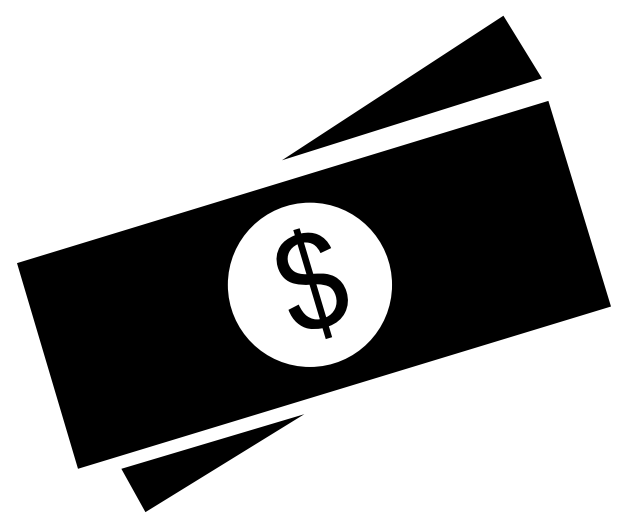




# Beach

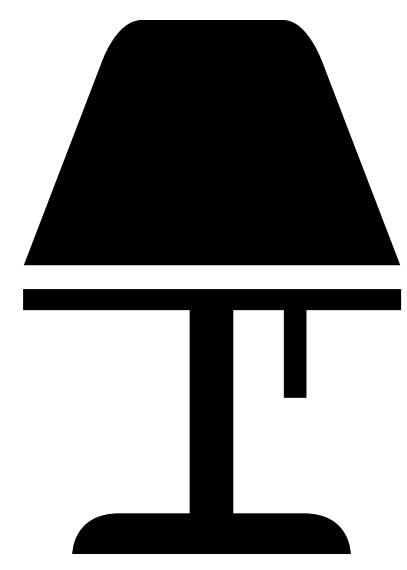


Average travel party spending:



**\$1,341**

per trip



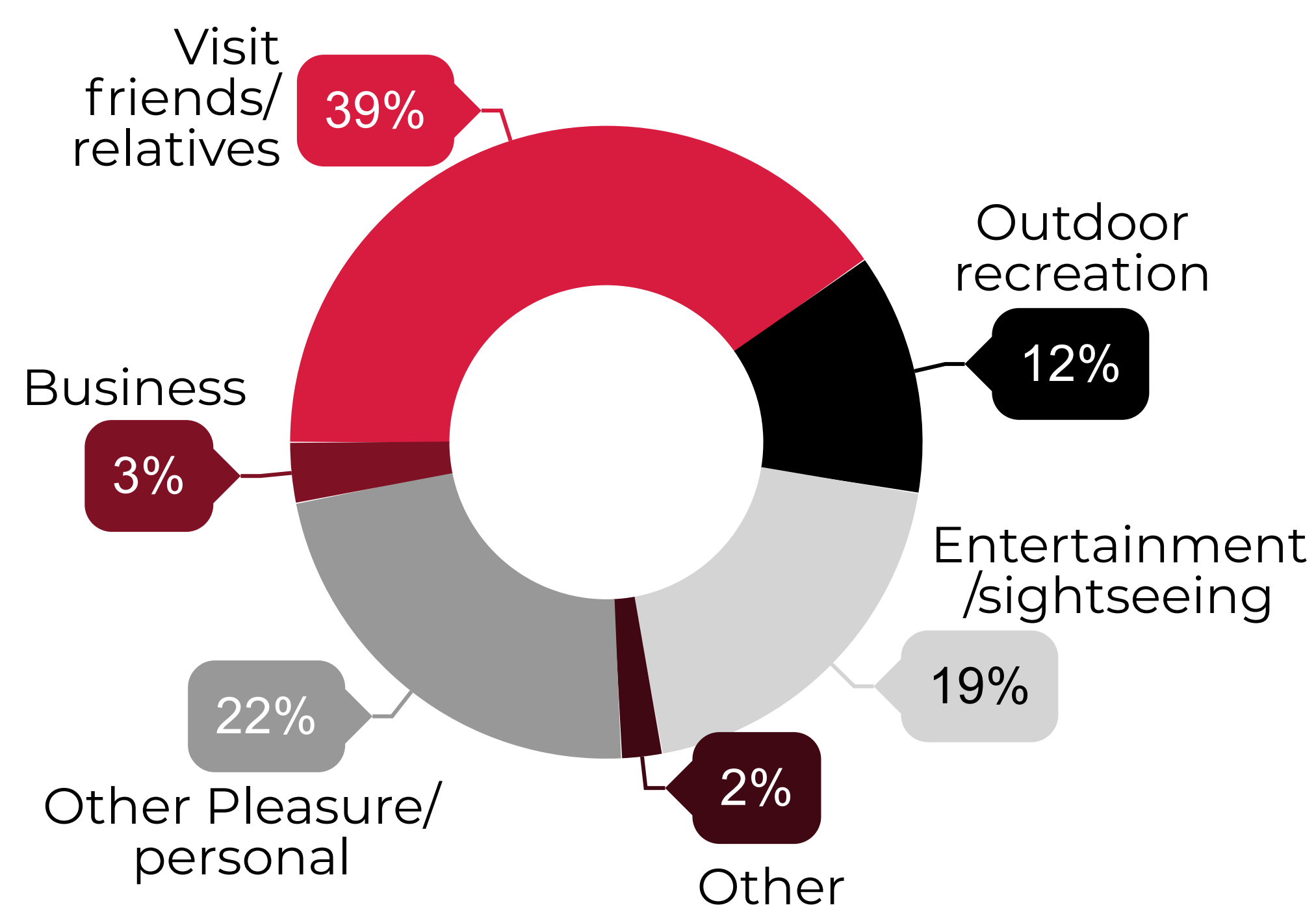
