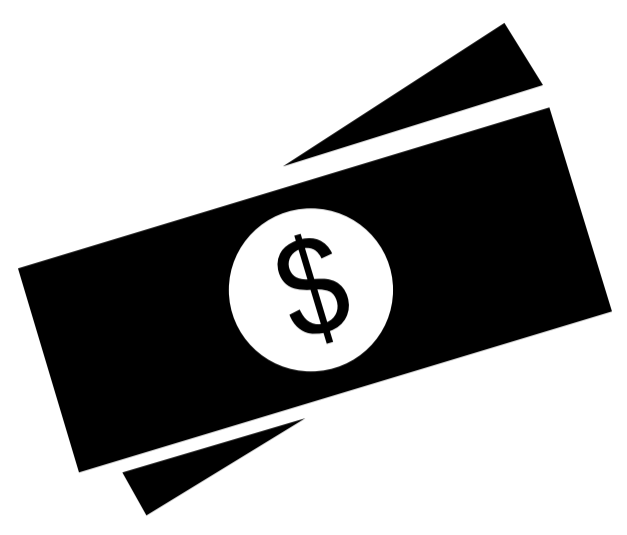




Summer Season

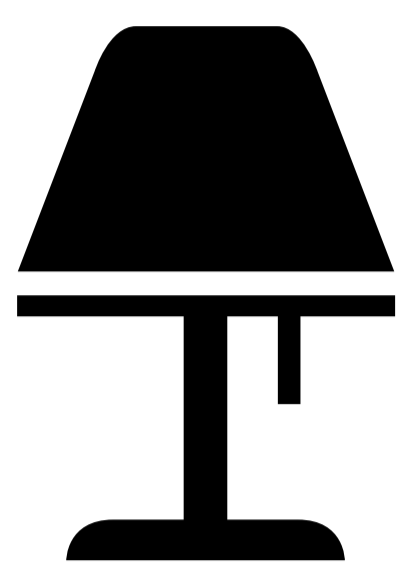


Average travel party spending:



