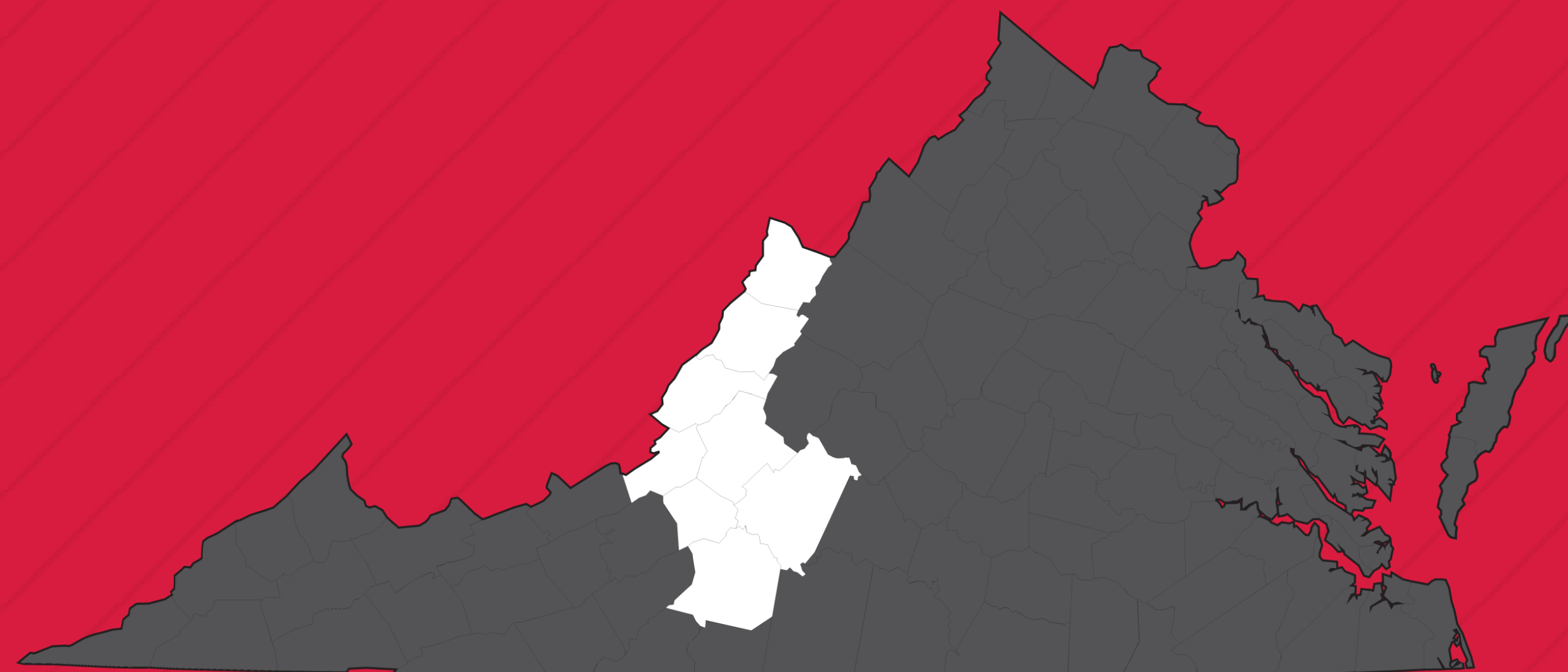
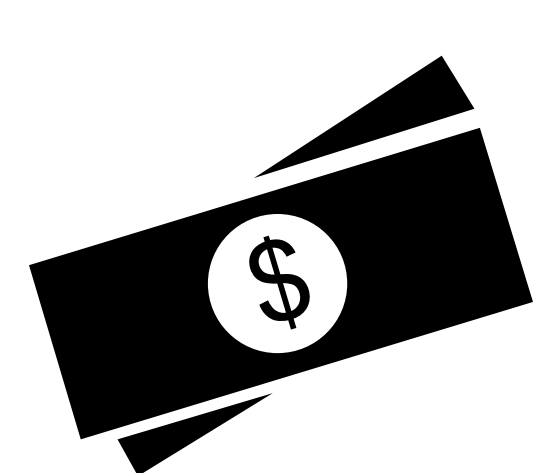


