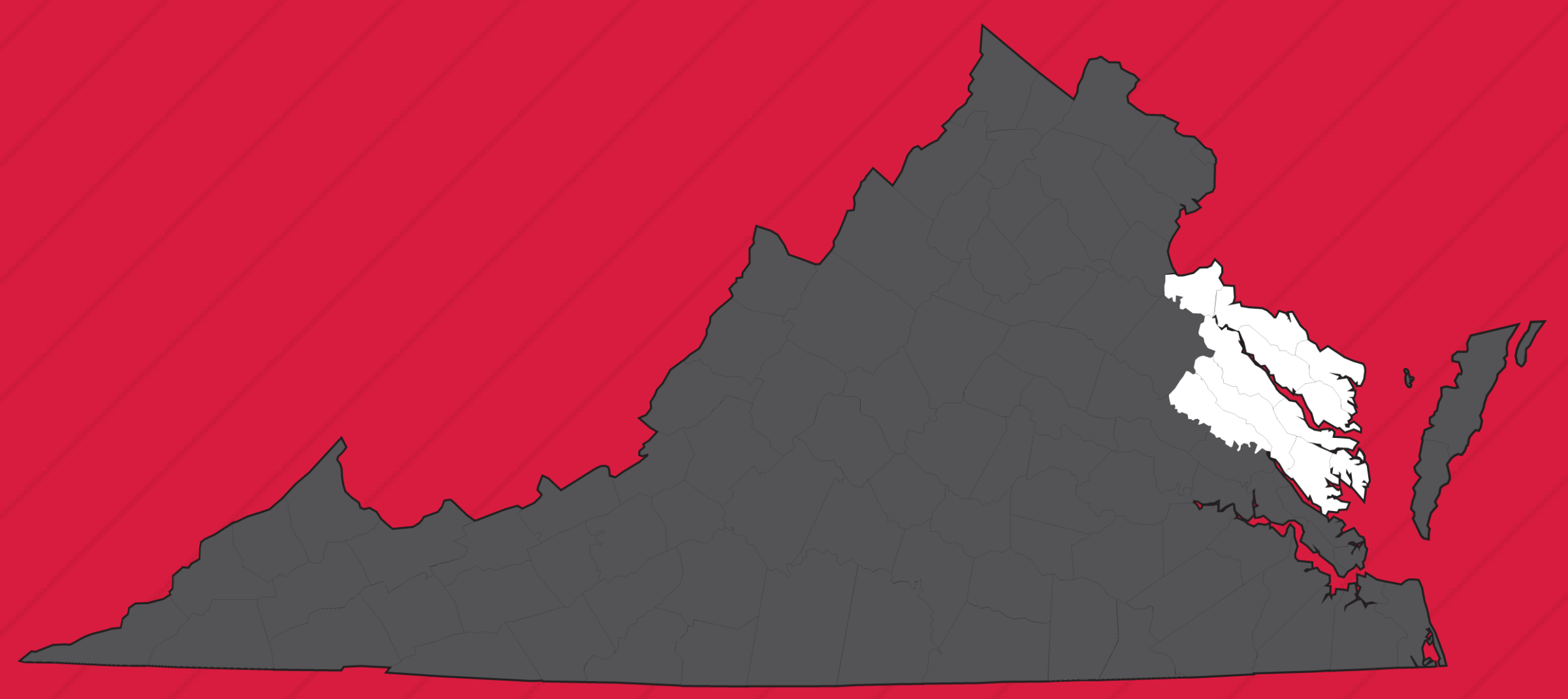
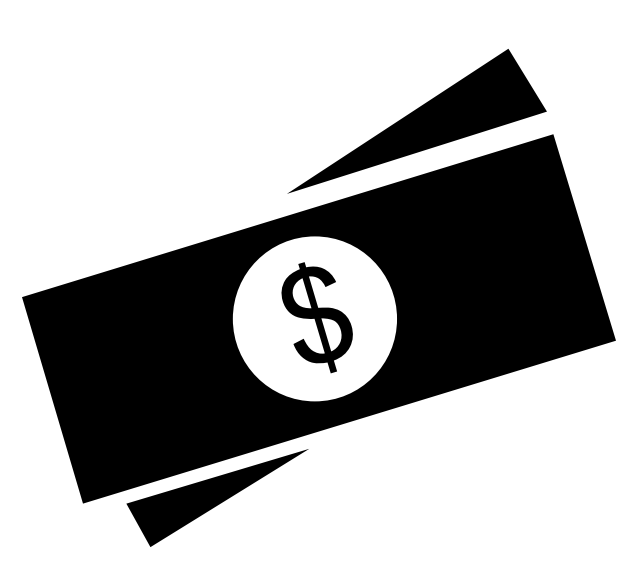