\$671

per trip



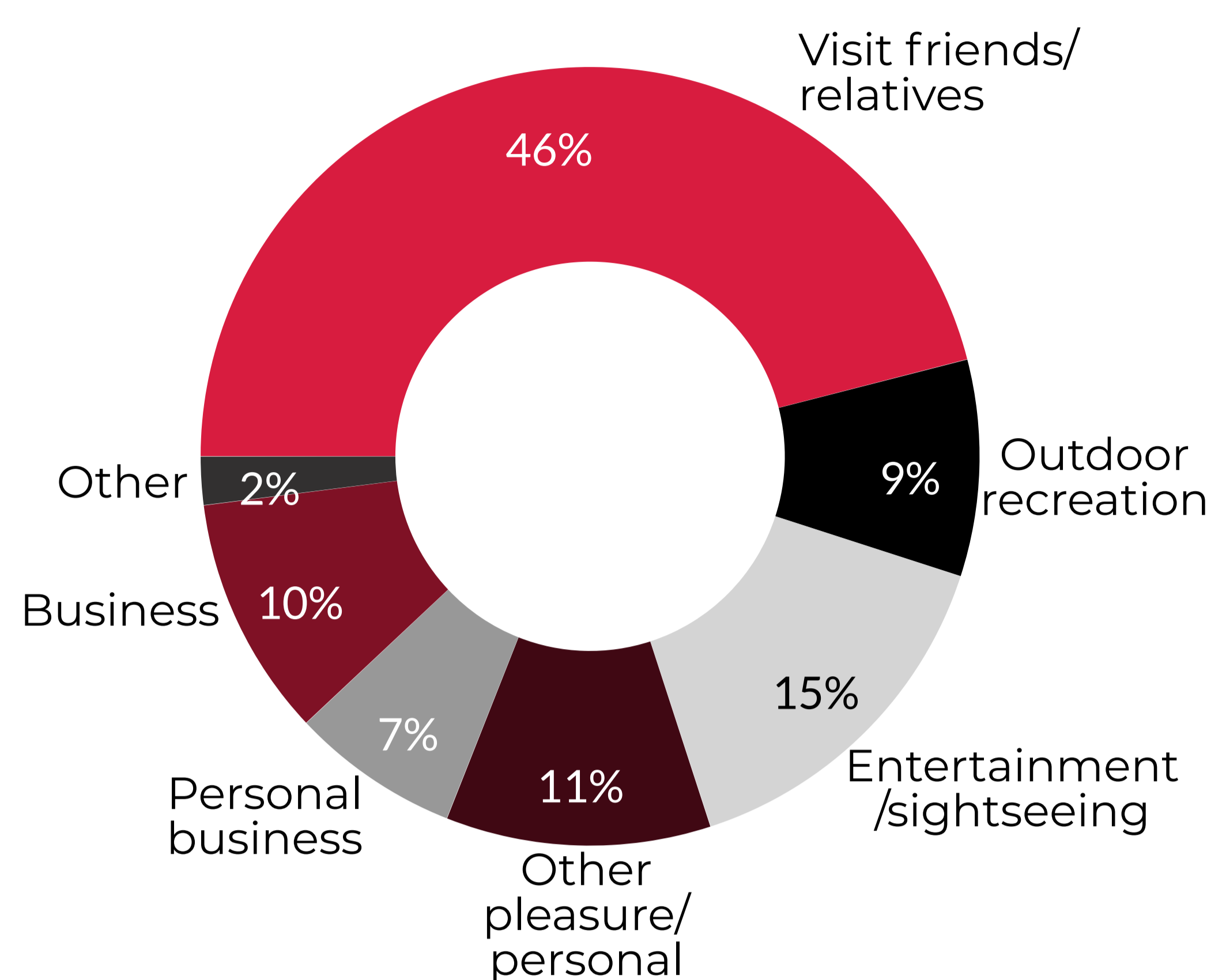
2.6
Nights



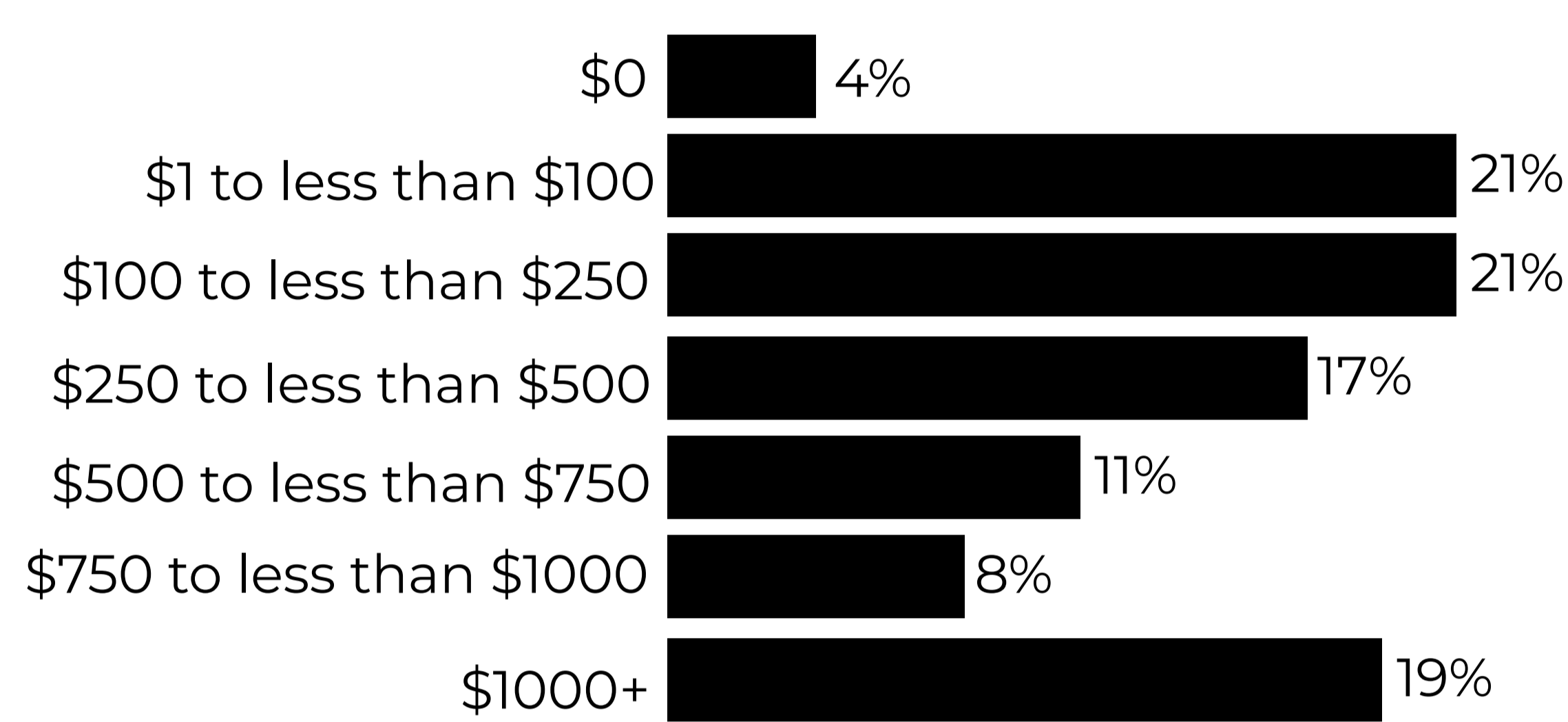
Top Activities

Visiting relatives	23%
