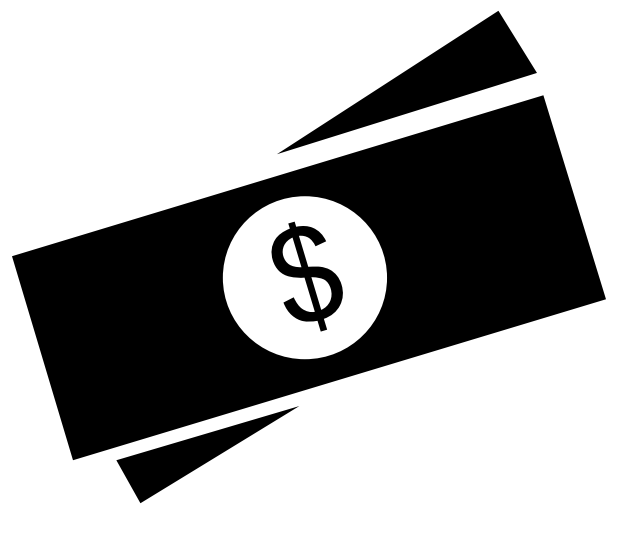




Wine

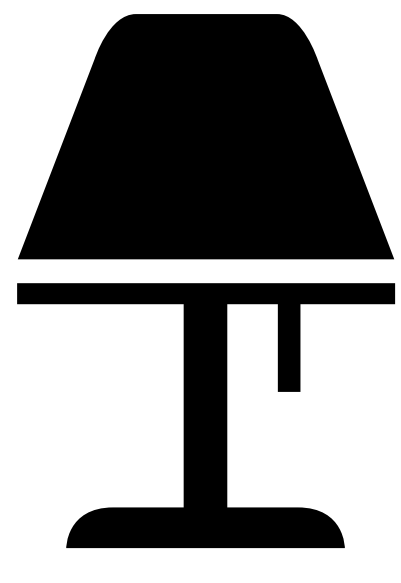


Average travel party spending:



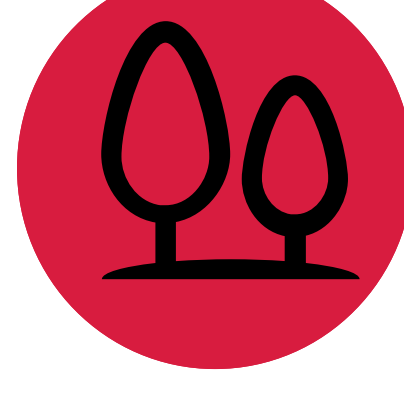
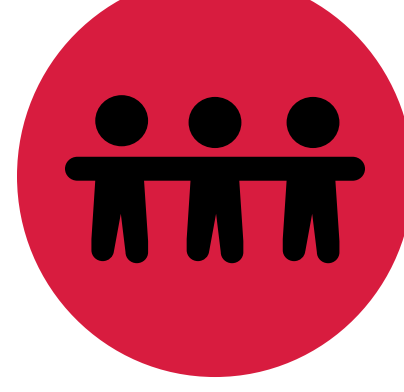
\$717

