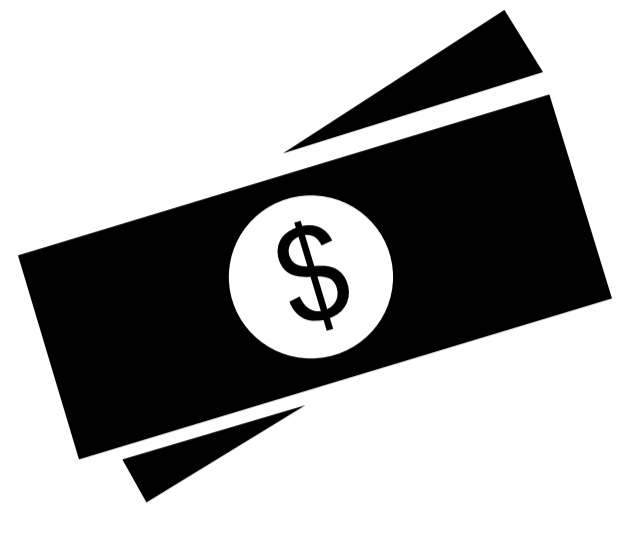




Winter Season

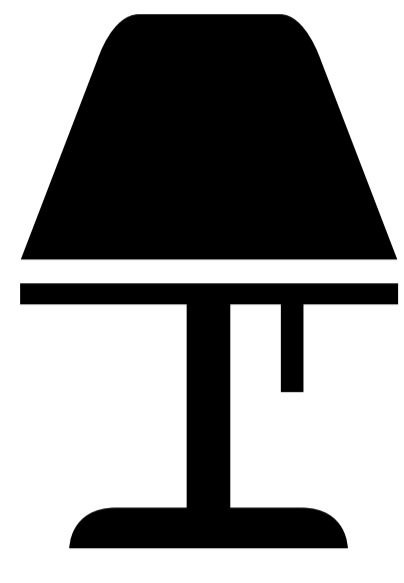


Average travel party spending:



\$504

per trip



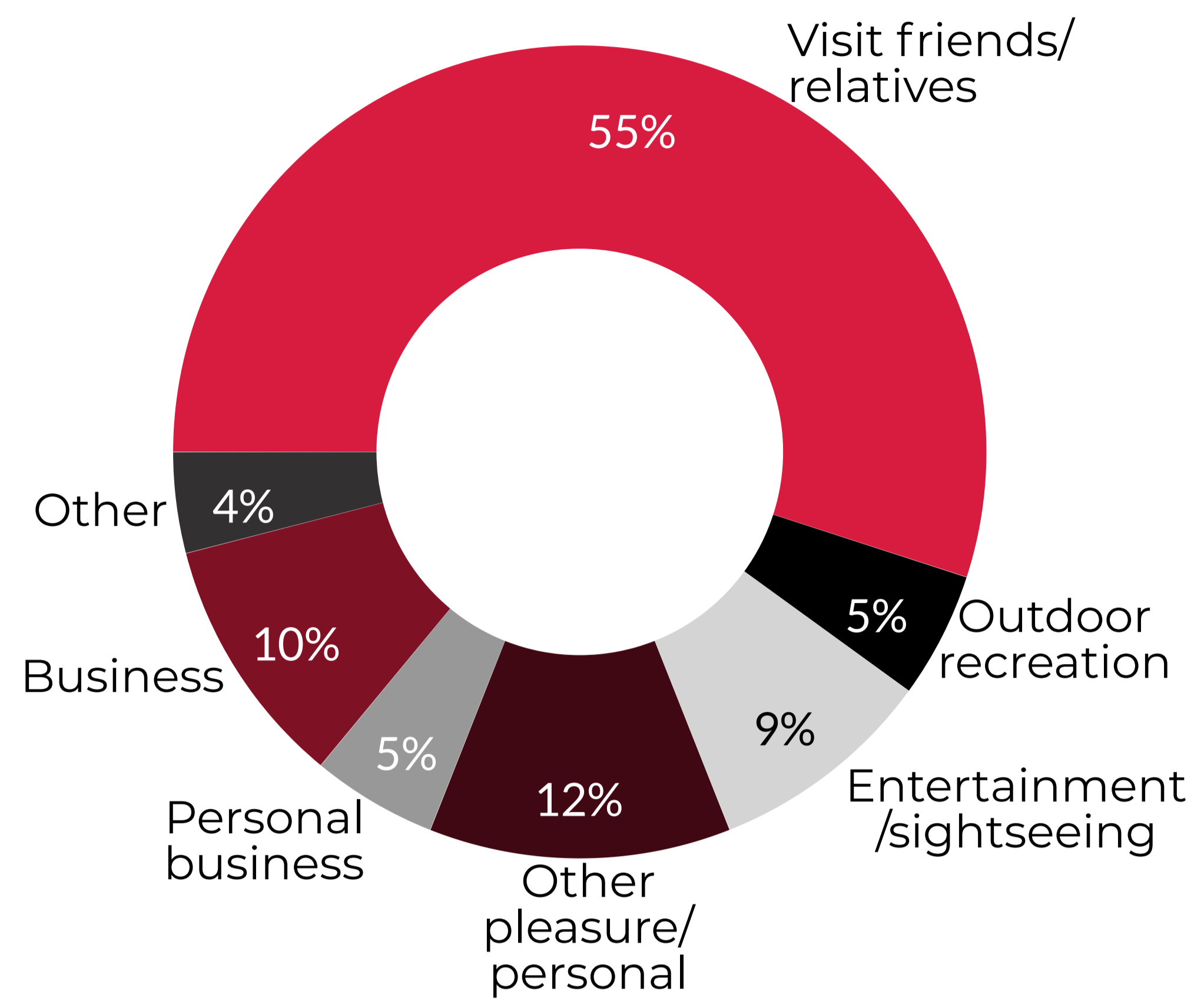
2.4
Nights



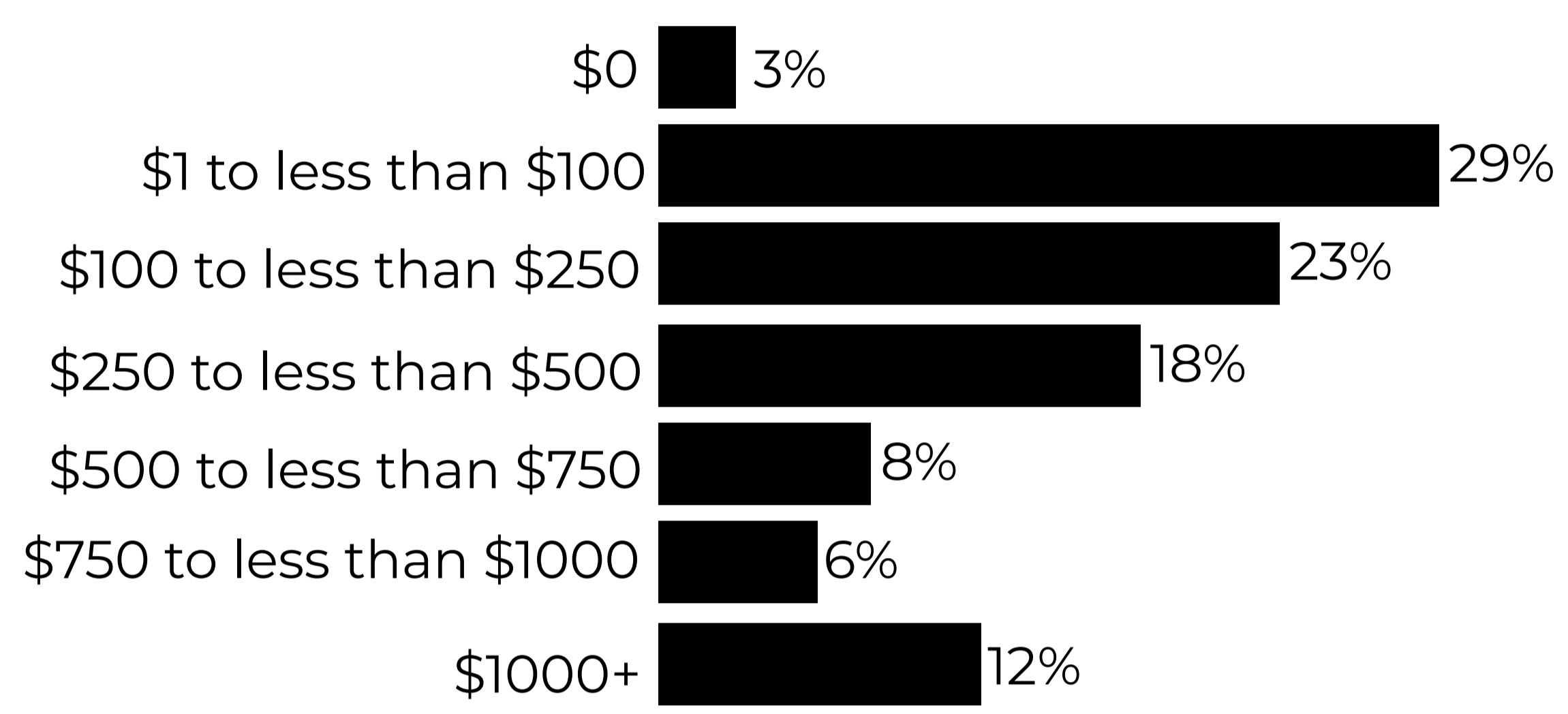
Top Activities

