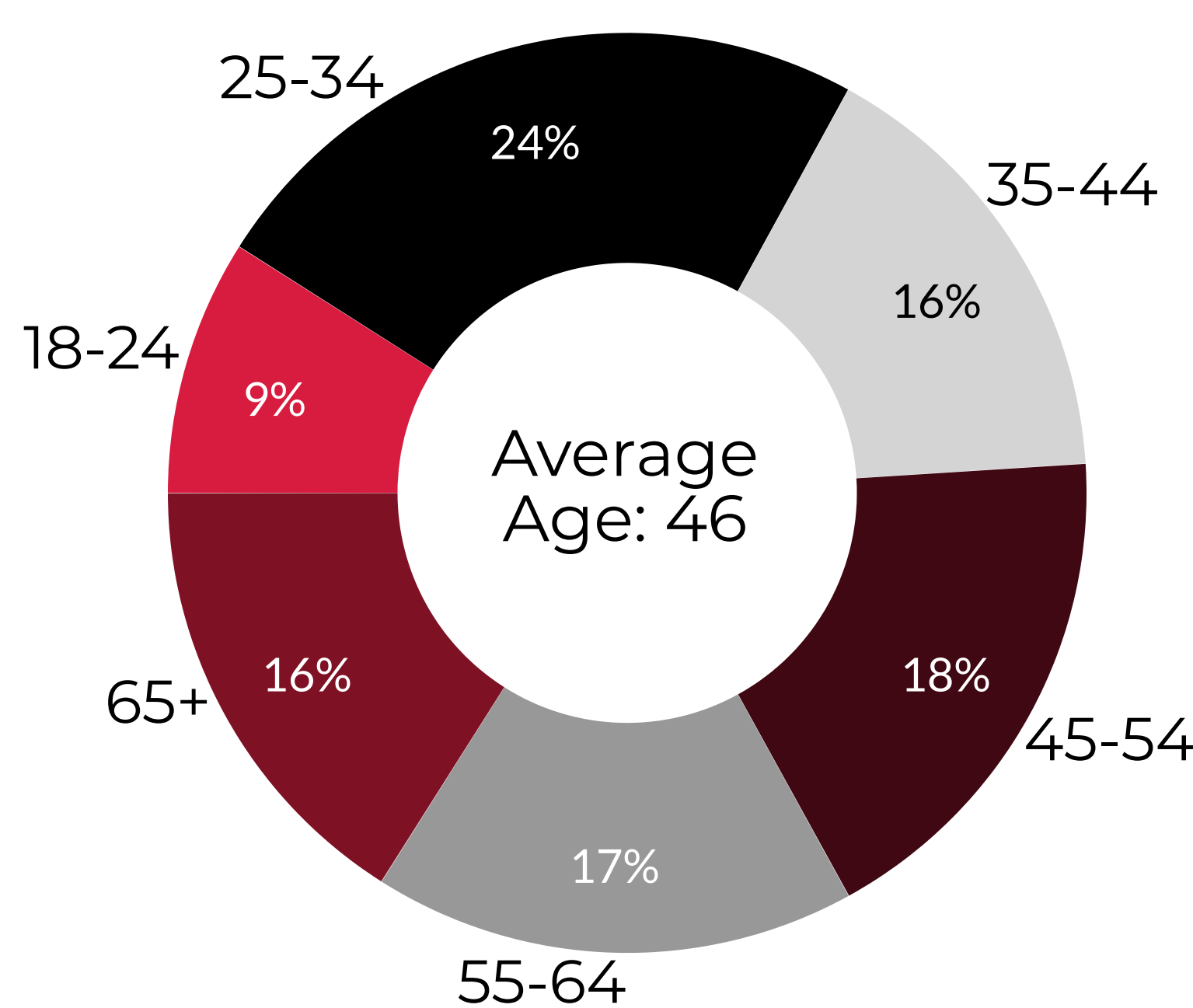
34%
Traveling with Children



2.9
Average travel party size



41%
Annual household income of 100K or more



Planning Sources

42%
Own experience

27%
Search engine

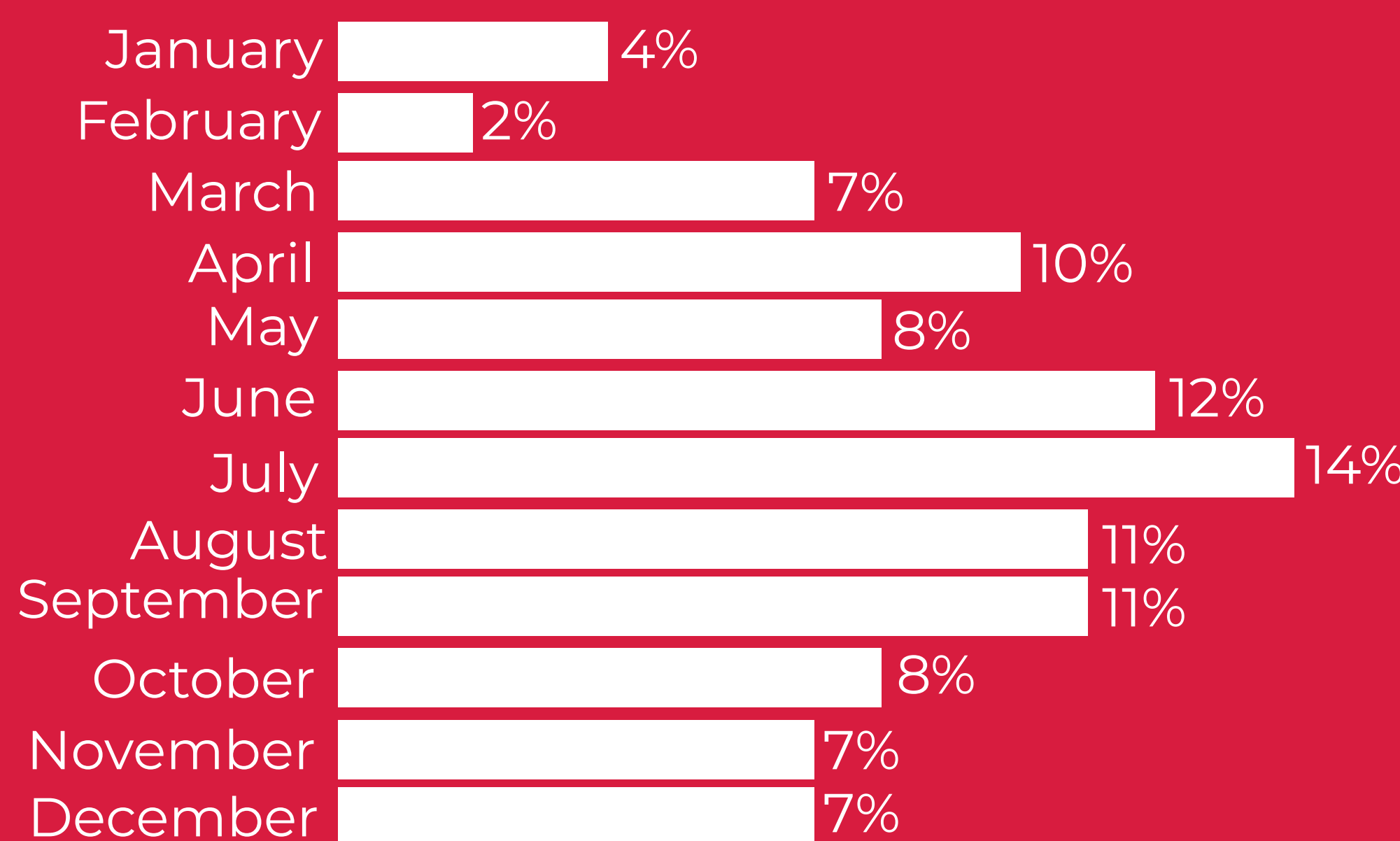
17%
Destination website

35%
Use information from friends and relatives.

13%
Travel provider website (airline, hotel etc.)

12%
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



79%
Travel by owned auto or rental cars



13%
Travel by plane