per trip



3.7

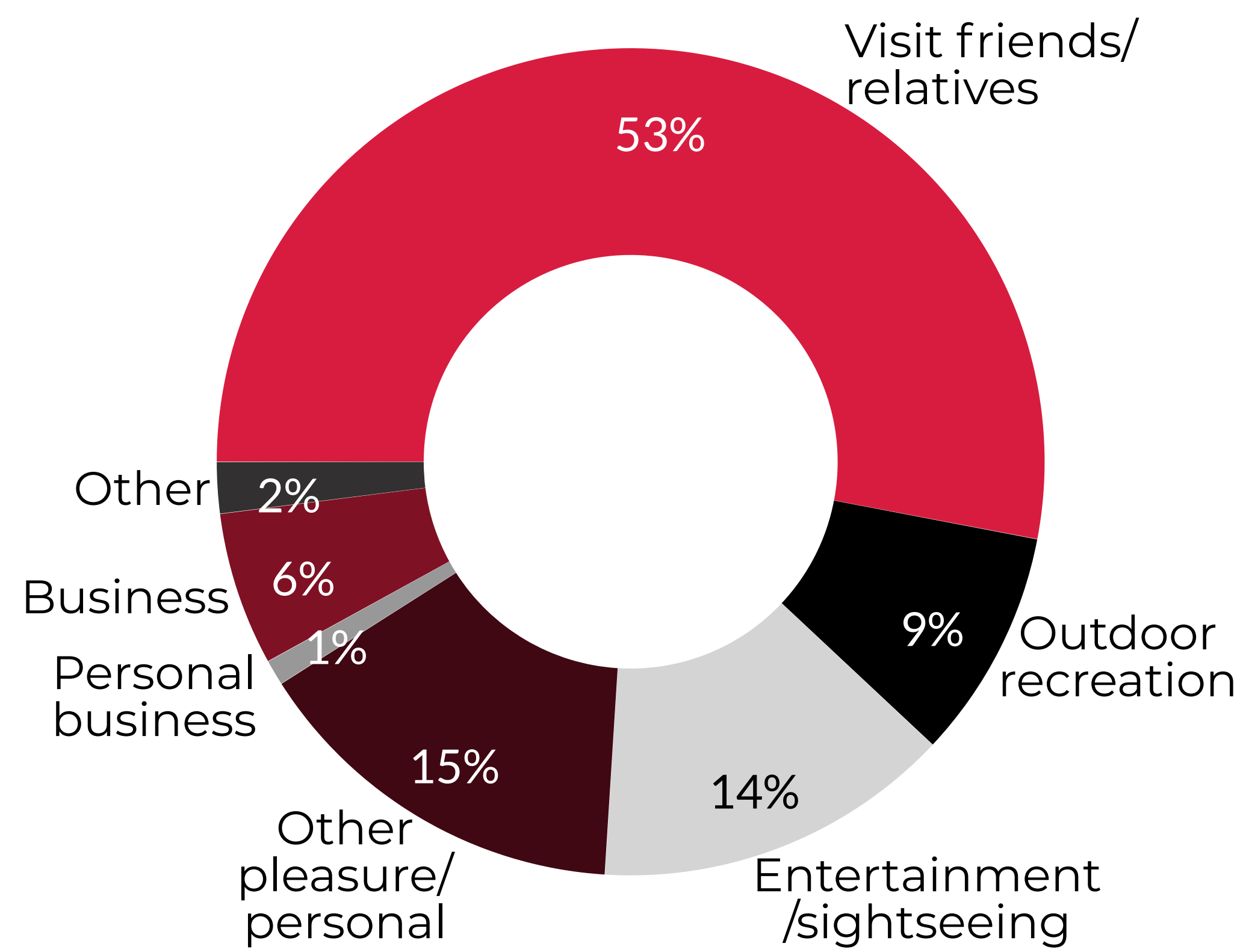
Nights



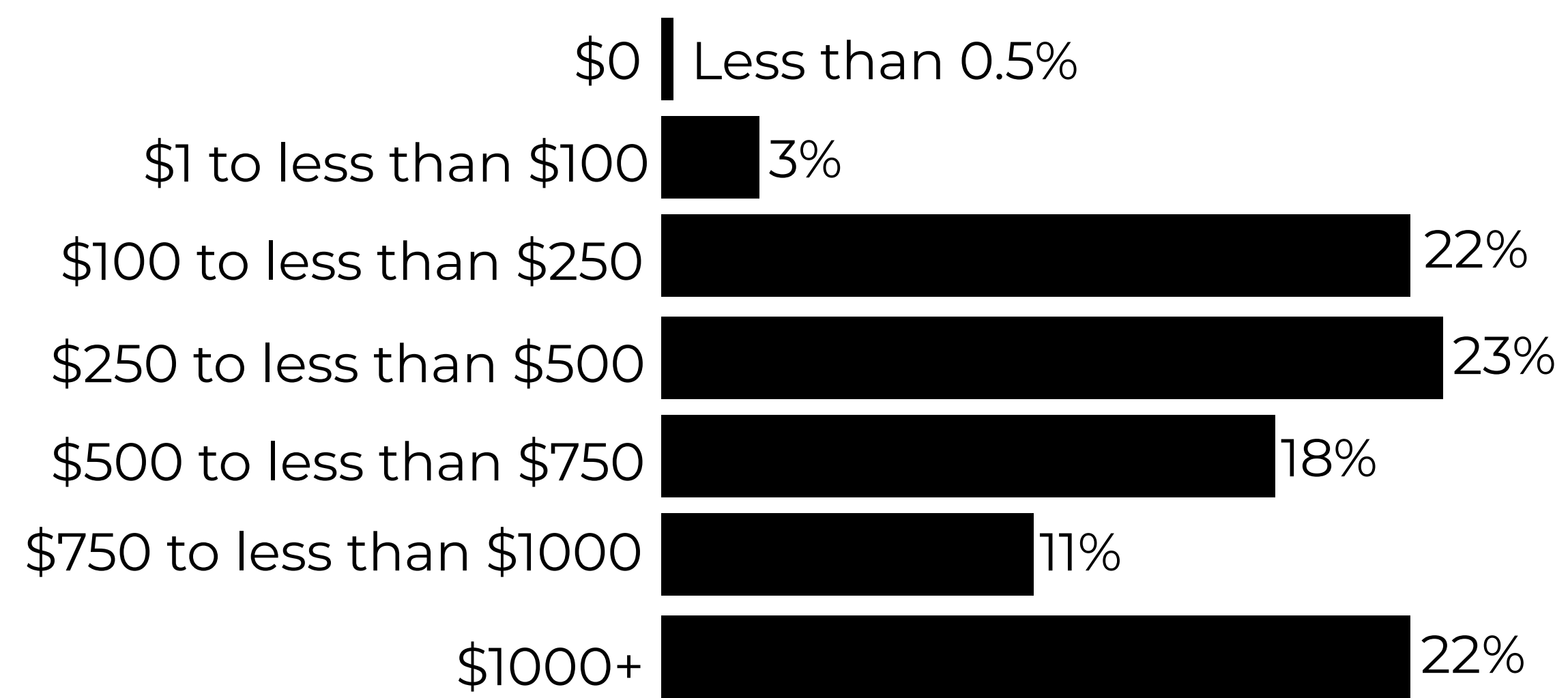
Top Activities

Historic Sites/Churches	34 %
Rural sightseeing	33 %
Craft breweries	32 %
Shopping	31 %
Fine Dining	31 %
Visiting relatives	30 %
Visiting friends	20 %
Museums	20 %
State Park/Monuments	17 %
Old homes/Mansions	15 %