Visiting relatives	31%
Shopping	22%
Visiting friends	13%
Fine Dining	13%
Historic Sites/Churches	11%
Museums	9%
Rural sightseeing	8%
Urban sightseeing	6%
Art galleries	5%
Nightclub/dancing	4%

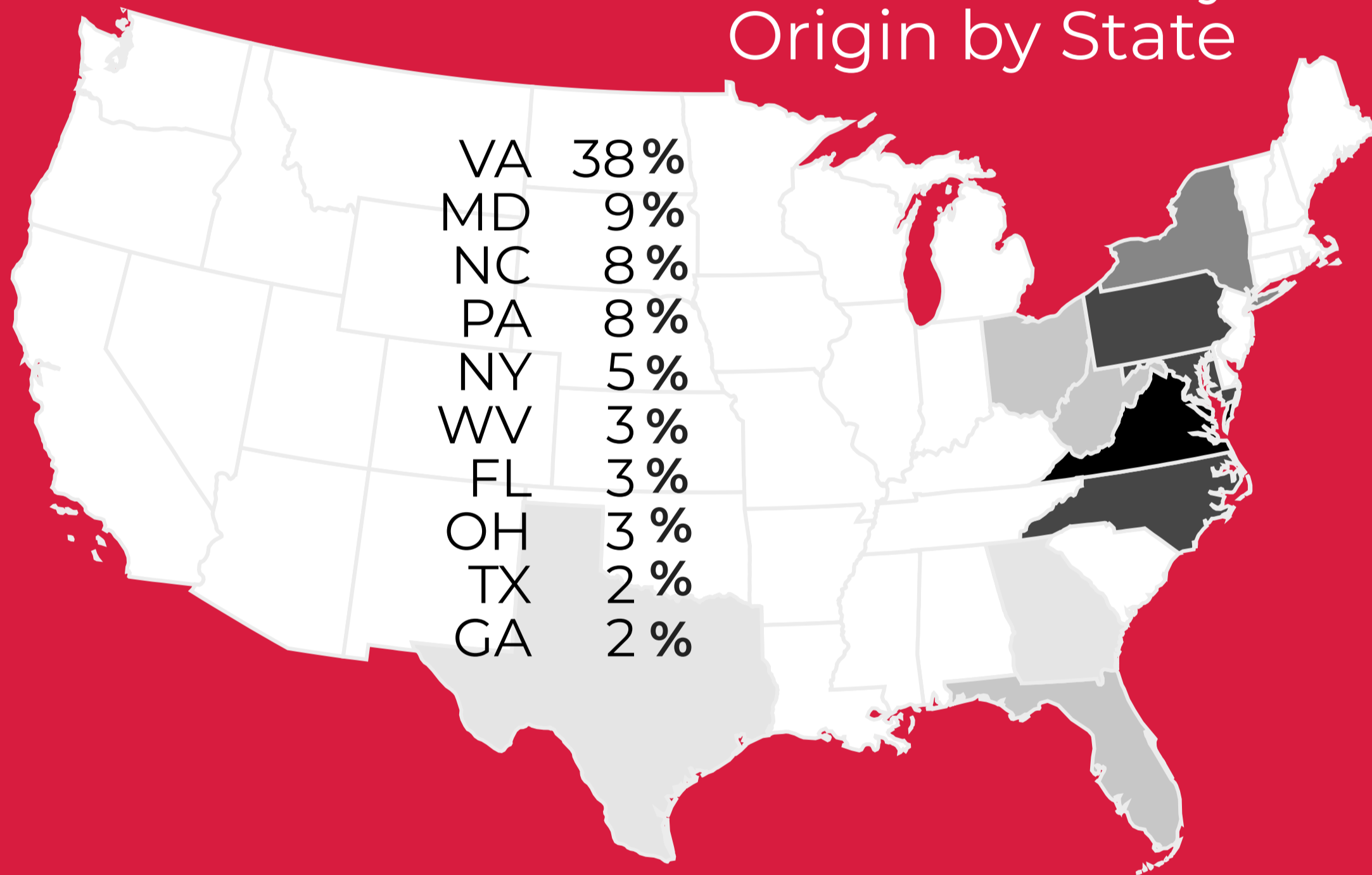
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

