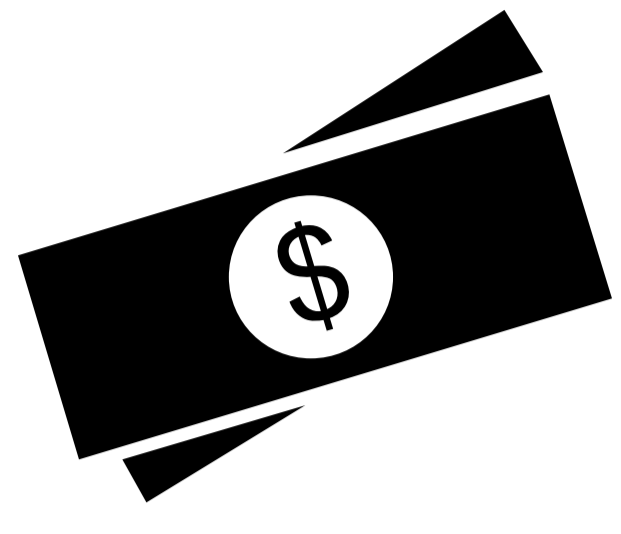




Spring Season

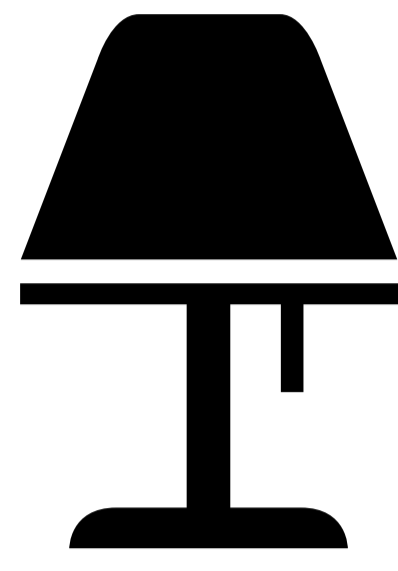


Average travel party spending:



\$554

per trip



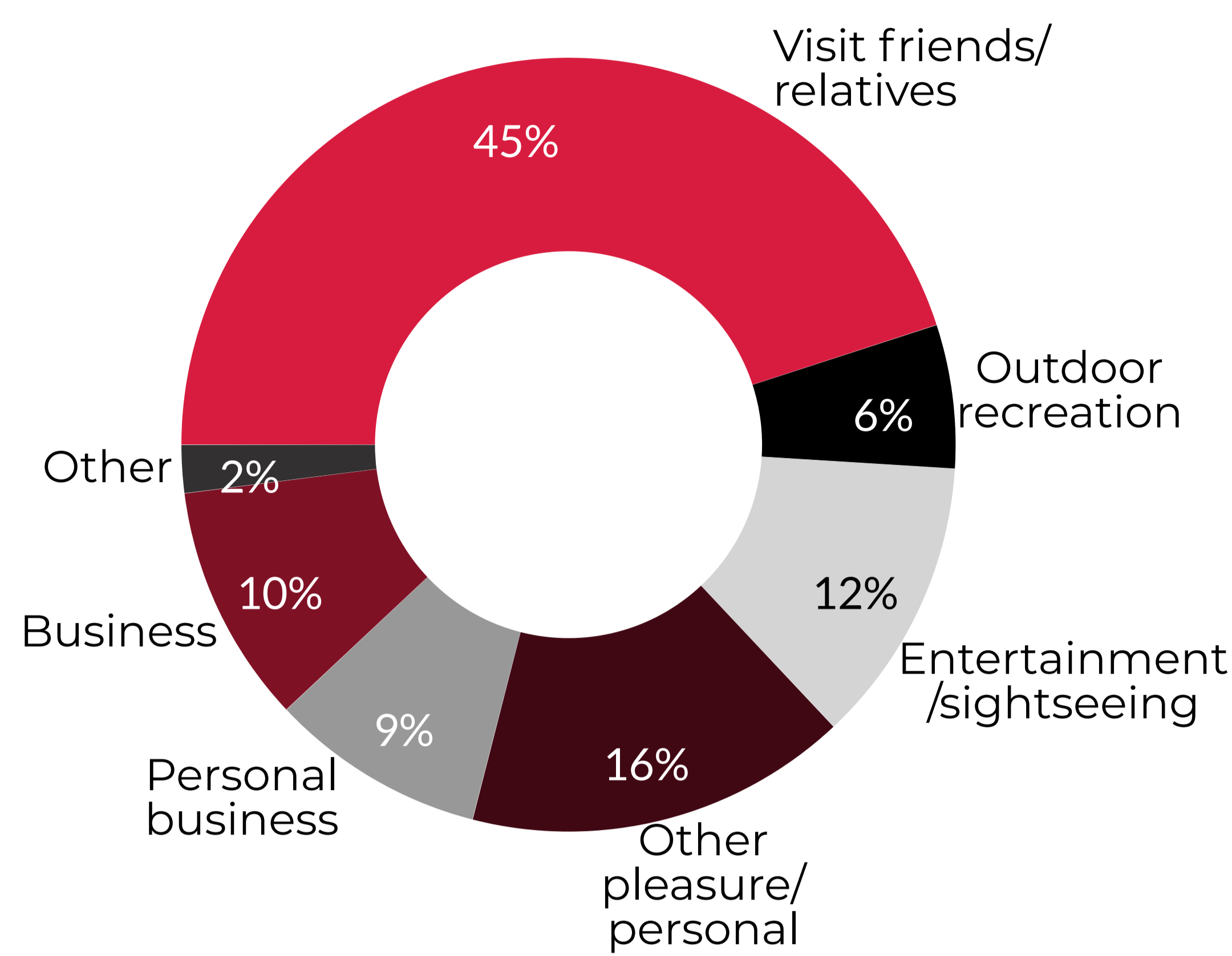
2.2
Nights



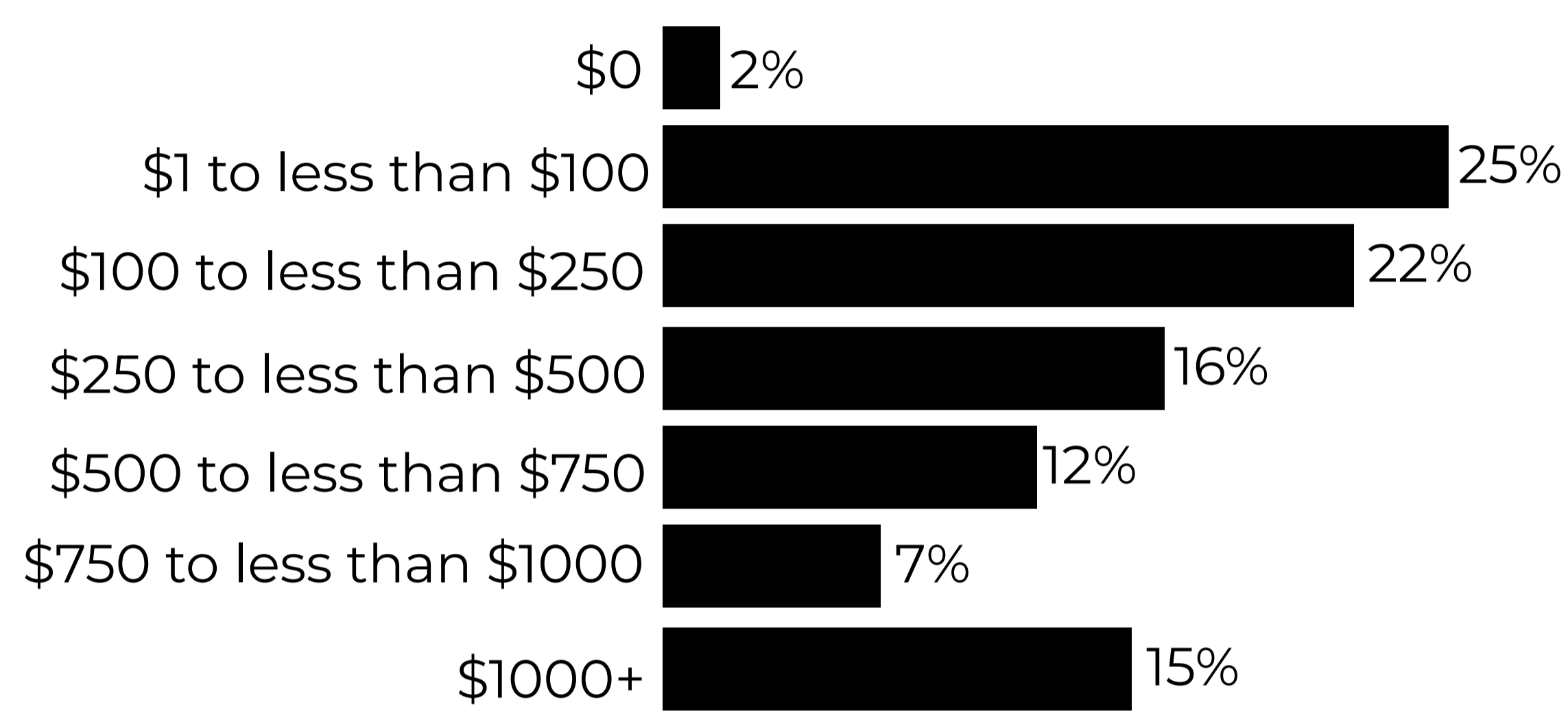
Top Activities

Visiting relatives	26%