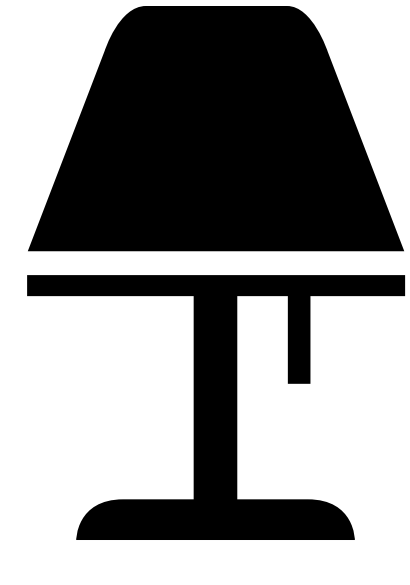
Chesapeake Bay Region



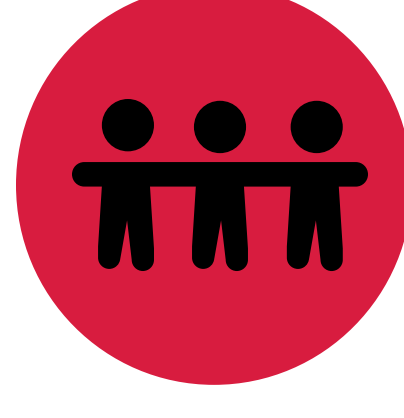
Average travel party spending:



\$588
per trip in Virginia



3.6
Nights
per trip

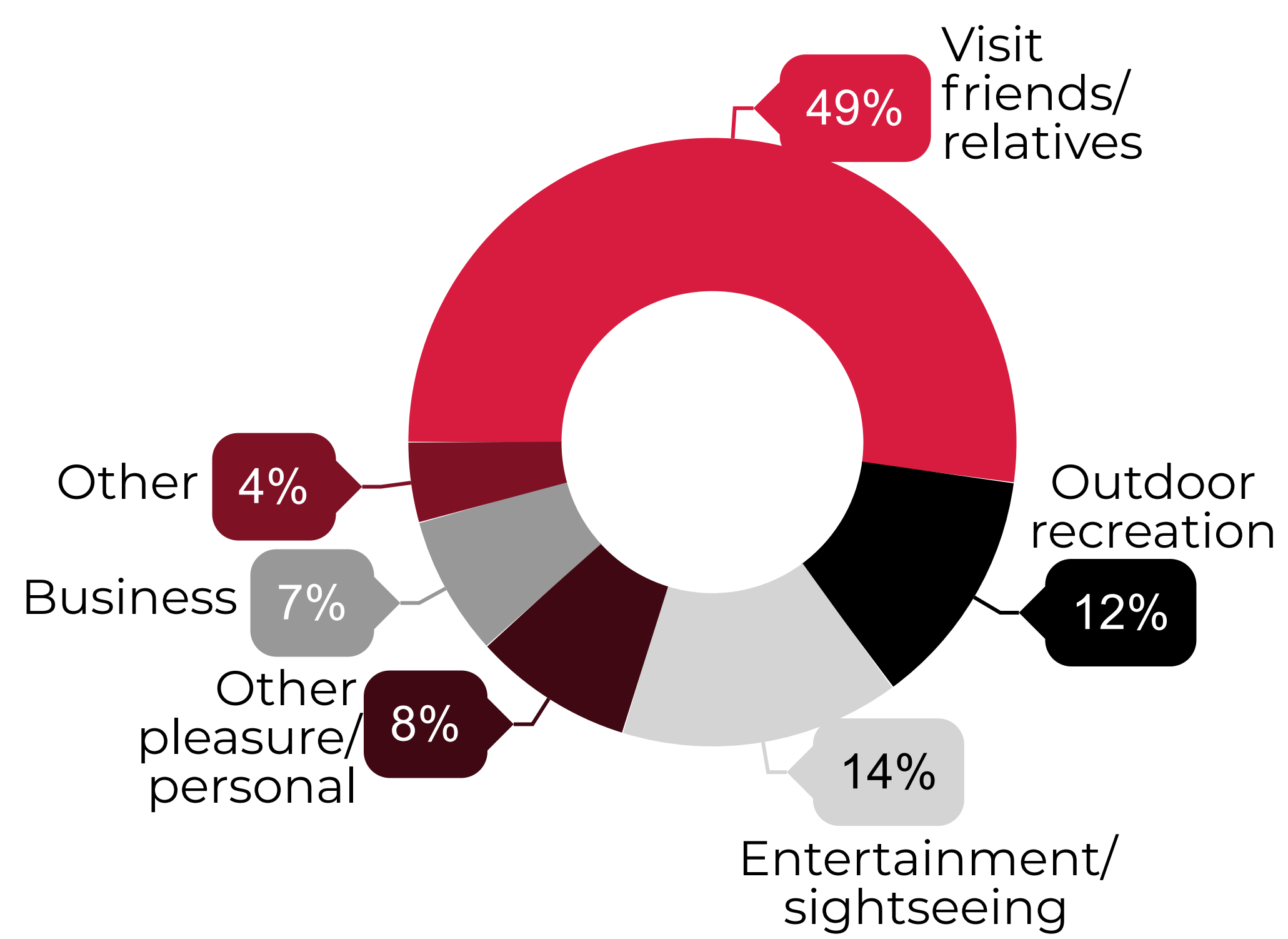


Top Activities:

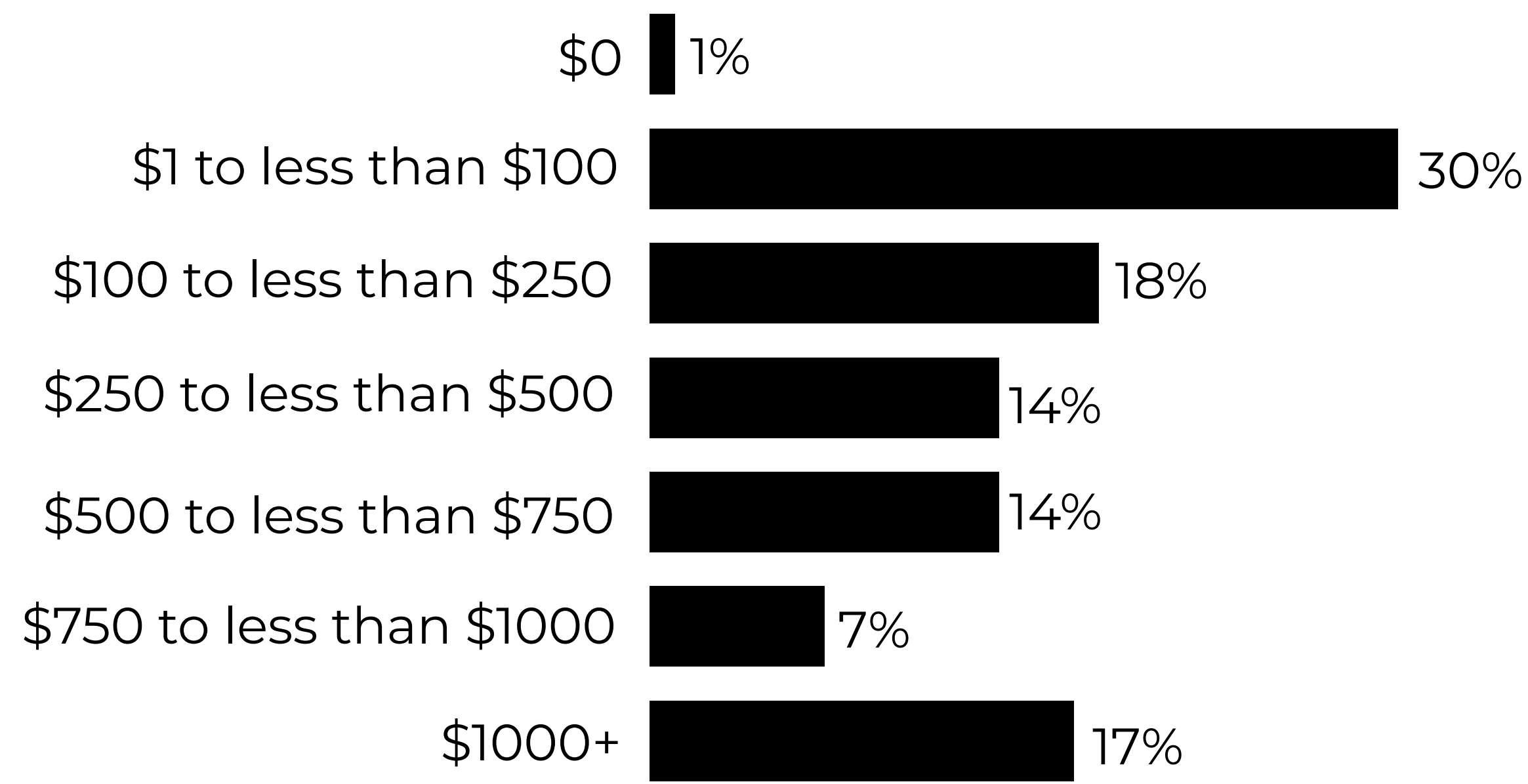
- Shopping 24%
- Art galleries 20%
- Visiting friends 19%
- Visiting relatives 19%
- Museums 18%
- Beach 15%
- Fine dining 15%
- Historic sites/Churches 14%
- State parks/Monuments 10%
- Craft breweries 10%