**4.2**  
Nights



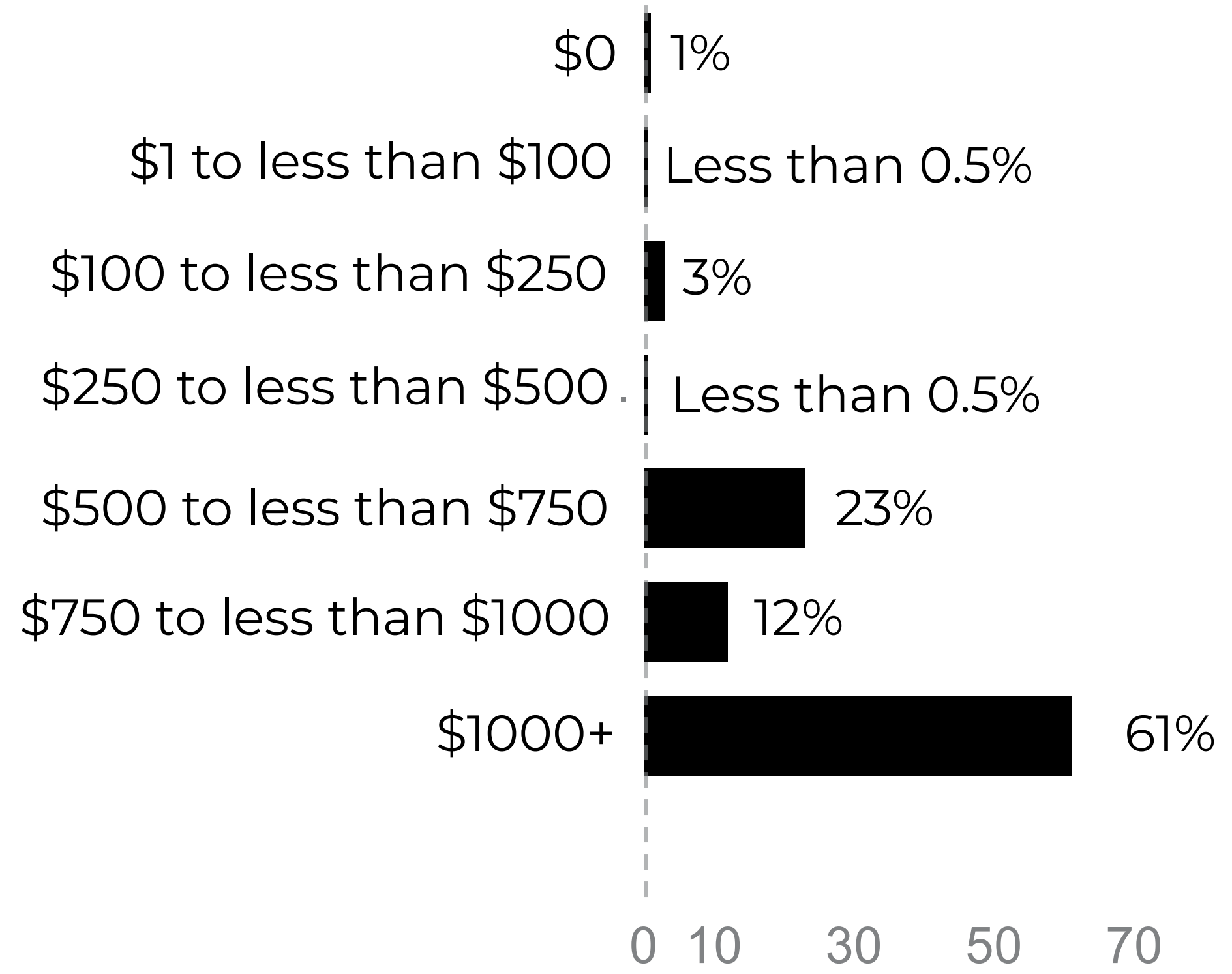
Top Activities:

Beach	100%
Shopping	41%
Fine dining	25%
Rural sightseeing	24%
Visiting relatives	24%
Visiting friends	23%
Historic sites/churches	23%
Museums	21%
Wildlife viewing	20%
Urban sightseeing	17%

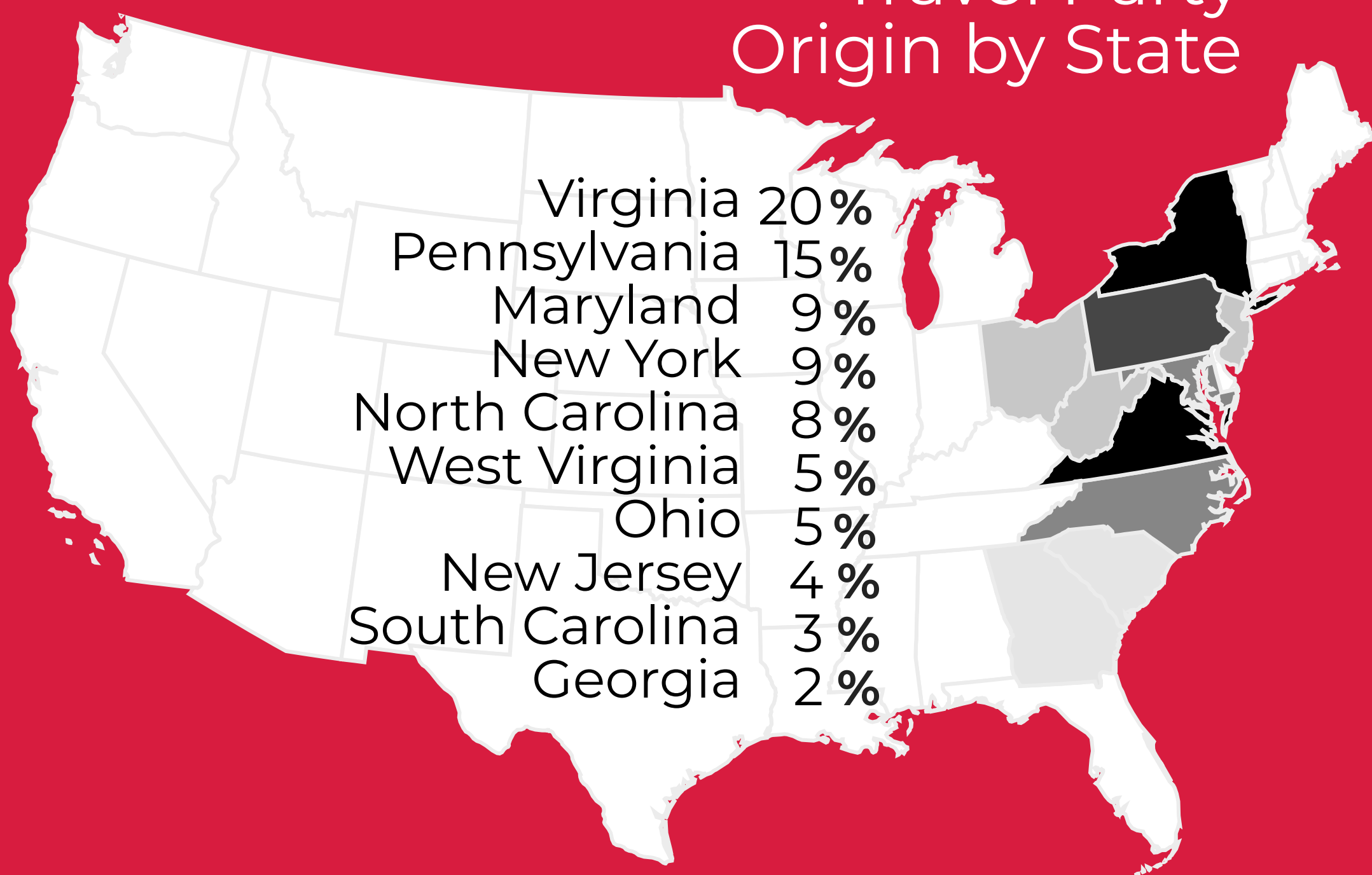
## Primary Purpose of Trip



## Travel Party Spending

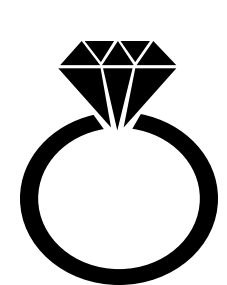


## Travel Party Origin by State

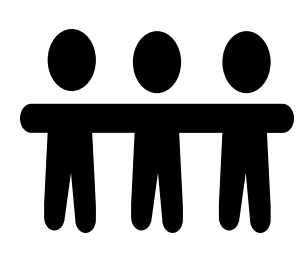


## Travel Party Origin by DMA

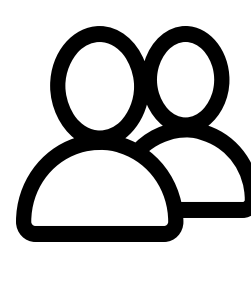
Washington, DC (Hagerstown)	14%
Philadelphia	7%
Baltimore	6%
New York	5%
Roanoke-Lynchburg	5%
Charlotte	4%
Richmond-Petersburg	4%
Pittsburg	3%
Wilkes Barre-Scranton	3%
Johnstown-Altoona	3%