Shopping	24%
Historic Sites/Churches	18%
Museums	17%
Fine Dining	13%
Visiting friends	11%
National Park/Monuments	11%
Urban sightseeing	10%
State Park/Monuments	9%
Rural sightseeing	9%

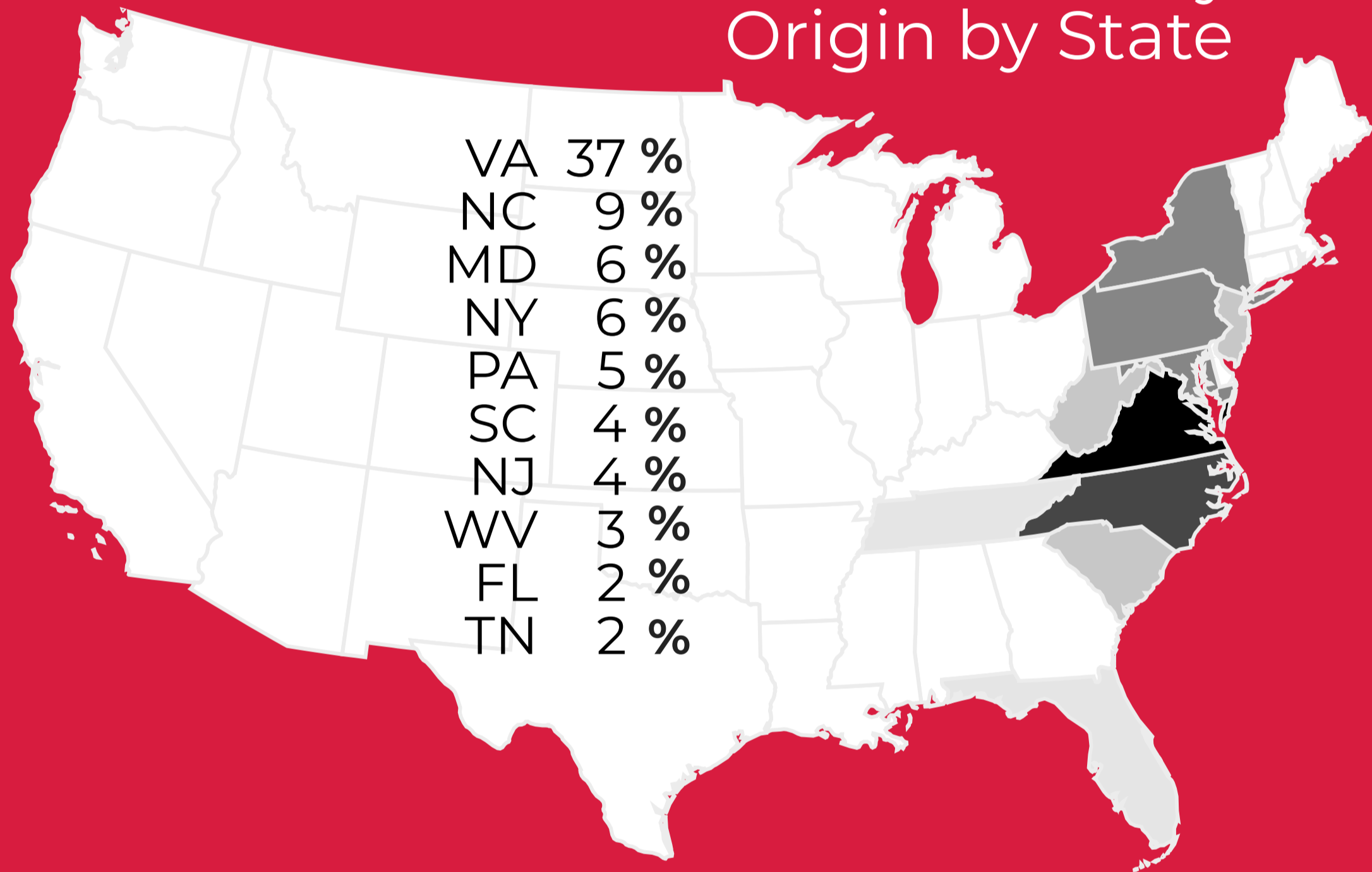
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