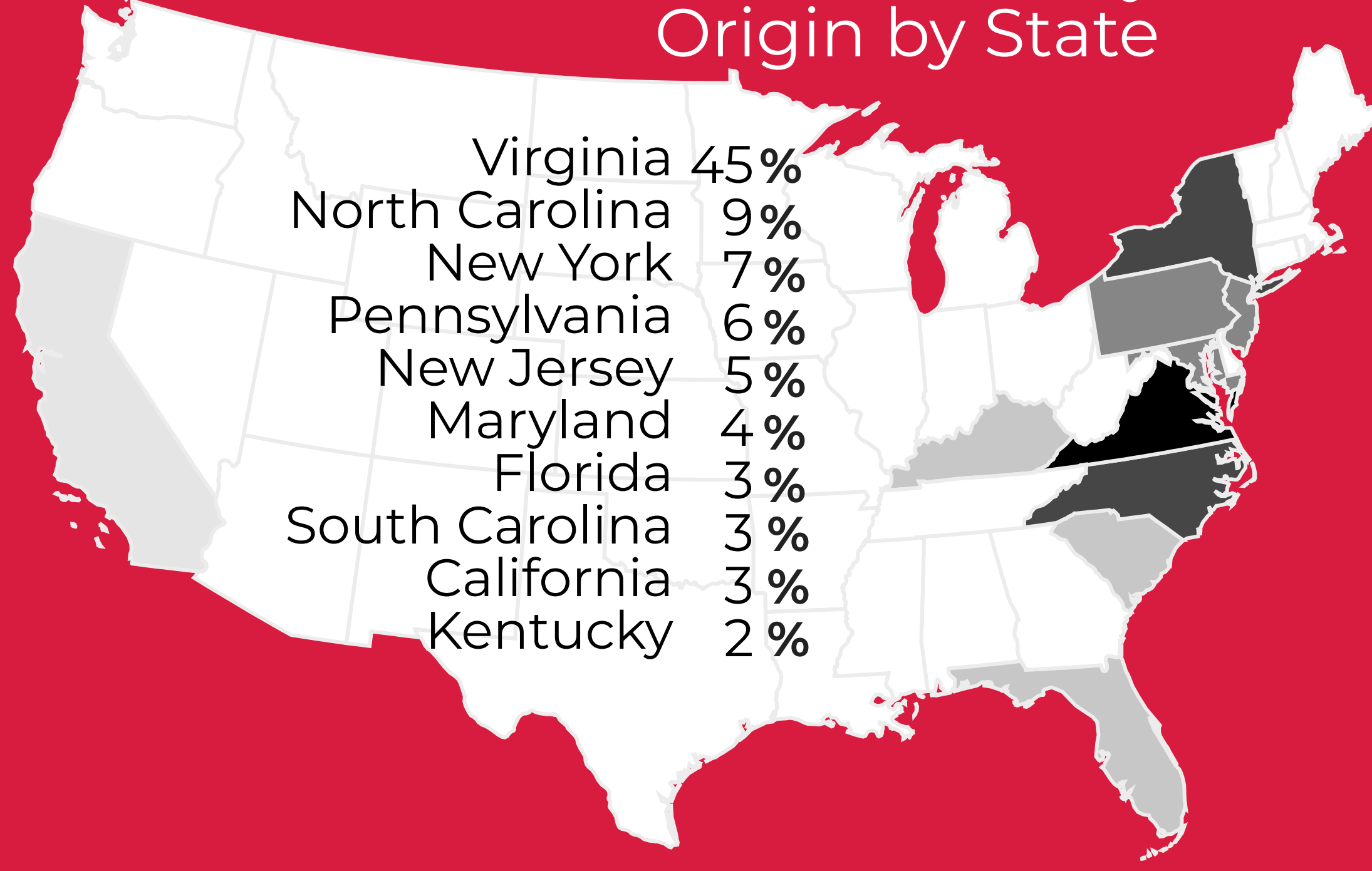
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