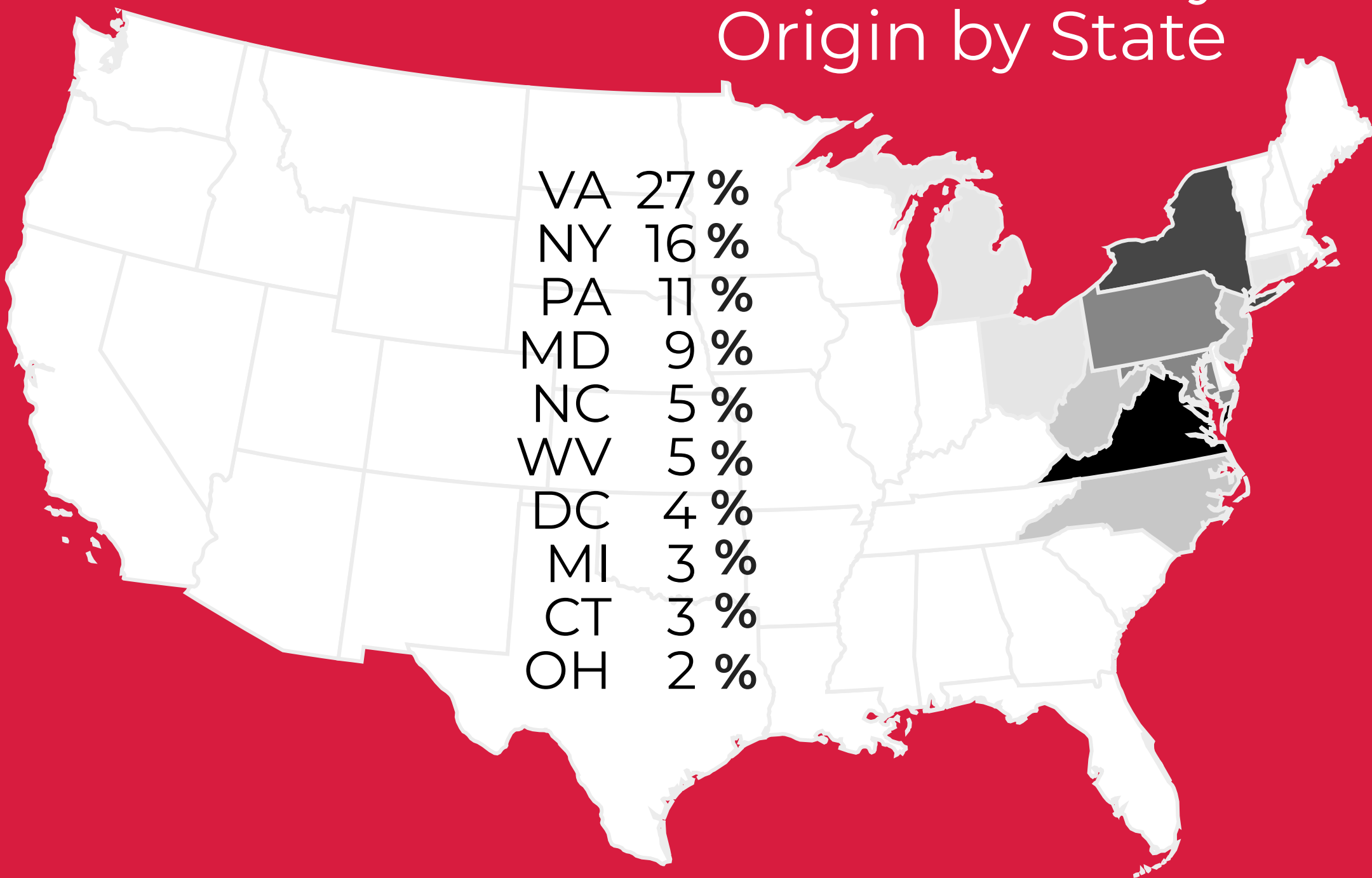
Primary Purpose of Trip



Travel Party Spending

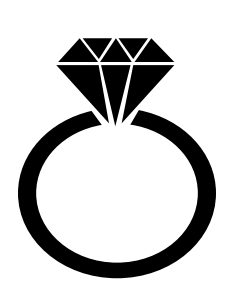


Travel Party Origin by State

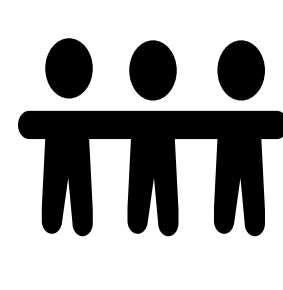


Travel Party Origin by DMA

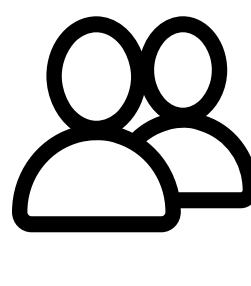
Washington, DC (Hagerstown)	23 %
New York	11 %
Richmond-Petersburg	7 %
Philadelphia	7 %
Watertown	6 %
Norfolk-Portsmouth-Newport News	5 %
Roanoke-Lynchburg	4 %
Baltimore	4 %
Pittsburgh	3 %
Detroit	3 %



