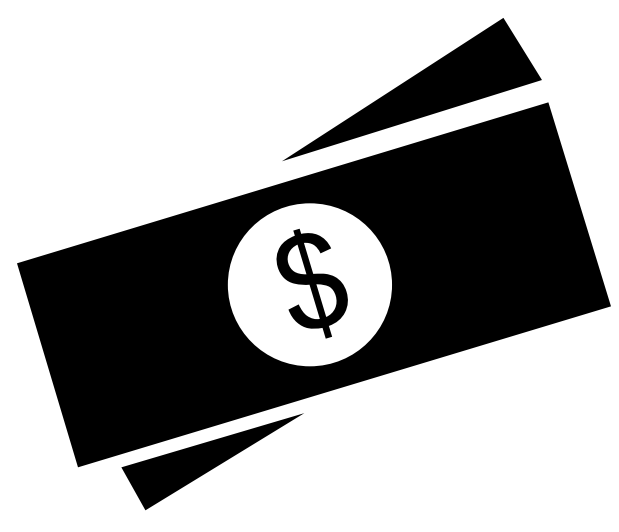




Black Travelers

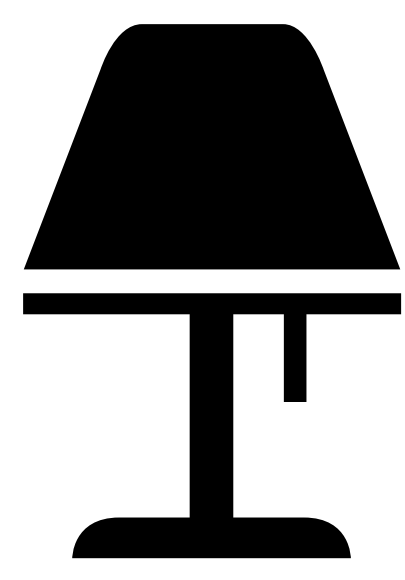


Average travel party spending:



\$516

per trip in Virginia



2.6
Nights

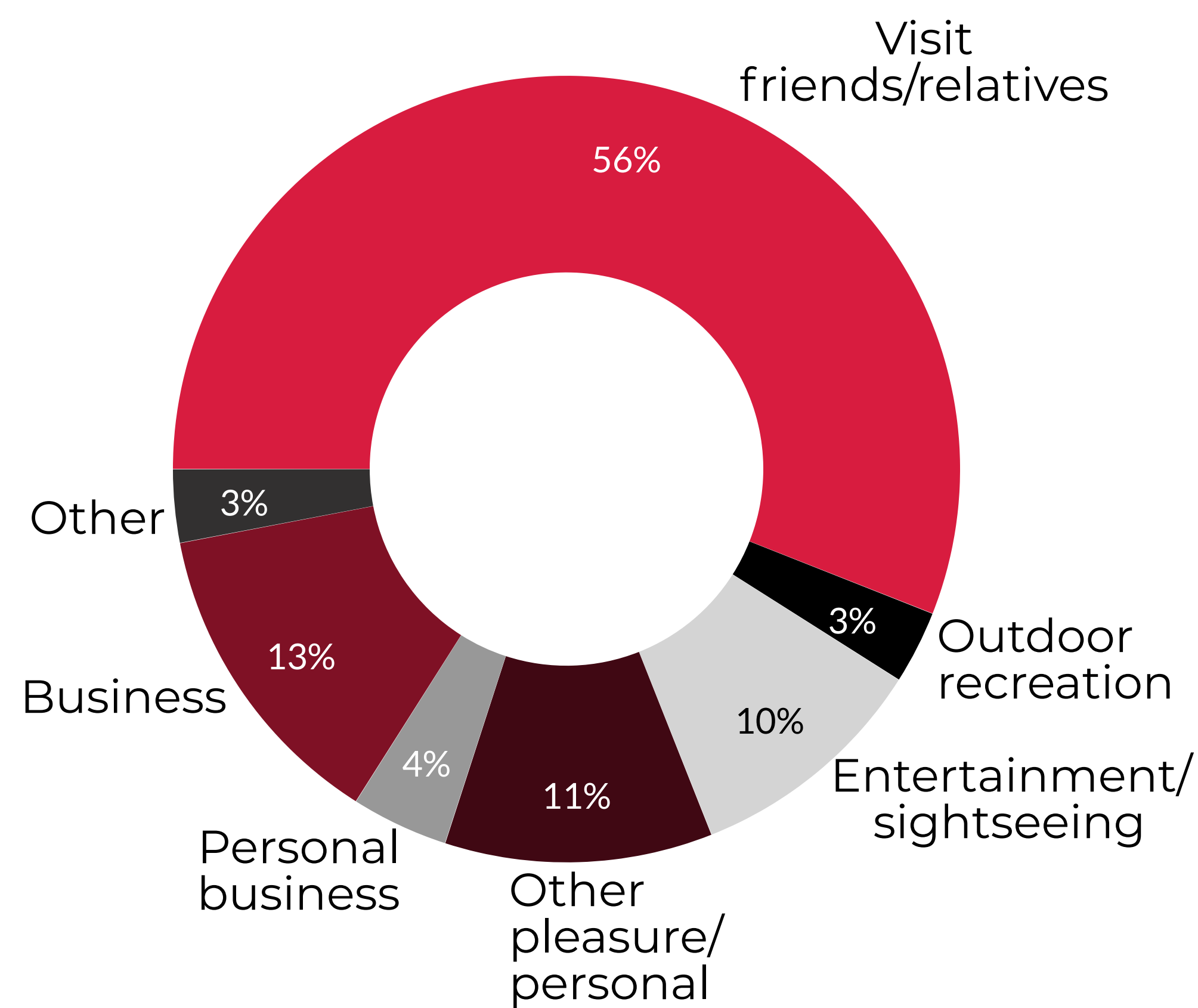