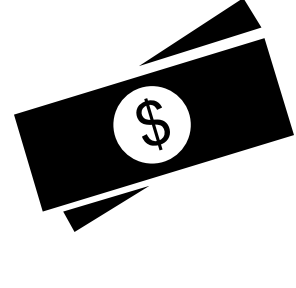
**68%**  
Married



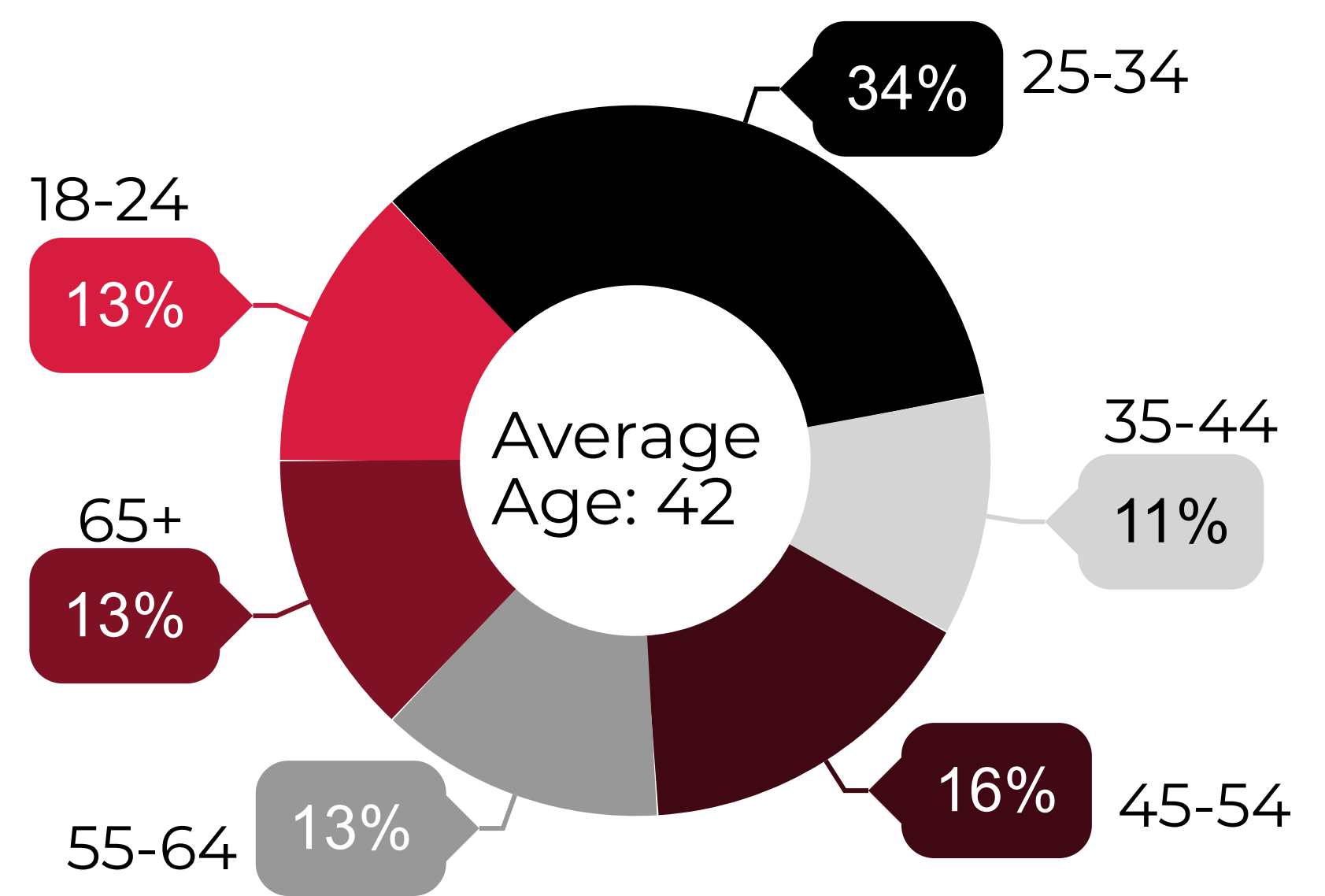
**45%**  
Traveling with Children



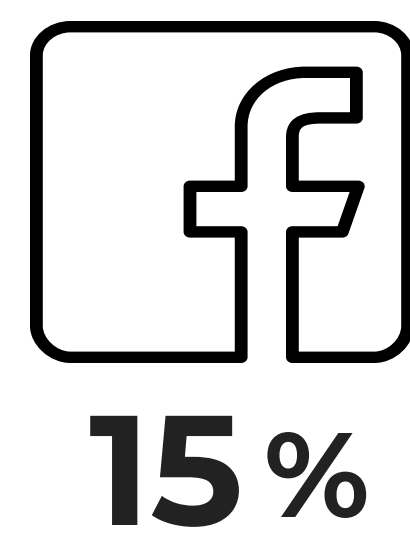
**3.3**  
Average travel party size



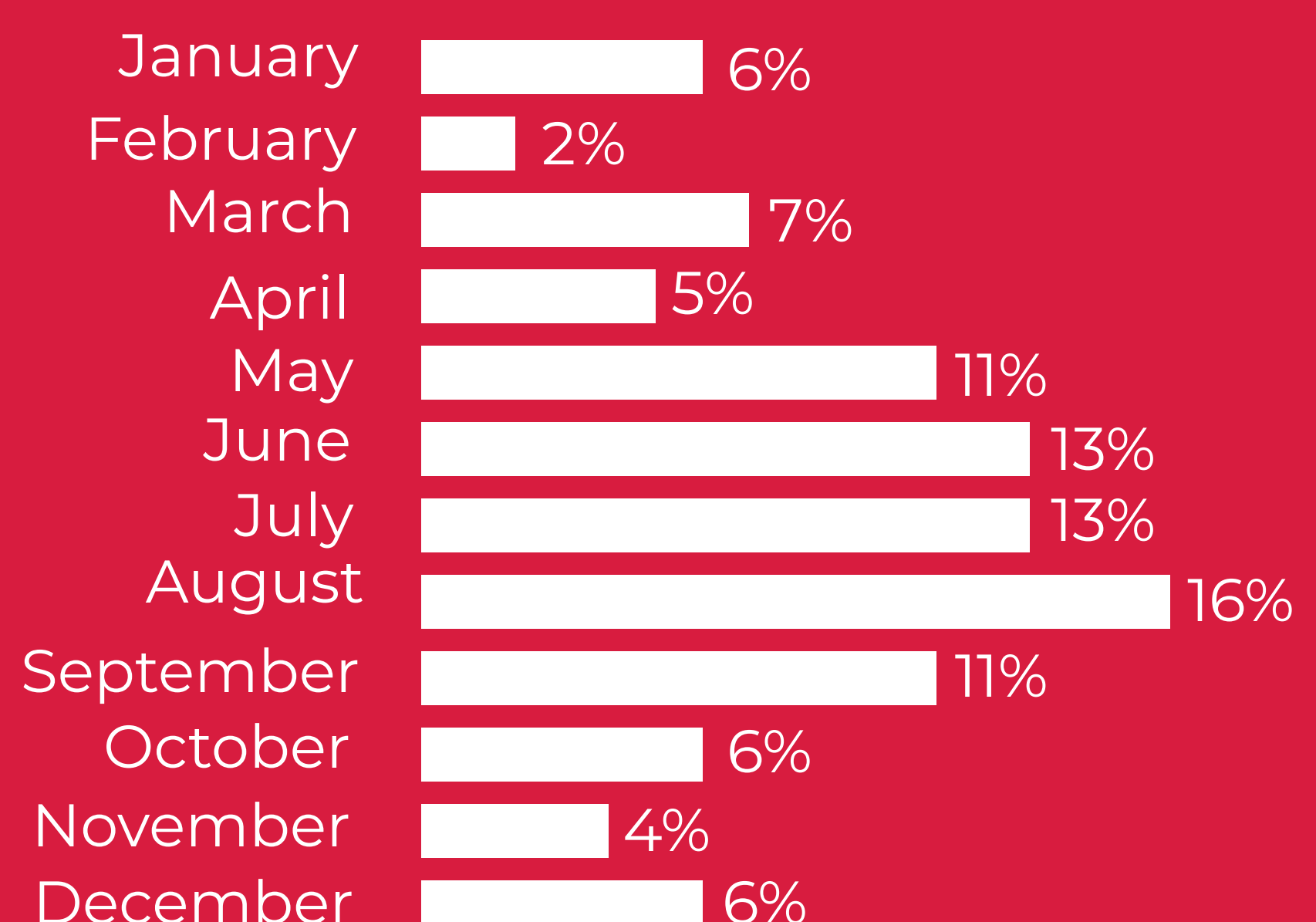
**35%**  
Annual household income of 100K or more