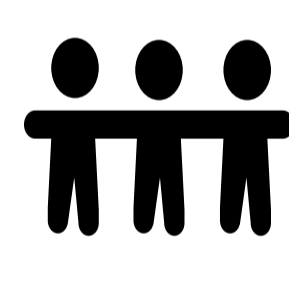


Travel Party Origin by DMA

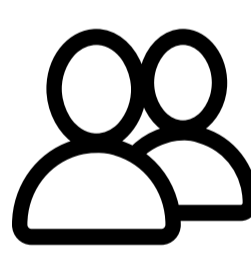
Washington, DC (Hagerstown)	16%
Norfolk-Portsmouth-Newport News	8%
Richmond-Petersburg	8%
Roanoke-Lynchburg	8%
New York	8%
Philadelphia	4%
Baltimore	3%
Tri-Cities, TN-VA	3%
Raleigh-Durham (Fayetteville)	2%
Greenville-Spartanburg-Asheville-Anderson	2%



59%
Married



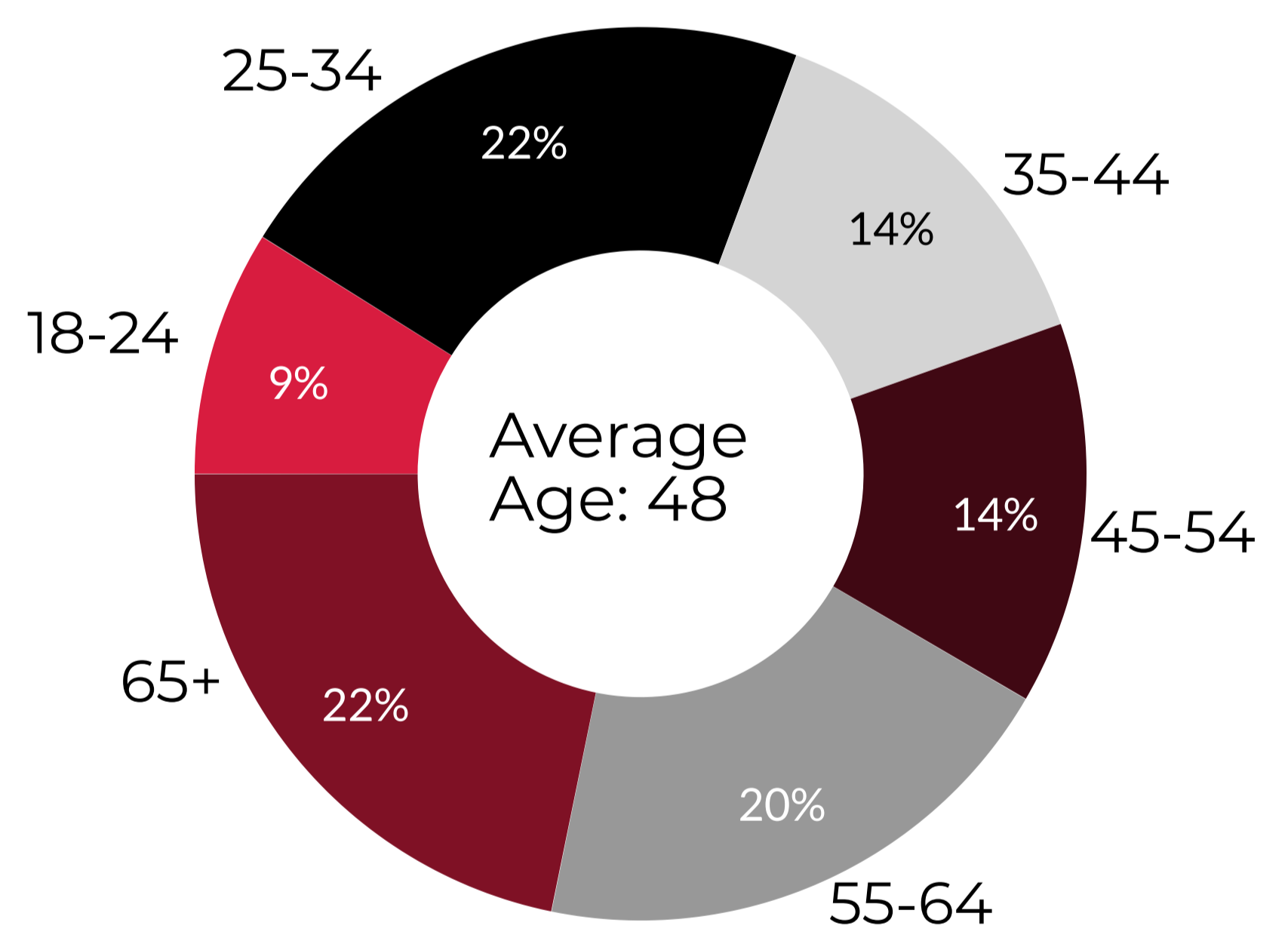
22%
Traveling with Children



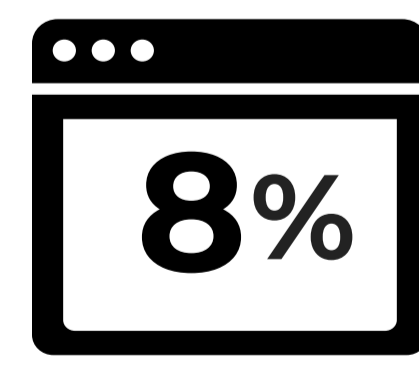
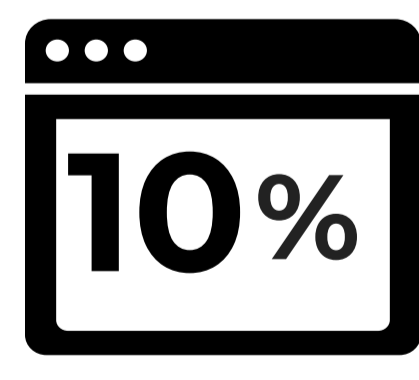
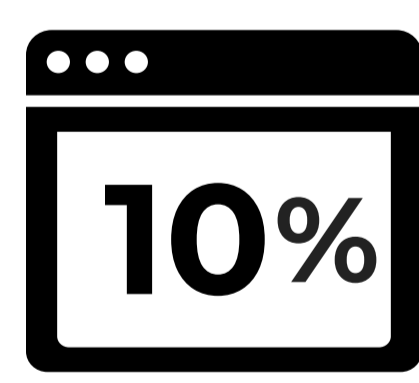
2.4
Average travel party size



33%
Annual household income of 100K or more



Planning Sources



Month of Travel



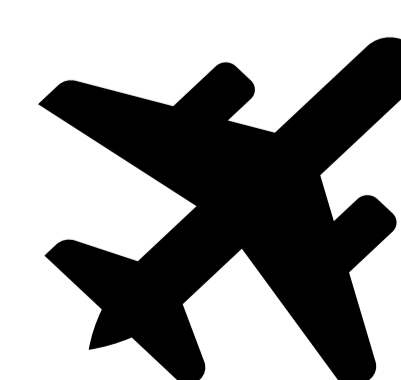
Planning Time



46% consider visiting Virginia less than a month before their visit
53% decide visiting Virginia less than a month before their visit



82%
Travel by owned auto or rental cars



11%
Travel by plane