per trip



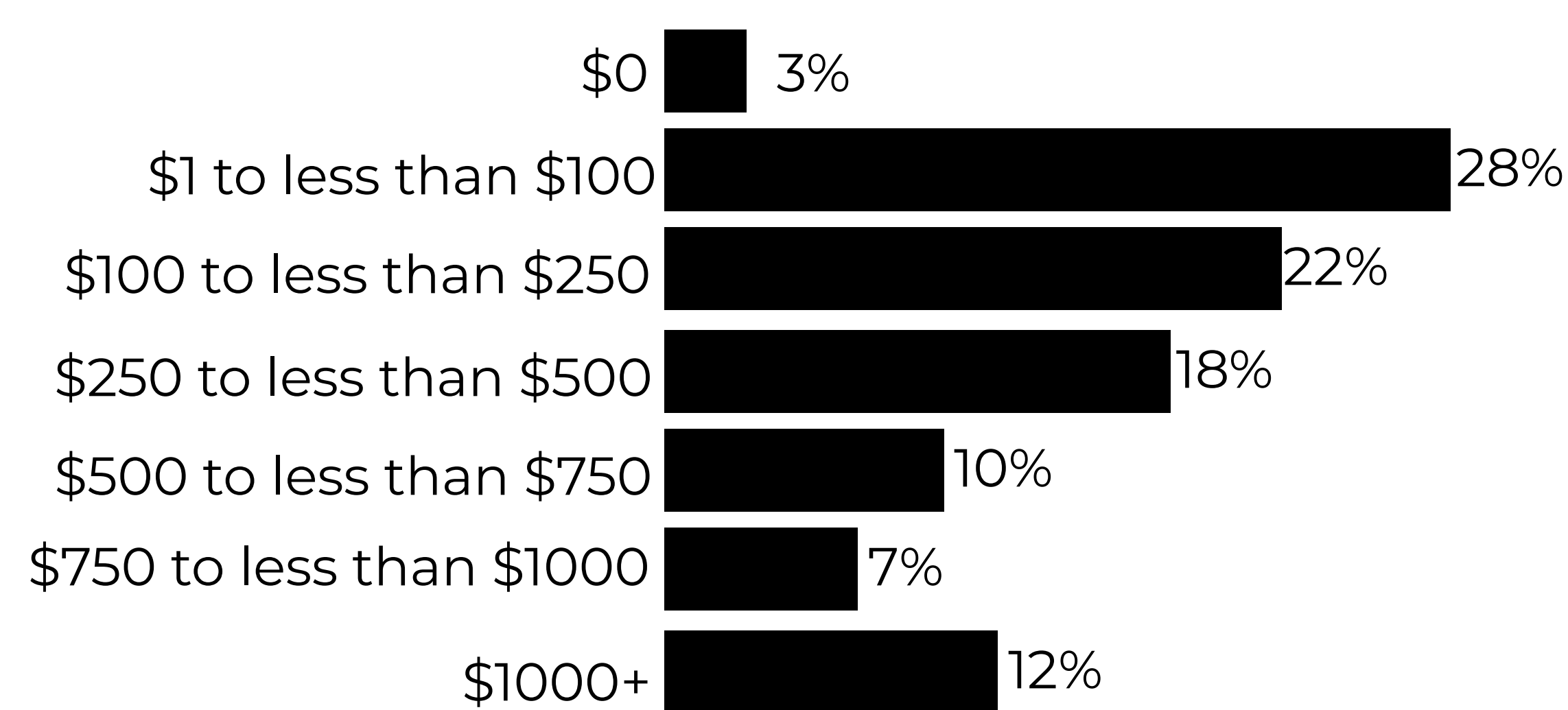
Top Activities:

Visiting relatives	27%
Shopping	19%
Visiting Friends	18%
Museums	14%
Fine Dining	12%
Beach	10%
Historic Sites/Churches	9%
Nightclub/dancing	9%
Urban/rural sightseeing	8%
Theme/Amusement park	5%

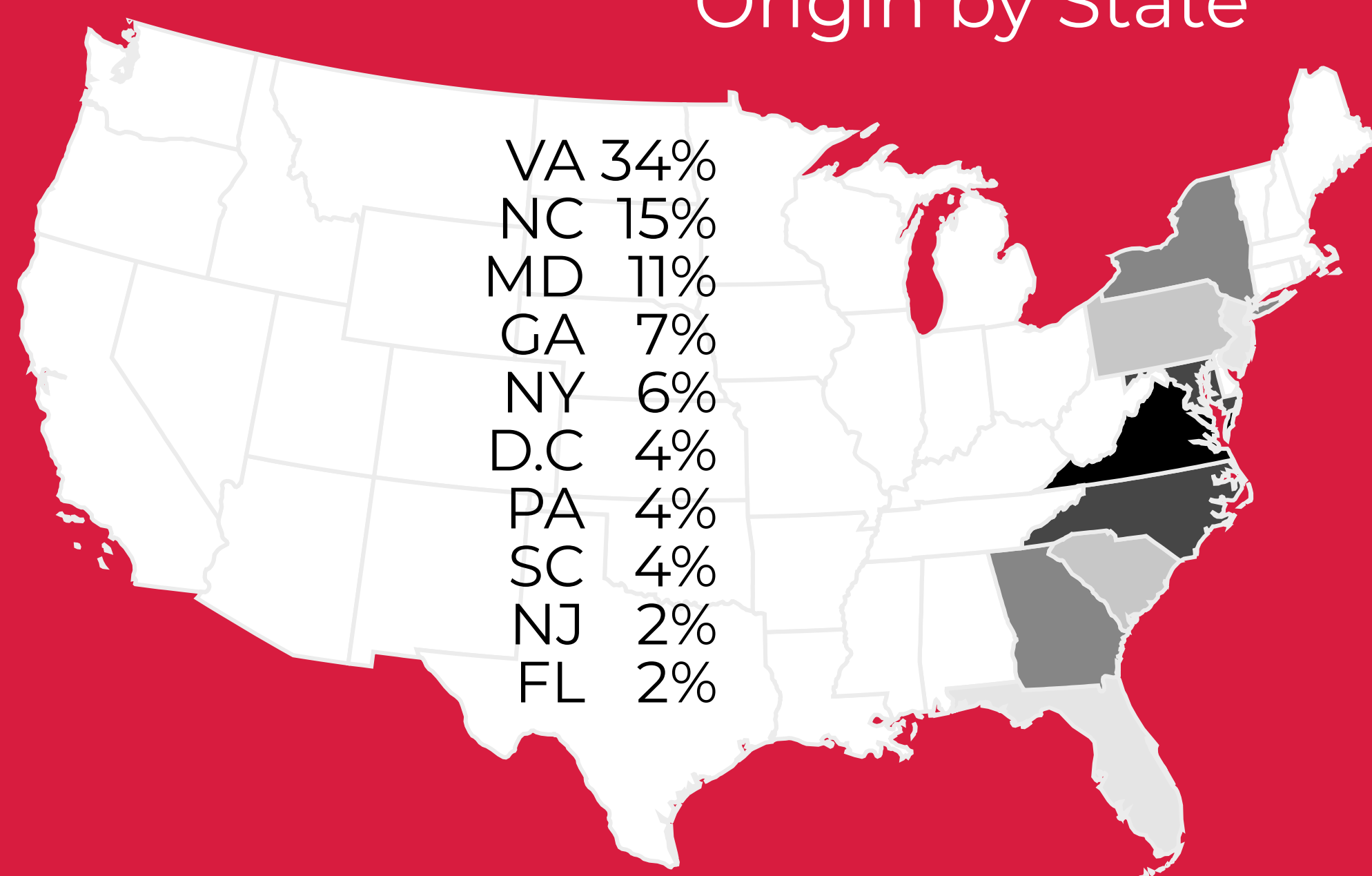
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