Shopping	19%
Historic Sites/Churches	17%
Museums	14%
Fine Dining	14%
Beach	14%
Visiting friends	13%
Rural sightseeing	11%
National parks/Monuments	11%
State parks/Monuments	10%

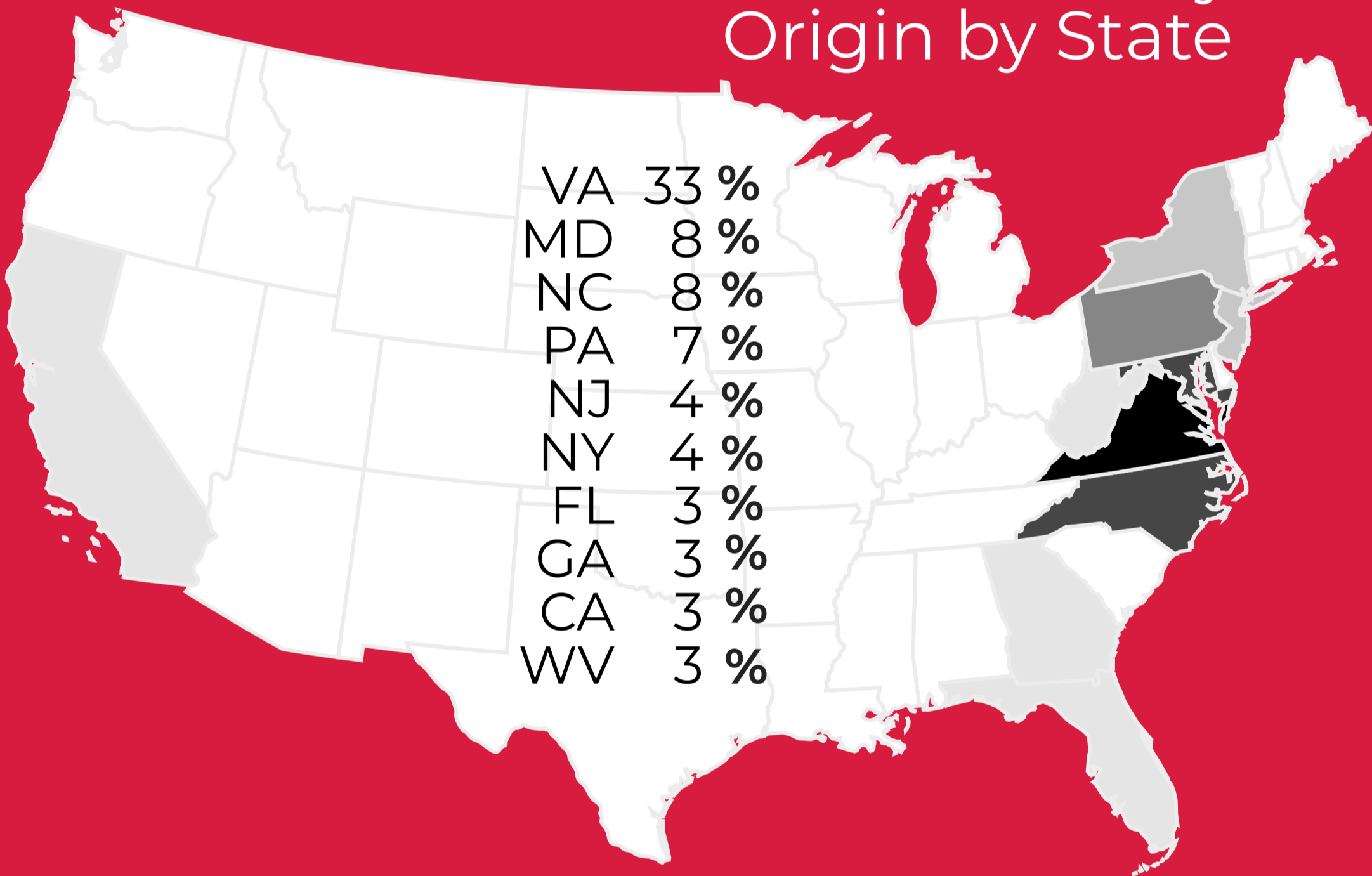
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