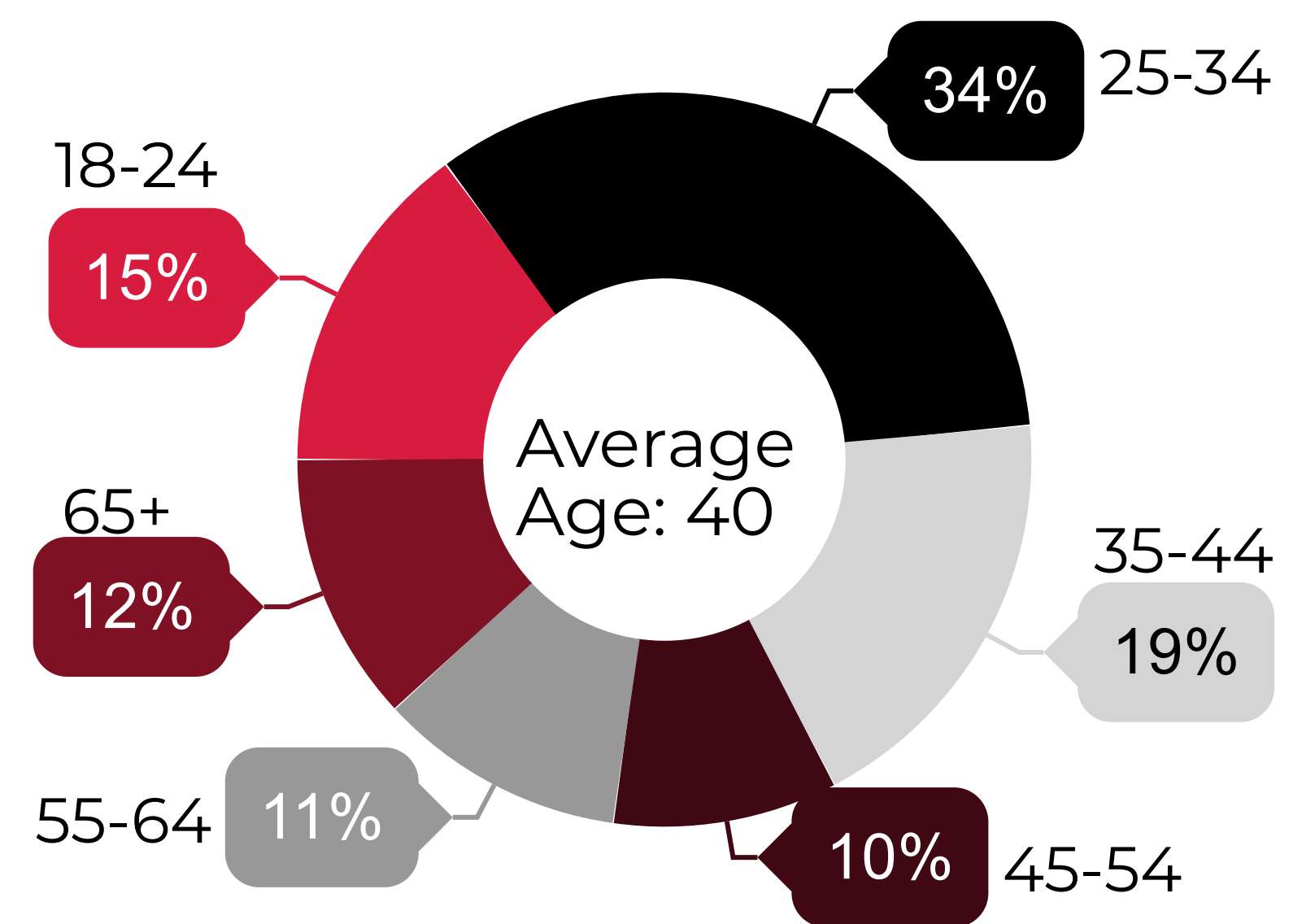
- Washington, DC (Hagerstown) 21%
- Richmond-Petersburg 12%
- New York 10%
- Norfolk-Portsmouth-Newport News 7%
- Greensboro-High Pont-Winston Salem 5%
- Charlotte 5%
- Raleigh-Durham (Fayetteville) 3%
- Emira (Corning) 2%
- Roanoke-Lynchburg 2%
- Philadelphia 2%