65 %
Married



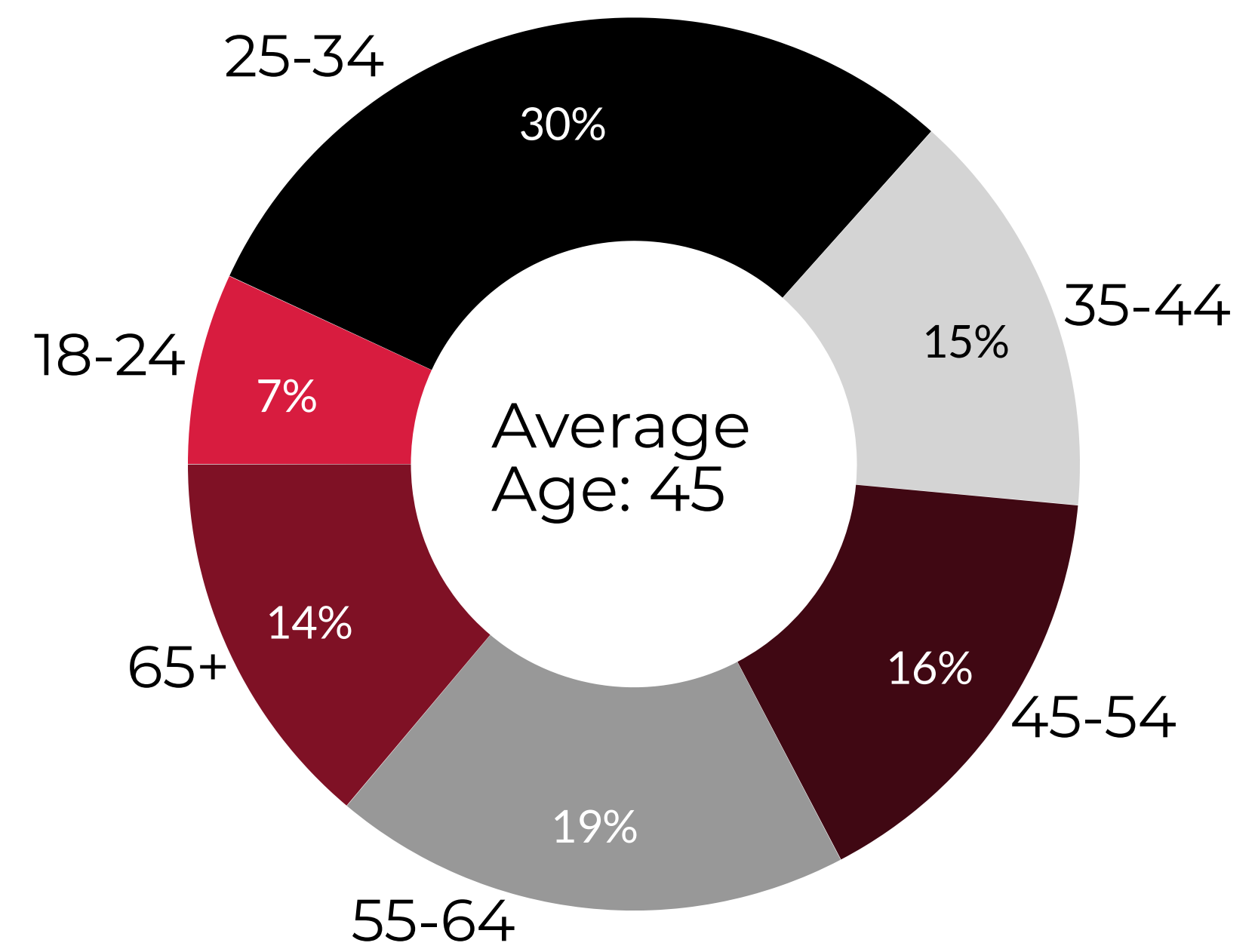
15 %
Traveling with Children



2.4
Average travel party size



43 %
Annual household income of 100K or more



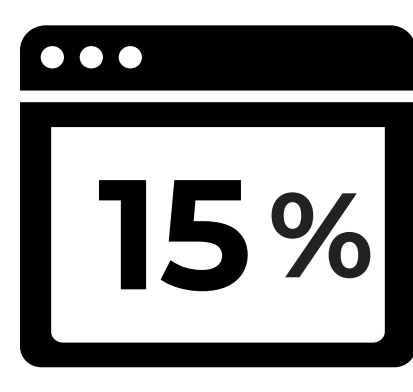
Planning Sources



42 %
Own experience



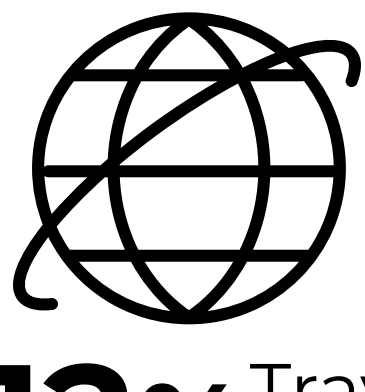
30 %
Search engine



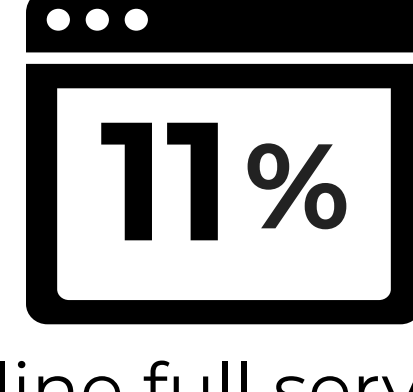
15 %
Travel provider website (airline, hotel etc.)



37 %
Use information from friends and relatives.