## Planning Sources



## Month of Travel

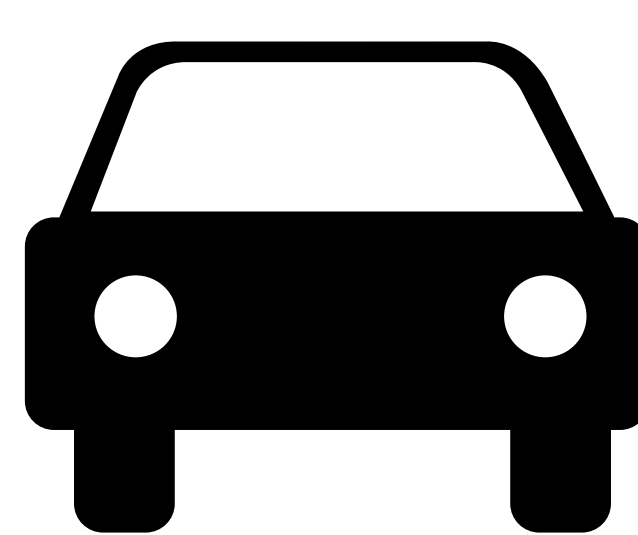


## Planning Time



21% consider visiting Virginia less than a month before their visit

33% decide visiting Virginia less than a month before their visit



**85%**  
Travel by owned auto or rental cars



**8%**  
Travel by plane