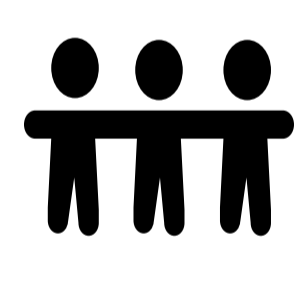


Travel Party Origin by DMA

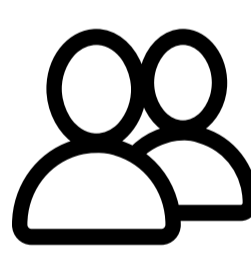
Washington, DC (Hagerstown)	18%
Richmond-Petersburg	9%
New York	7%
Norfolk-Portsmouth-Newport News	6%
Philadelphia	5%
Roanoke-Lynchburg	4%
Baltimore	4%
Charlotte	2%
Greensboro-High Point-Winston Salem	2%
Raleigh-Durham (Fayetteville)	2%



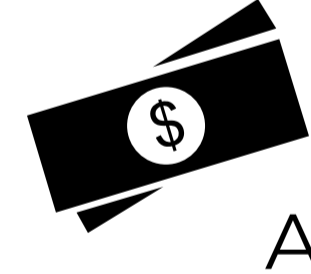
62%
Married



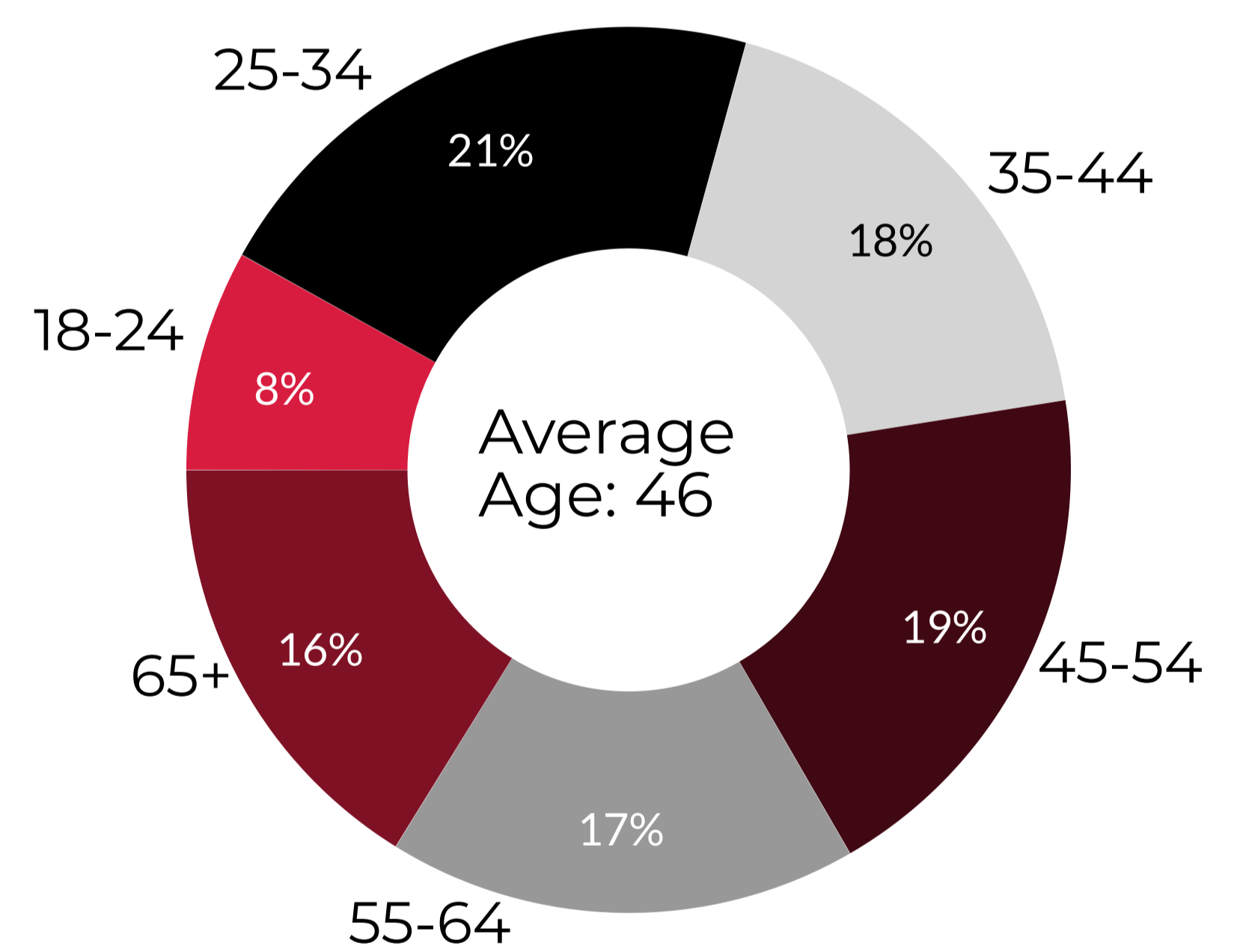
31%
Traveling with Children



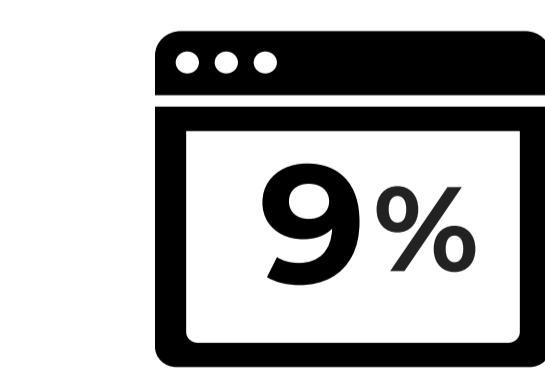
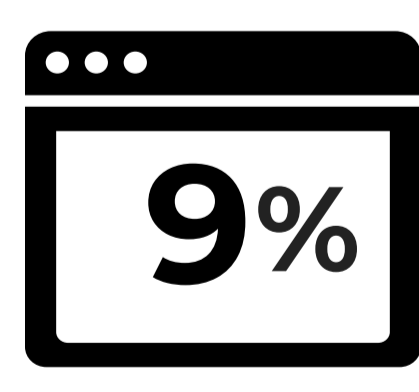
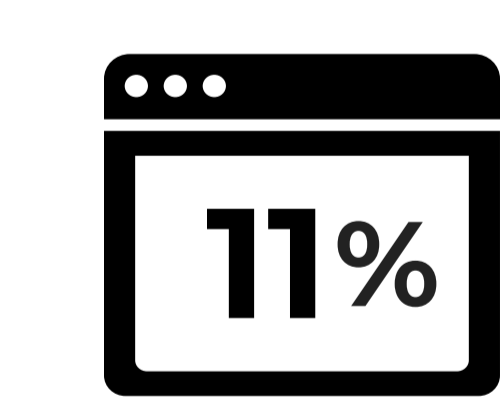
2.8
Average travel party size