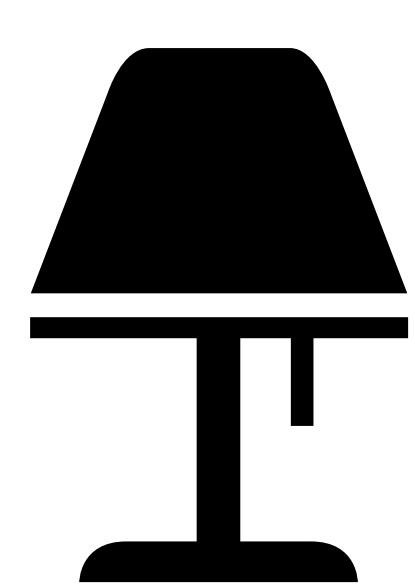
Virginia Mountains Region



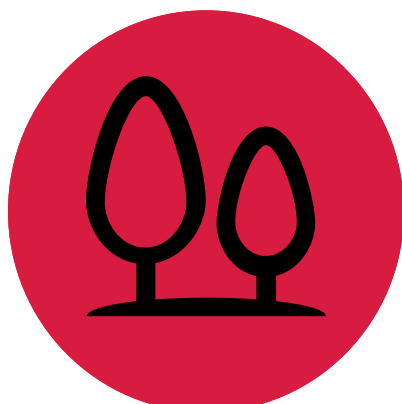
Average travel party spending:



\$641
per trip in Virginia



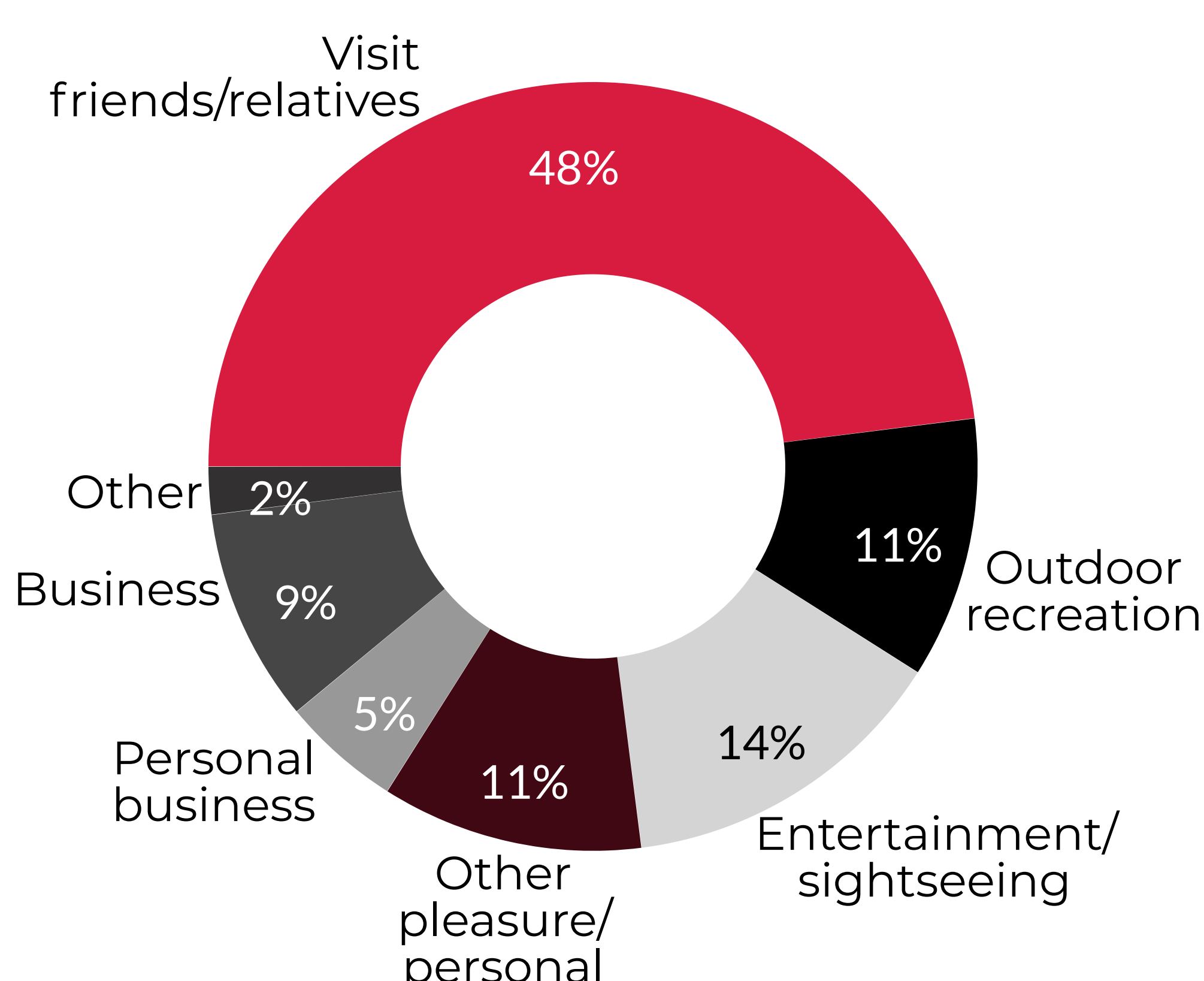
3.6
