

Table B-5 breaks down tourist days and spending by type of accommodation. Of the total visitors to Roanoke, one-quarter are day-trippers, with the balance spending an average of 4.4 days. Thirty-seven percent of visitors to Roanoke stay with friends and relatives. Almost 30% stay in hotels, with the balance staying at campgrounds and other accommodations. The average spending per day for both day-trippers and overnight visitors is \$52.00.

		<u>No. of Days</u>	<u>Est. Spending</u>
Day Trip	25%	941,298	\$ 48,947,500
Hotel/Motel	29%	1,091,906	\$ 56,779,100
Family/Friends	37%	1,393,121	\$ 72,442,300
Campground	3%	112,956	\$ 5,873,700
<u>Other</u>	<u>6%</u>	<u>225,912</u>	<u>\$ 11,747,400</u>
Total	100%	3,765,193	\$195,790,000

Source: Virginia Tourism Corporation

❖ B.4 Tourism Markets

Destinations of Visitors to Roanoke. The major visitor attractions in downtown Roanoke include the Historic Farmers Market and Center in the Square (museums). Other visitor attractions in the surrounding area include the Blue Ridge Parkway, Booker T. Washington Monument, the Roanoke Star, and Washington & Jefferson National Forests. Further south is the recreation area of Smith Mountain Lake. The Explore Park, near the Roanoke River, is also an attraction.

For 70% of visitors, the primary destination is Roanoke Valley, 2% are going to Smith Mountain Lake, and 28% are passing through on their way to destinations outside of the region. About 10% of those visiting Roanoke also visit Smith Mountain Lake. Over half of the visitors are on vacation or visiting family and friends, while 1/4 are on business or are attending conventions in Roanoke.

Roanoke Valley	70%
Smith Mountain Lake	2%
<u>Elsewhere</u>	<u>28%</u>
Total	100%

Source: 1998 Roanoke Visitor Center Survey

Vacation	36%
Family & Friends	18%
Sporting/Special Event	4%
Business/Convention	25%
<u>Other</u>	<u>18%</u>
Total	100%*

* sums to over 100% due to rounding

Source: 1998 Roanoke Visitor Center Survey