64%
Married

45%
Traveling with Children

3.1
Average travel party size

33%
Annual household income of 100K or more



Planning Sources

36%
Use information from friends and relatives.

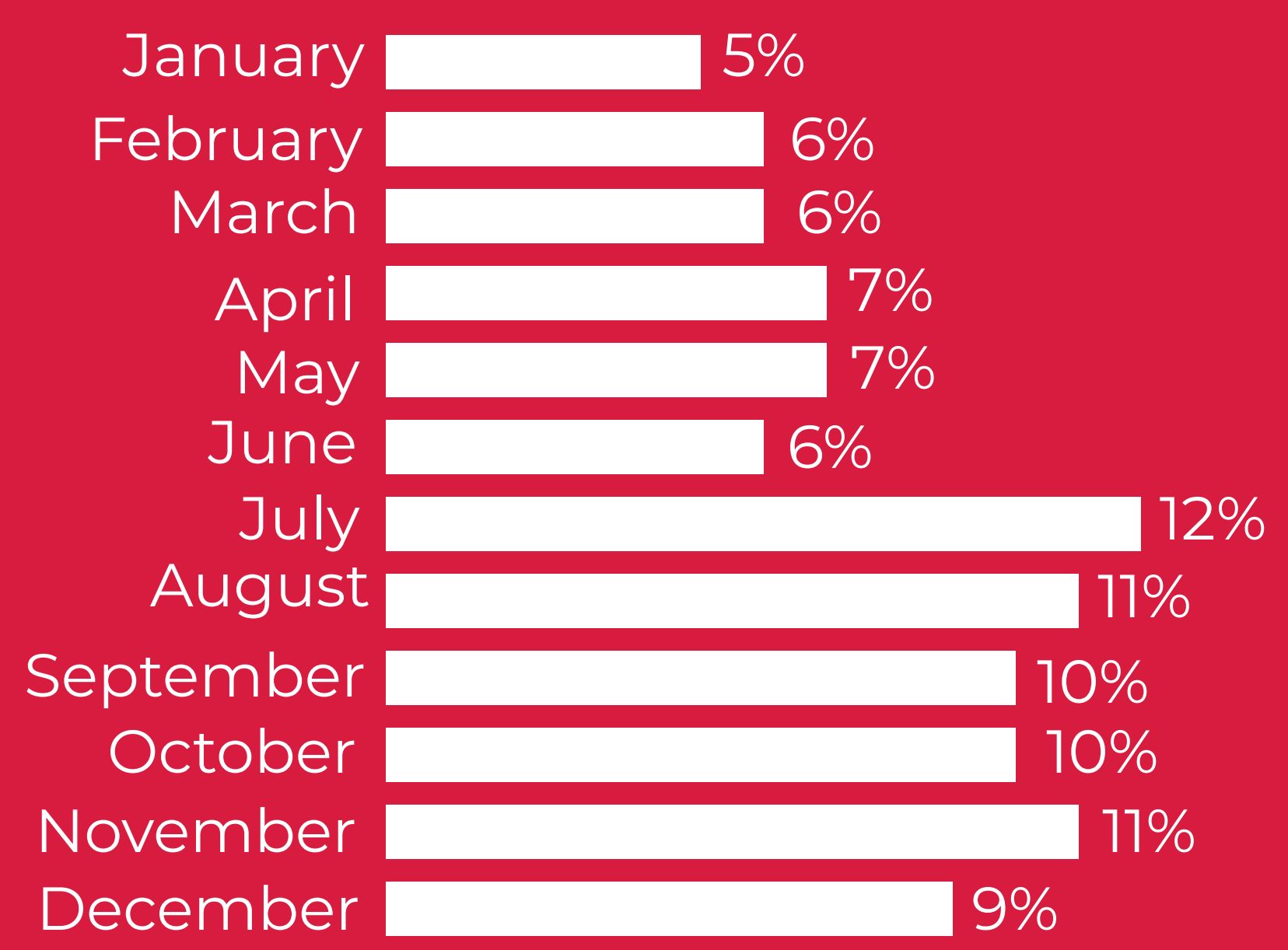
24%
Facebook

19%
Search engine

18%
Destination website

16%
Travel review sites

Month of Travel

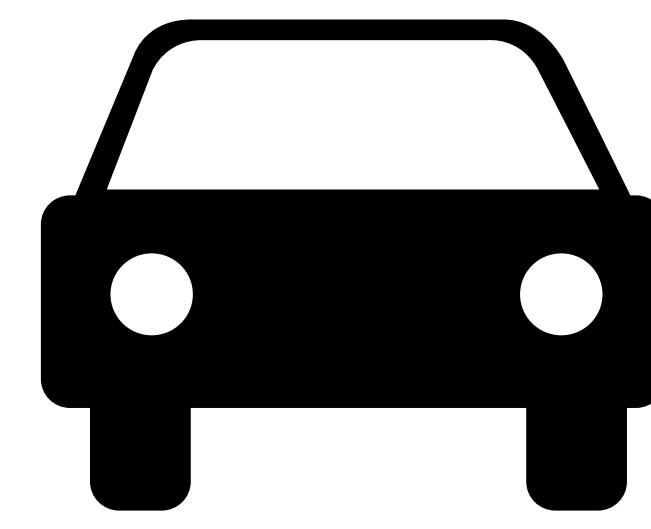


Planning Time

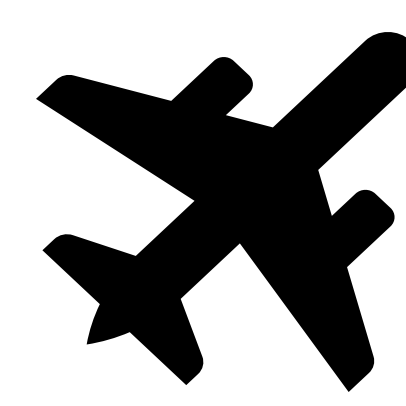


16%
Chincoteague National Wildlife Reserve

41% consider visiting Virginia less than a month before their visit
54% decide visiting Virginia less than a month before their visit