Nights
per trip



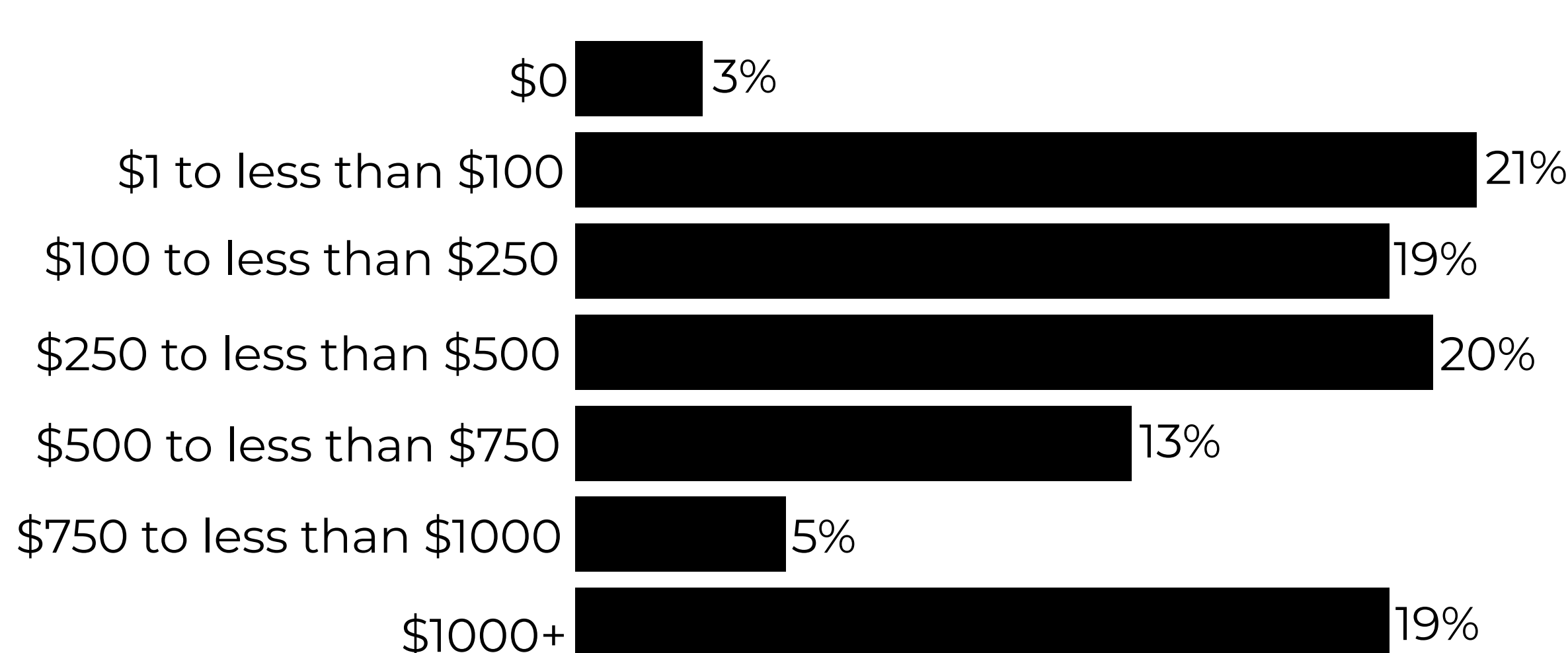
Top Activities:

Visiting relatives	32 %
Shopping	32 %
Historic sites/Churches	24 %
Rural sightseeing	23 %
Museums	19 %
Visiting friends	18 %
Fine dining	16 %
State park/Monuments	14 %
Urban sightseeing	13 %
National park/Monuments	12 %

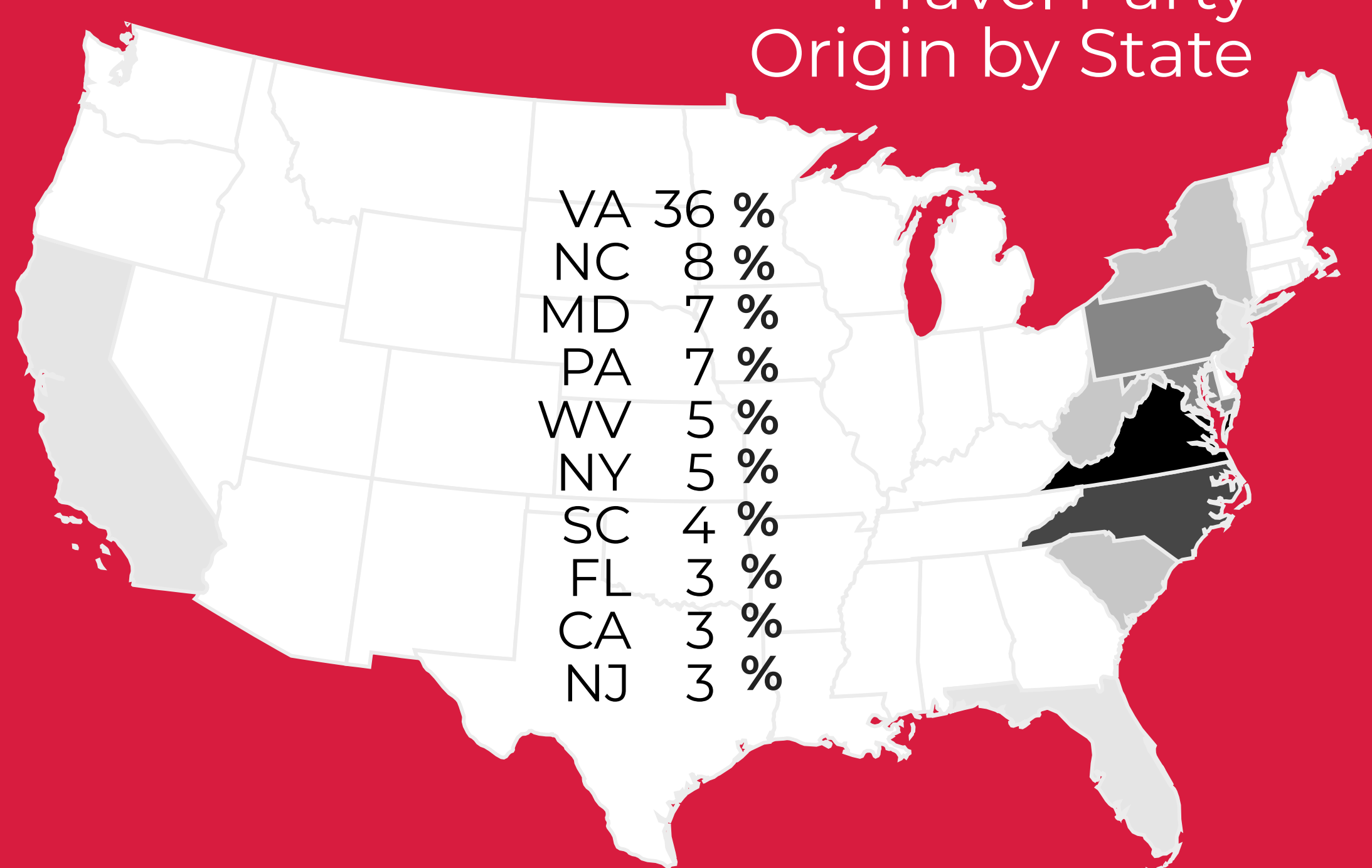
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