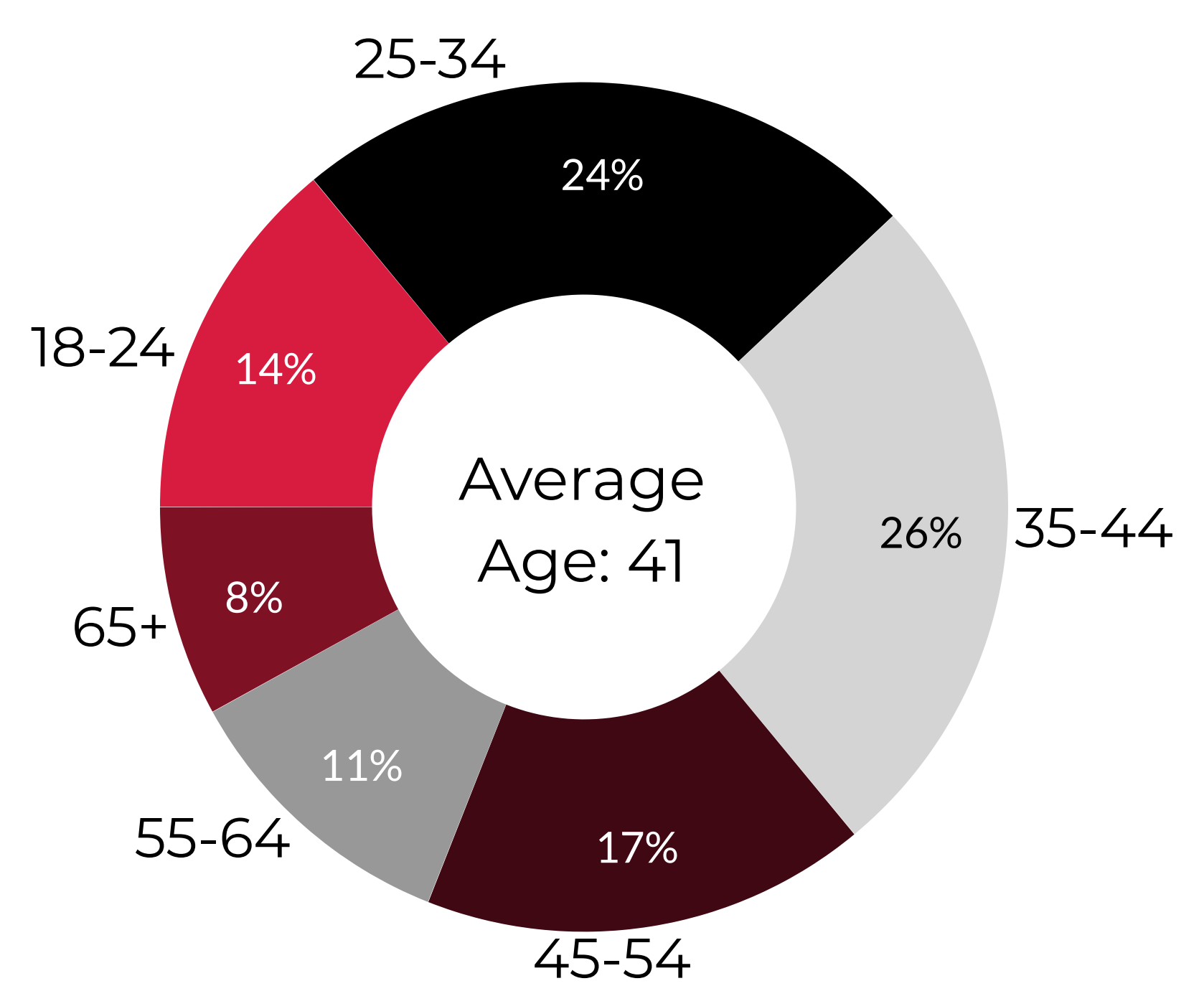
Washington, DC (Hagerstown)	21%
Norfolk-Portsmouth-Newport News	11%
Richmond-Petersburg	11%
New York	7%
Philadelphia	6%
Greenville-New Bern-Washington	6%
Raleigh-Durham (Fayetteville)	5%
Roanoke-Lynchburg	4%
Baltimore	3%
Columbus, GA	3%