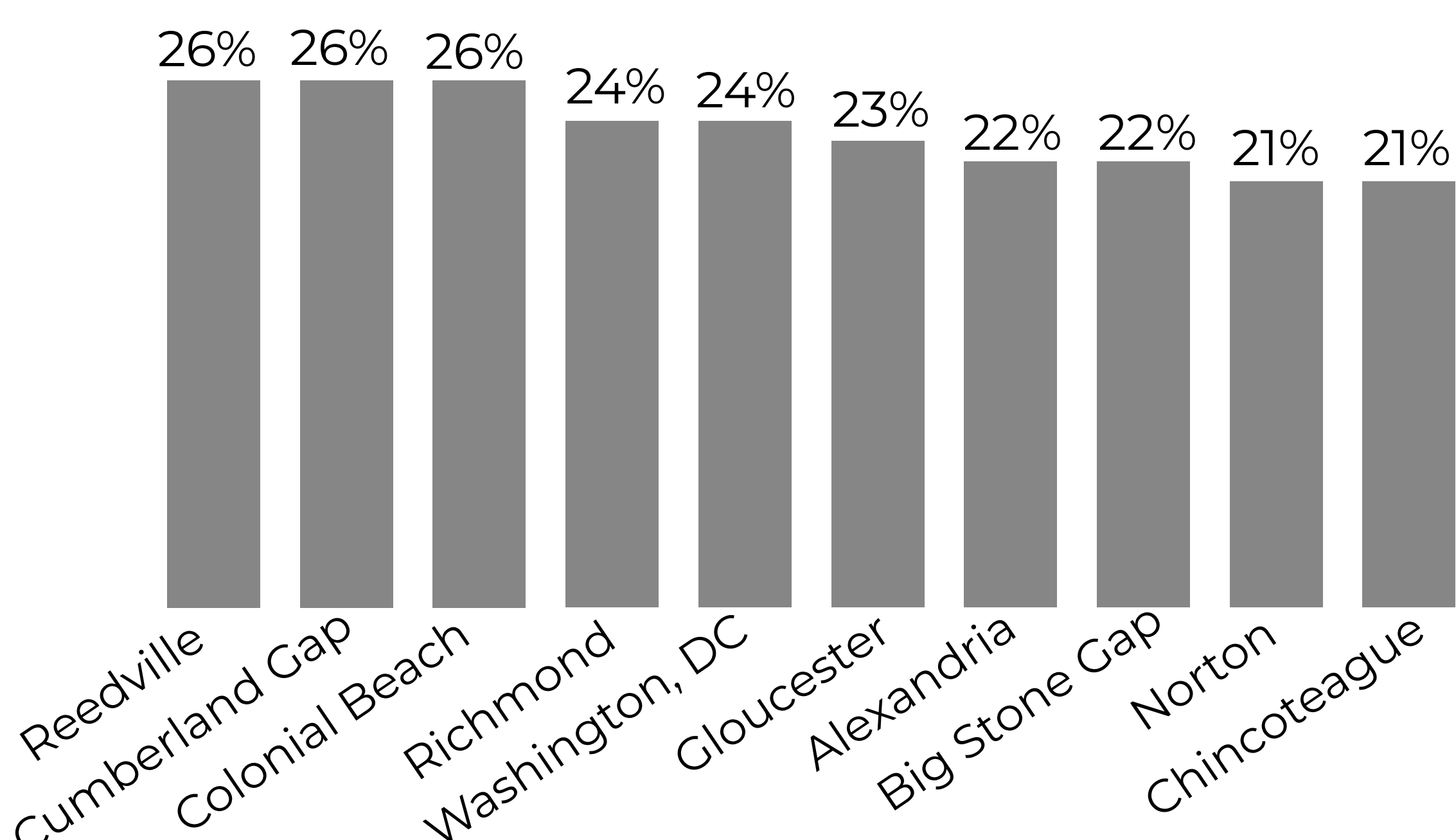


85%
Travel by owned auto or rental cars



7%
Travel by plane

Top 10 Most Visited Cities



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