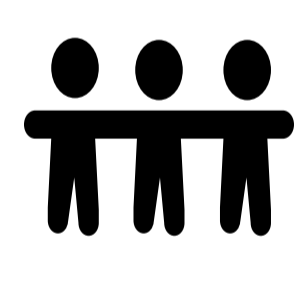


Travel Party Origin by DMA

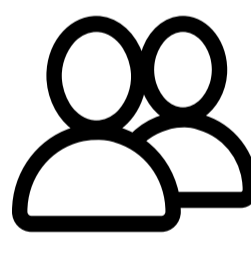
Washington, DC (Hagerstown)	23%
Norfolk-Portsmouth-Newport News	9%
Richmond-Petersburg	7%
Roanoke-Lynchburg	6%
Philadelphia	6%
New York	5%
Raleigh-Durham (Fayetteville)	4%
Baltimore	3%
Greensboro-High Point-Winston Salem	3%
Charlotte	2%



63%
Married



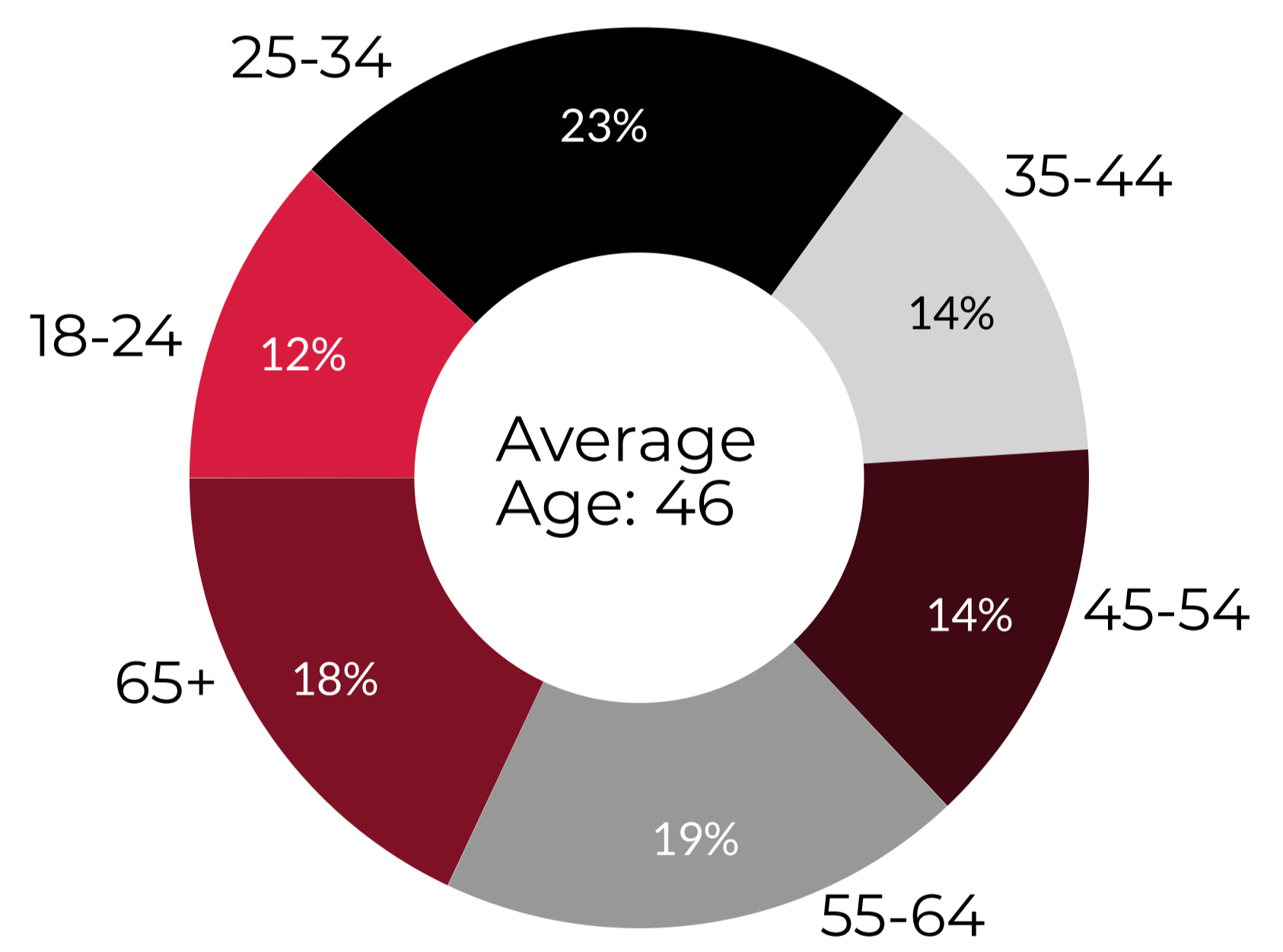
21%
Traveling with Children



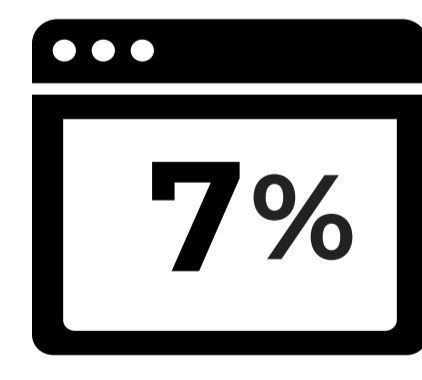
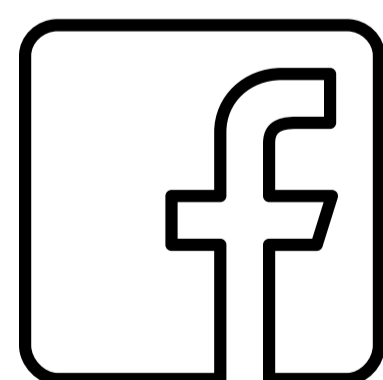
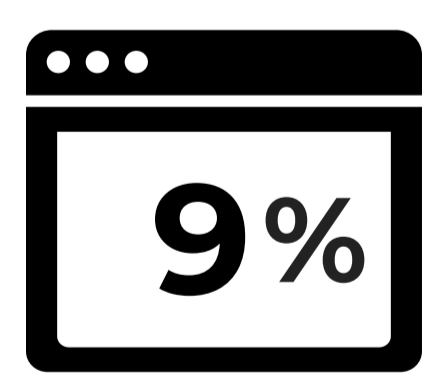
2.4
Average travel party size