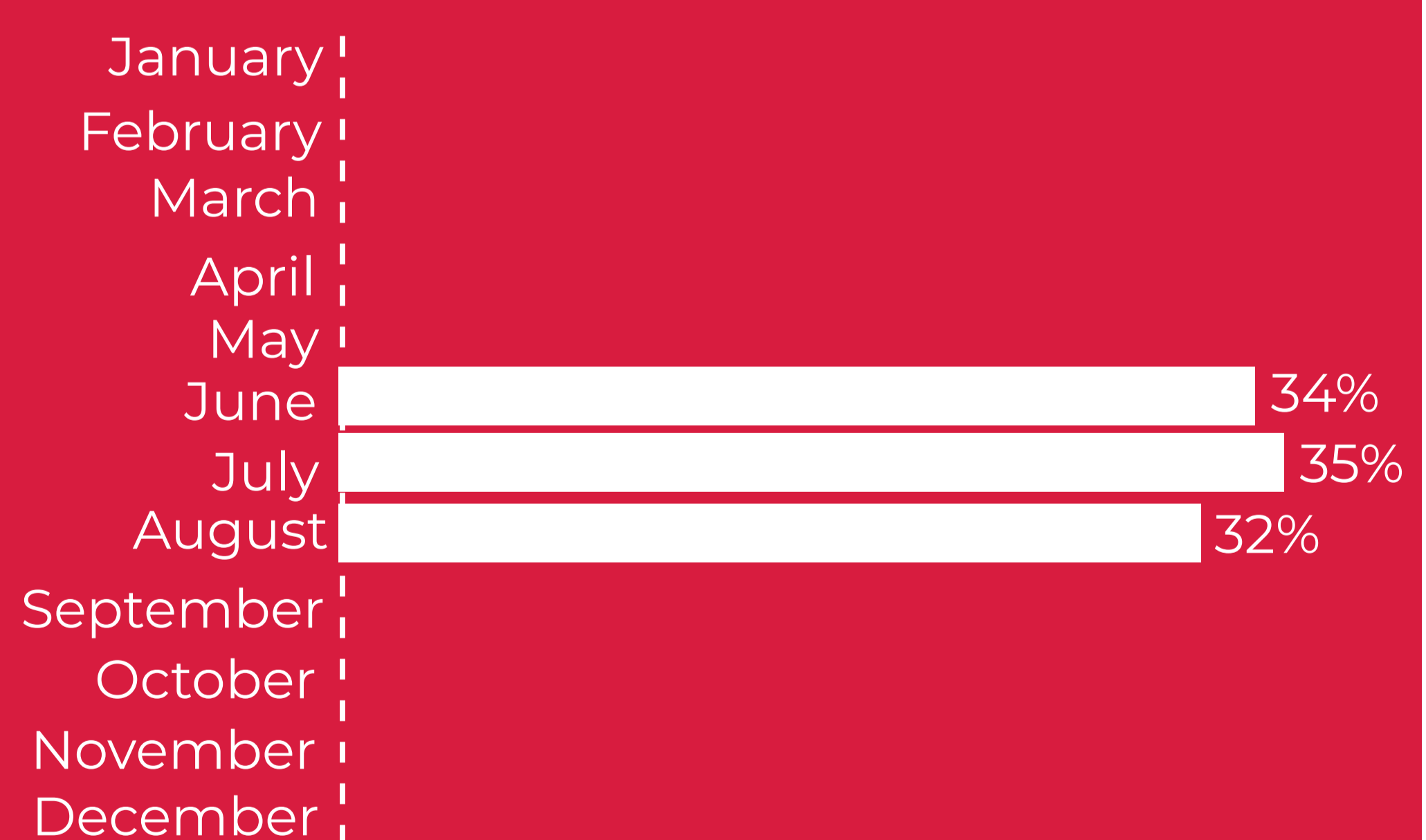
45%
Annual household income of 100K or more



Planning Sources



Month of Travel



Planning Time

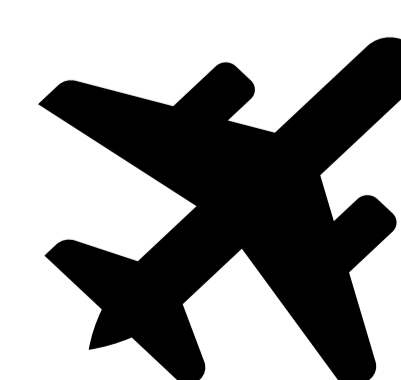


42% consider visiting Virginia less than a month before their visit

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



83%
Travel by owned auto or rental cars



12%
Travel by plane