39%
Married

27%
Traveling with Children

2.5
Average travel party size

43%
Annual household income of 75K or more



Planning Sources

12%

Travel provider website (airline, hotel etc.)

11%

Search engine

27%

Use information from friends and relatives.

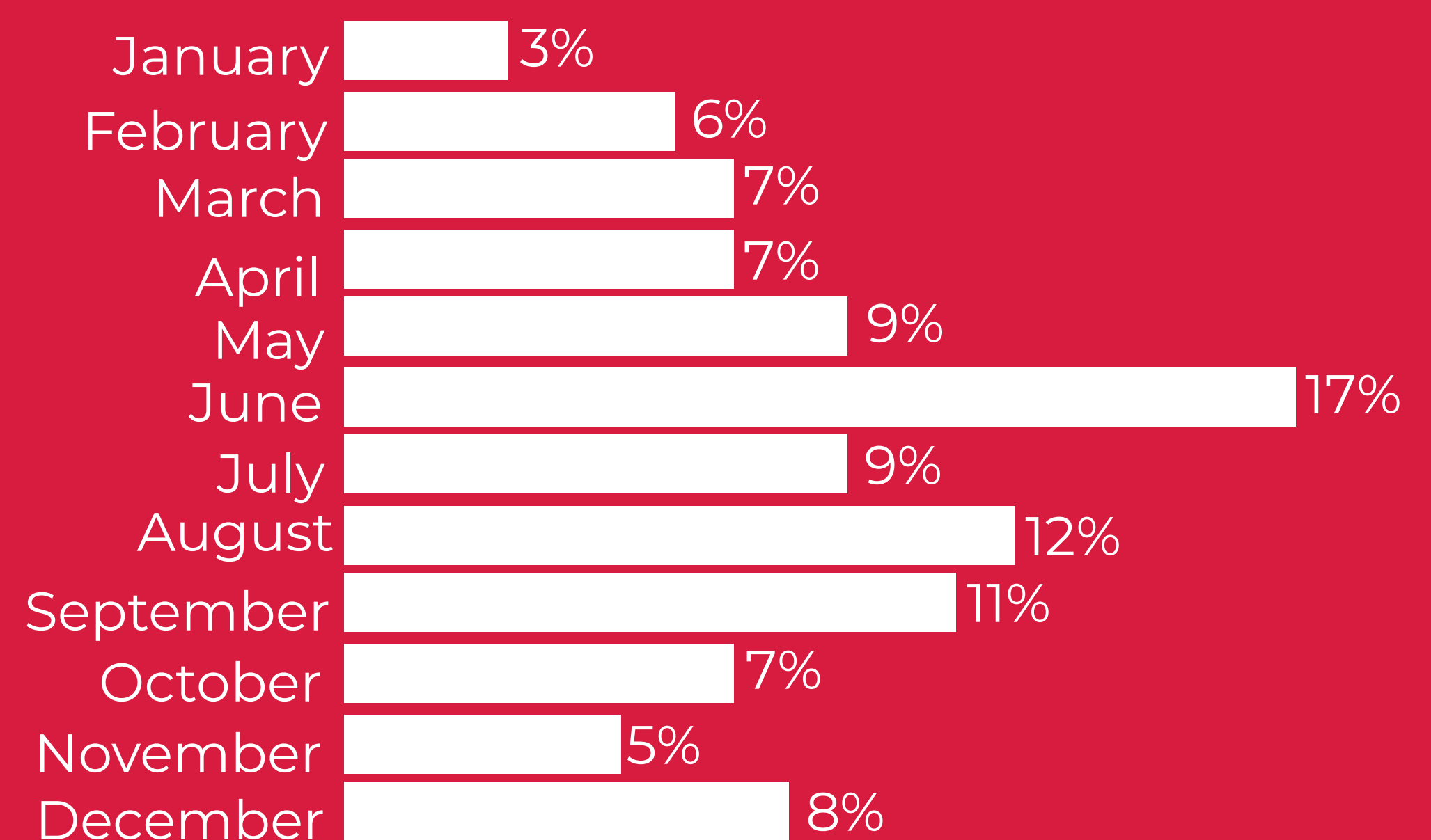
8%

Online full service website (Expedia, Travelocity etc.)

7%

TV

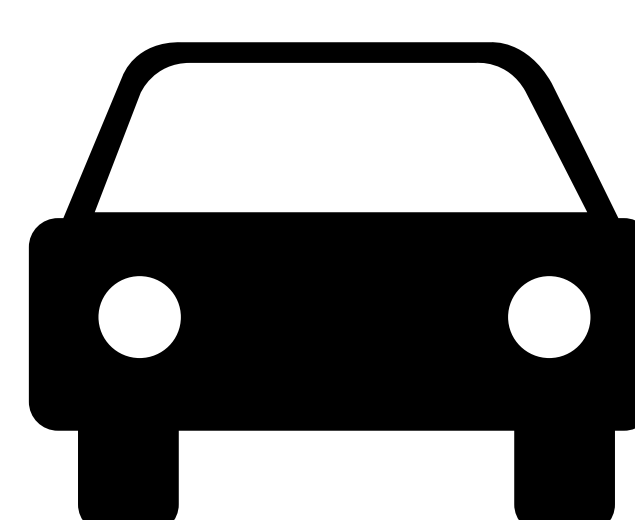
Month of Travel



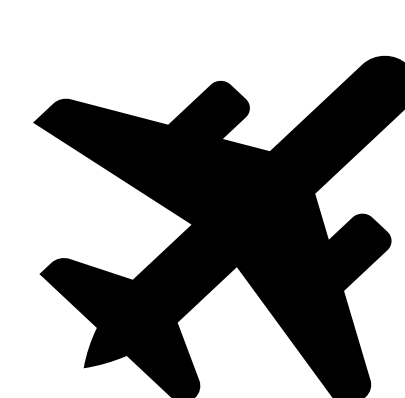
Planning Time



49% consider visiting Virginia less than a month before their visit
59% decide visiting Virginia less than a month before their visit



81%
Travel by owned auto or rental cars



9%
Travel by plane