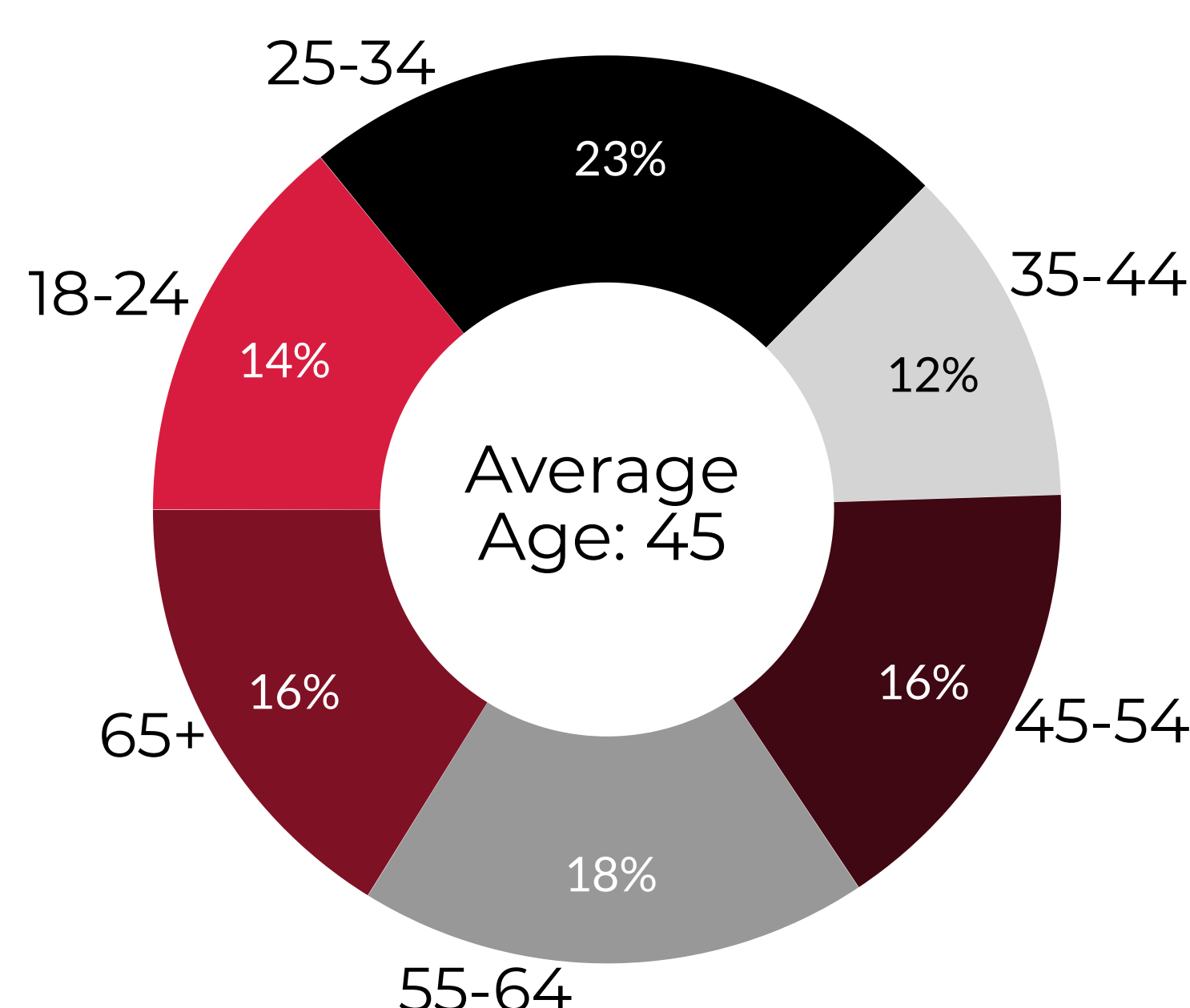
Washington, DC (Hagerstown)	17 %
Roanoke-Lynchburg	10 %
Richmond-Petersburg	6 %
Philadelphia	6 %
Norfolk-Portsmouth-Newport News	5 %
New York	4 %
Greensboro-High Point-Winston Salem	3 %
Charlotte	3 %
Bluefield-Beckley-Oak Hill	3 %
Baltimore	3 %