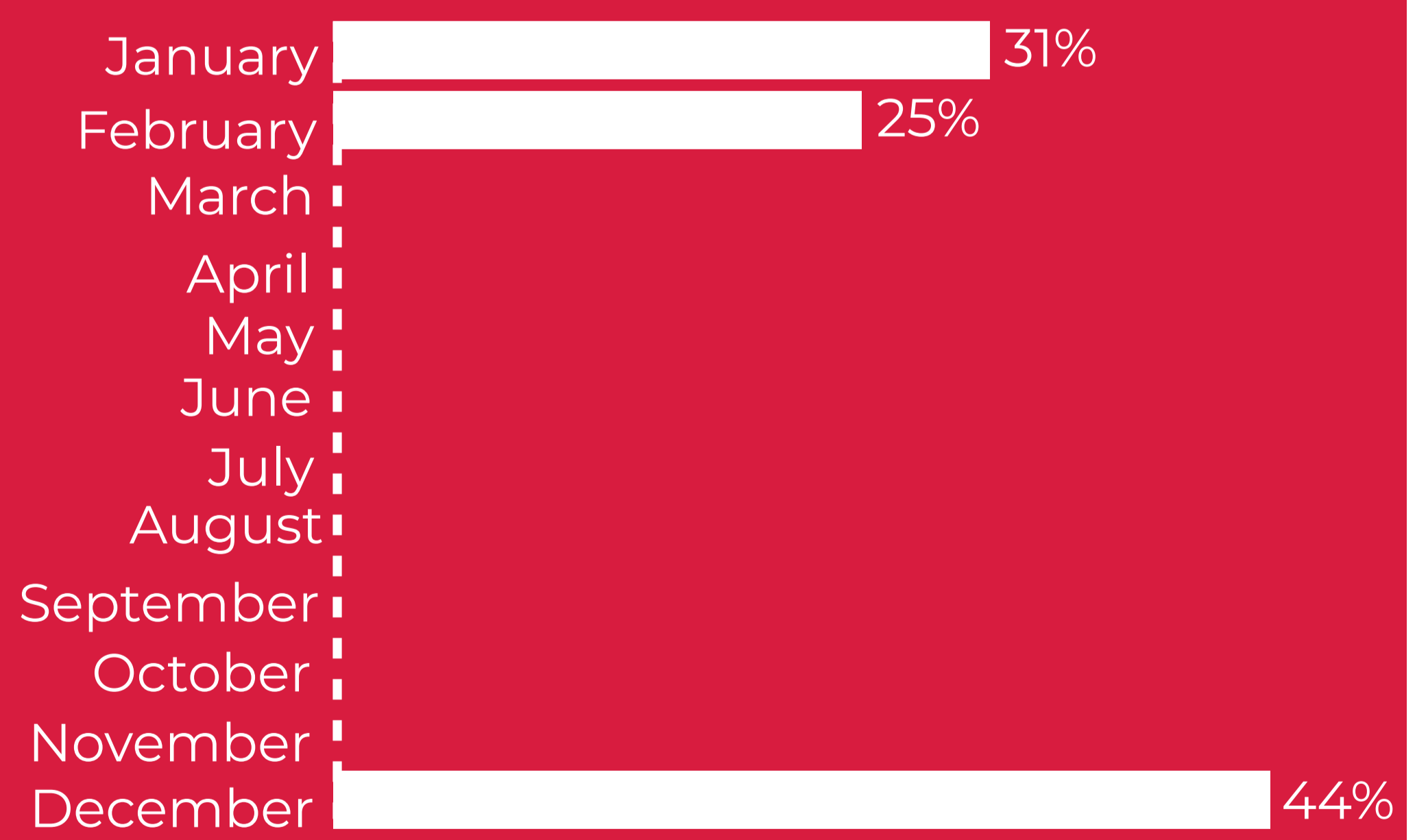
37%
Annual household income of 100K or more



Planning Sources



Month of Travel



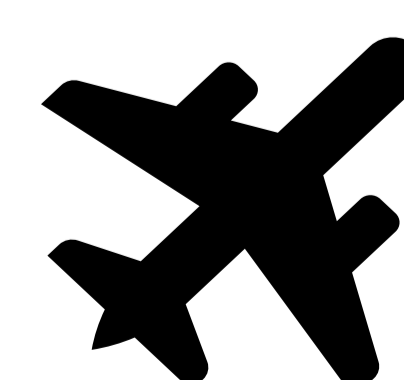
Planning Time



52% consider visiting Virginia less than a month before their visit
62% decide visiting Virginia less than a month before their visit



82%
Travel by owned auto or rental cars



12%
Travel by plane