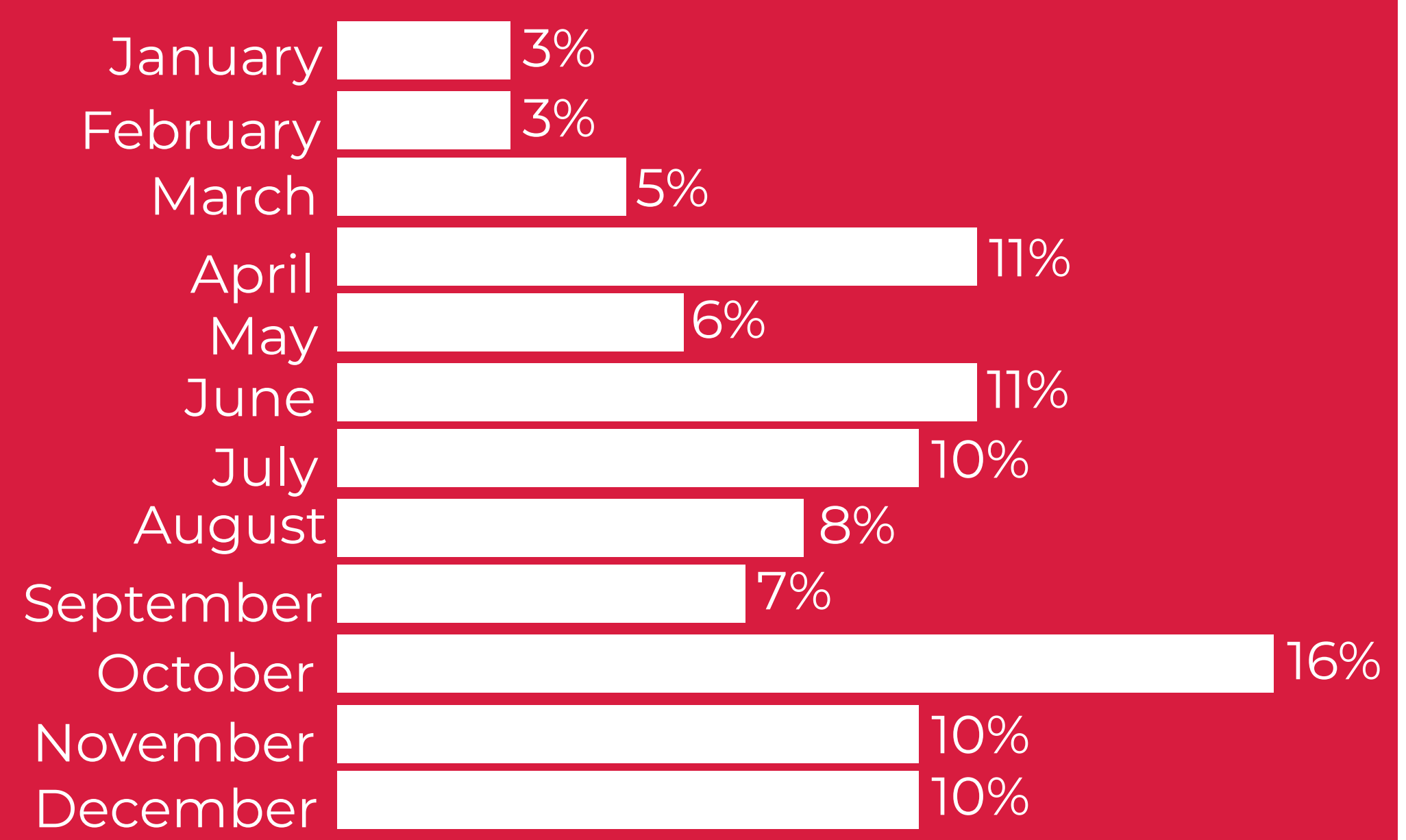


12 %
Travel Club (AAA)



11 %
Online full service website (Expedia, Travelocity etc.)

Month of Travel



Planning Time



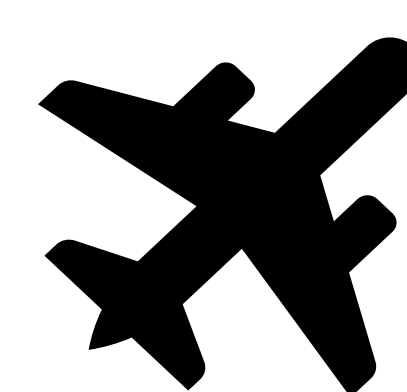
27% consider visiting Virginia less than a month before their visit

35% decide visiting Virginia less than a month before their visit



85 %

Travel by owned auto or rental cars



11 %

Travel by plane