63%
Married

27%
Traveling with Children

2.7
Average travel party size

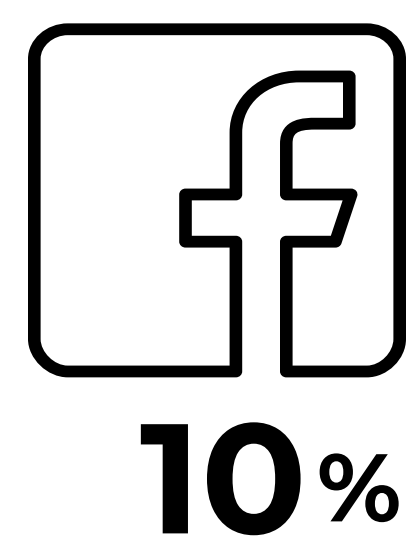
35%
Annual household income of 100K or more



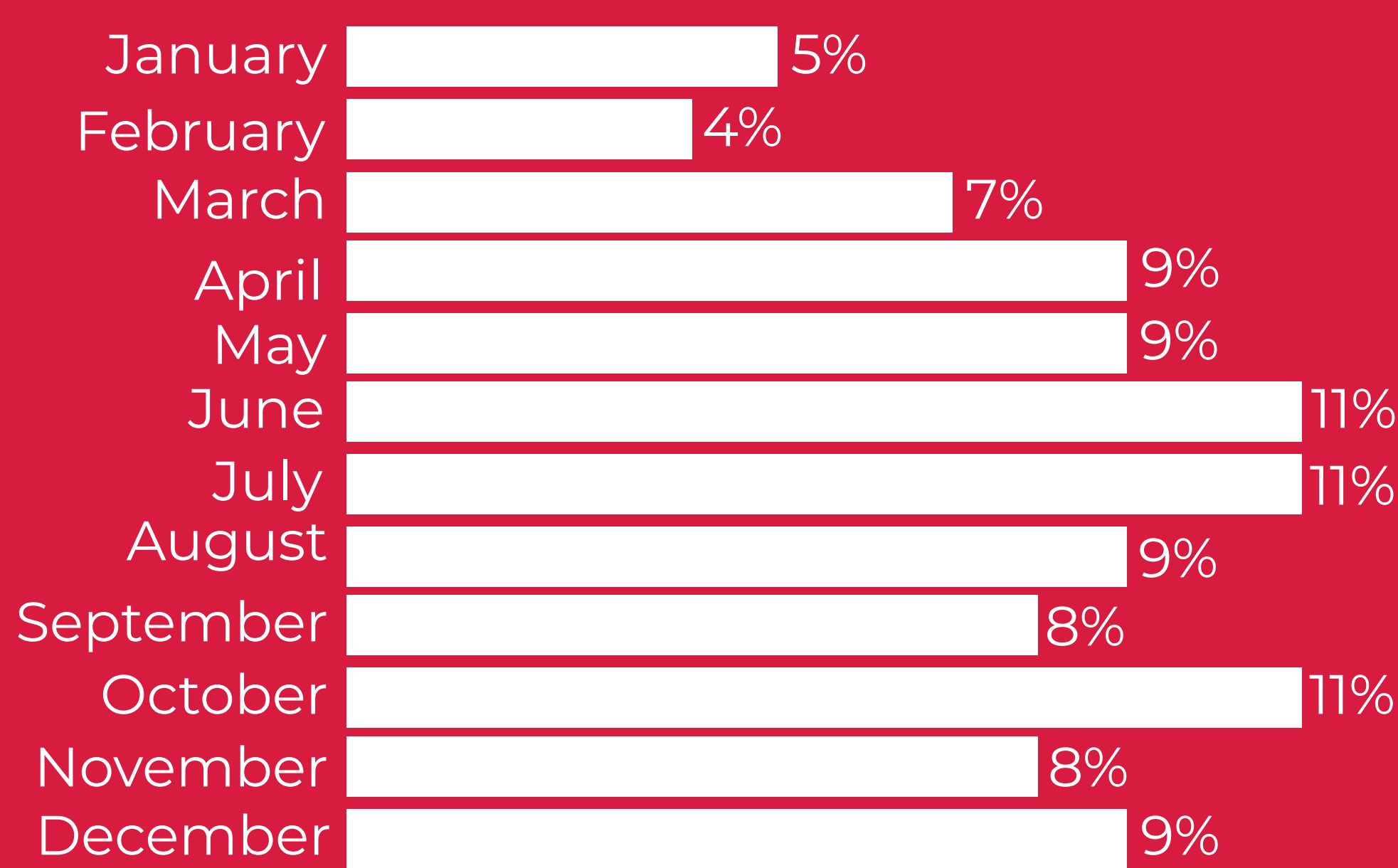
Planning Sources



31%
Use information from friends and relatives.



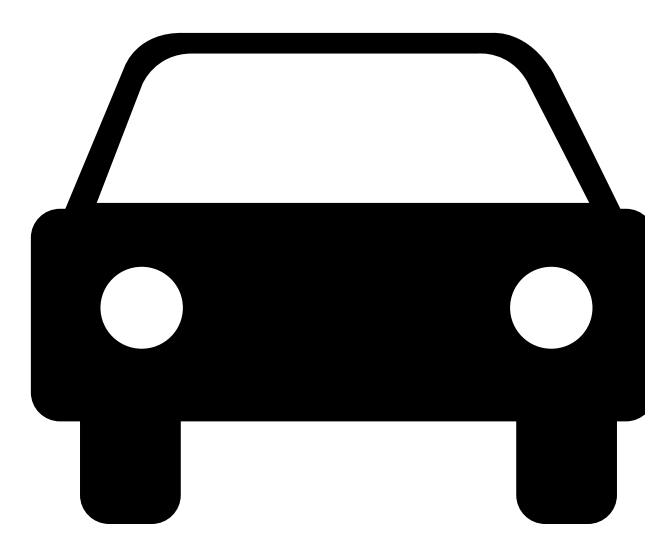
Month of Travel



Planning Time



44% consider visiting Virginia less than a month before their visit
53% decide visiting Virginia less than a month before their visit

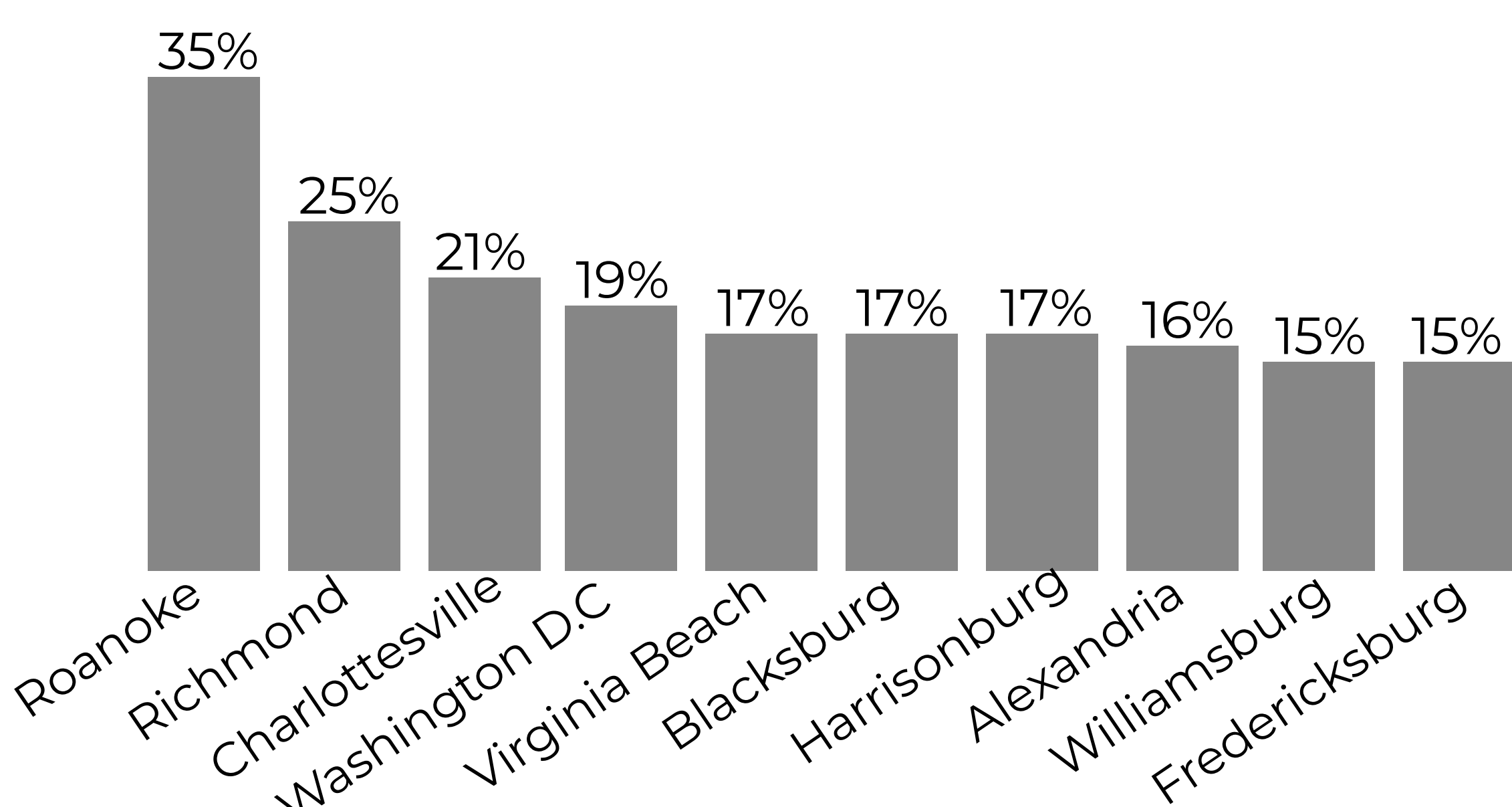


86%
Travel by owned auto or rental cars



6%
Travel by plane

Top 10 Most Visited Cities



Top 10 States Plan to Visit for Leisure in Next 2 Years

