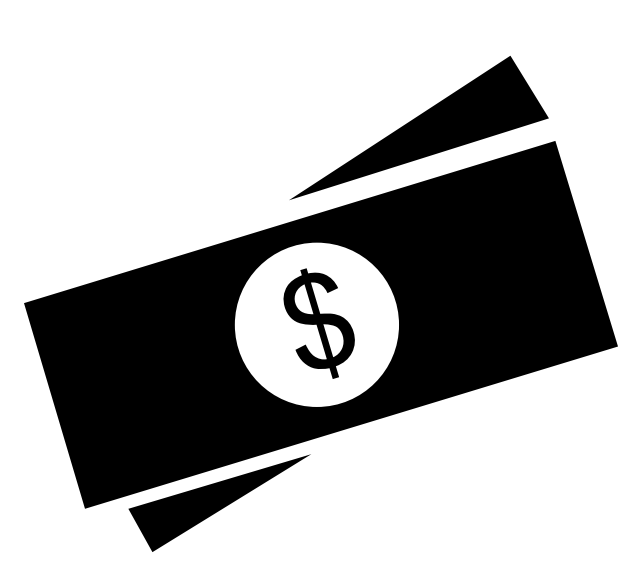


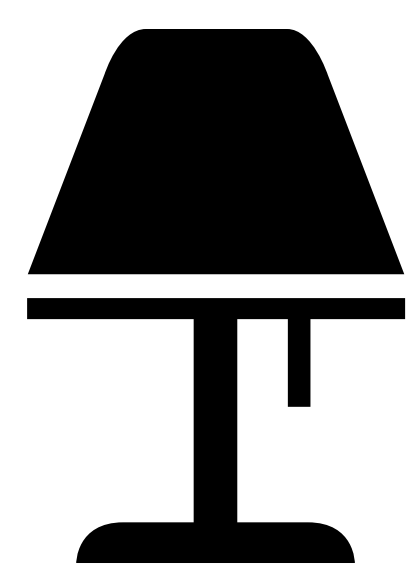
Coastal Virginia- Eastern Shore Region



Average travel party spending:



\$729
per trip in Virginia



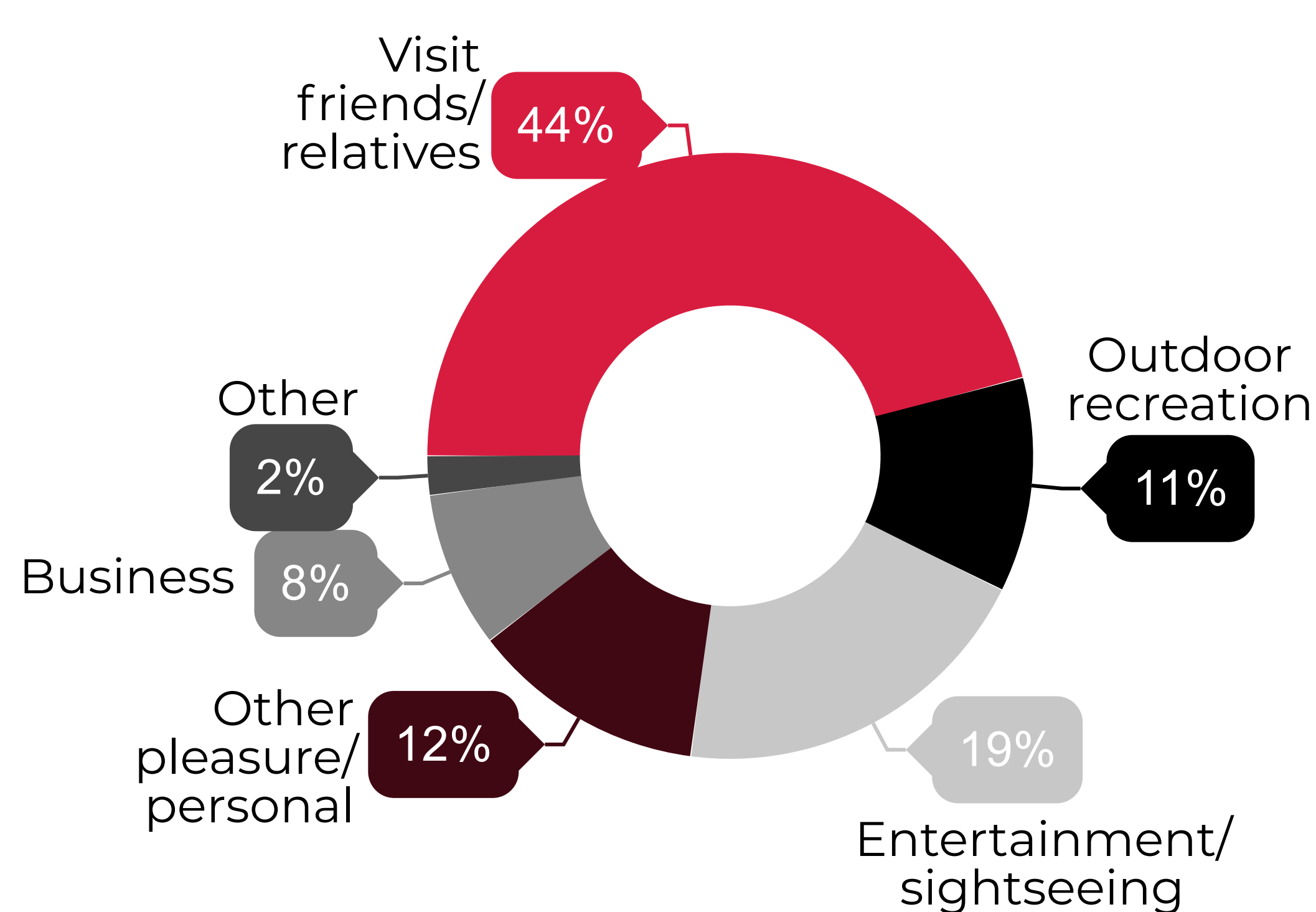
4.1
Nights
per trip



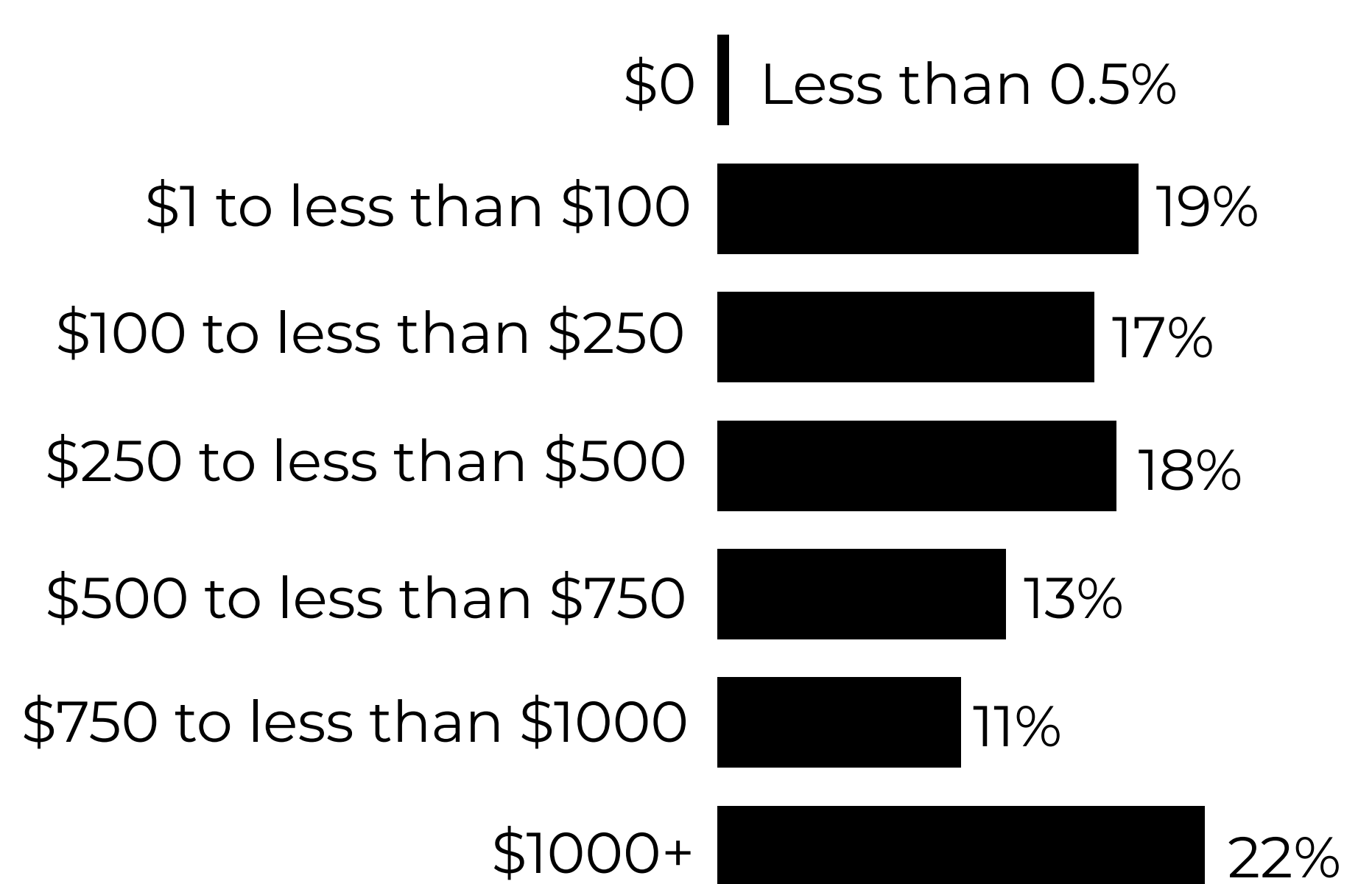
Top Activities:

- Shopping 33%
- Beach 29%
- Visiting relatives 21%
- Fine dining 19%
- Museums 17%
- Art galleries 16%
- Historic sites/Churches 15%
- Visiting friends 14%
- Rural sightseeing 12%
- National parks/Monuments 11%

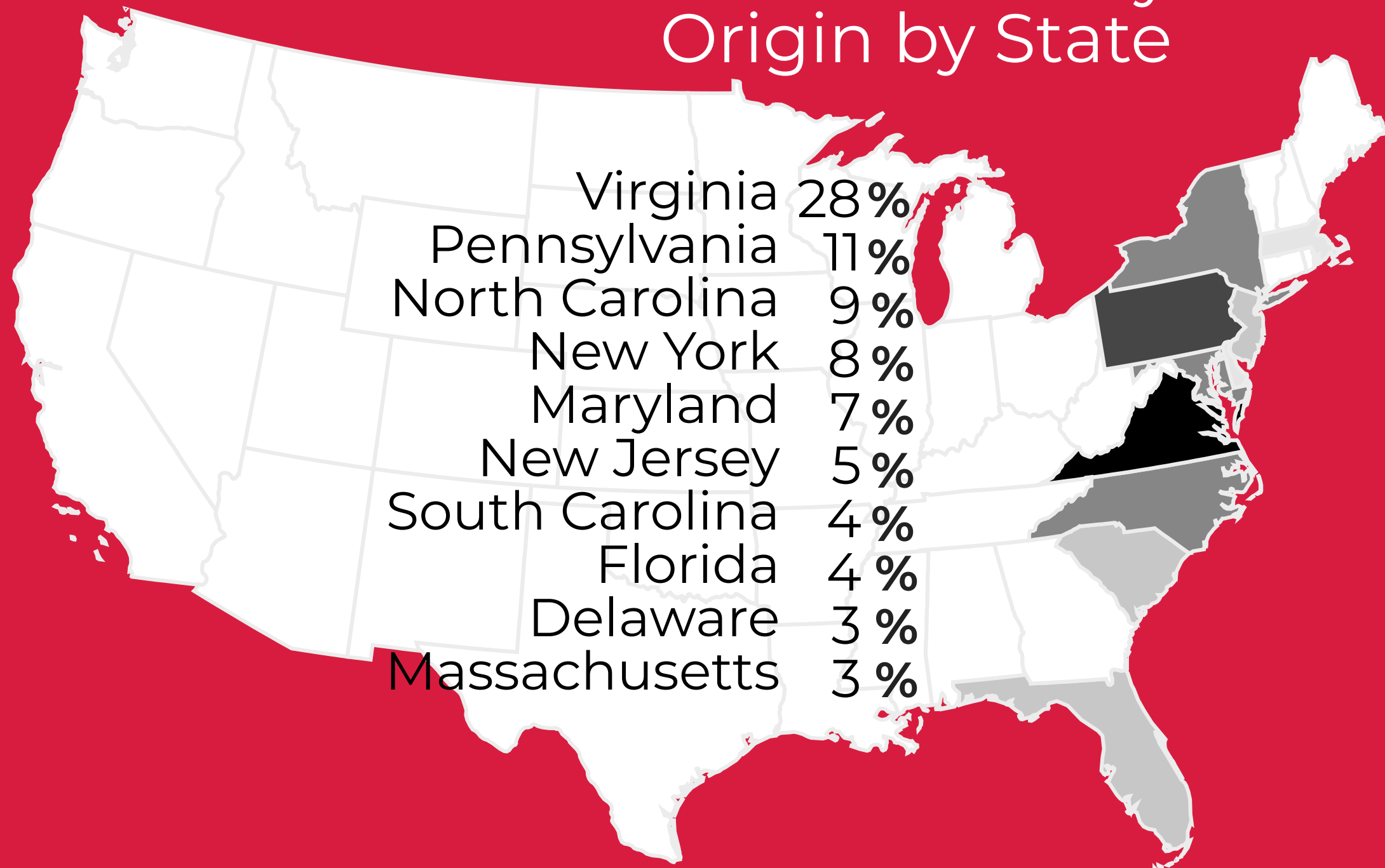
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

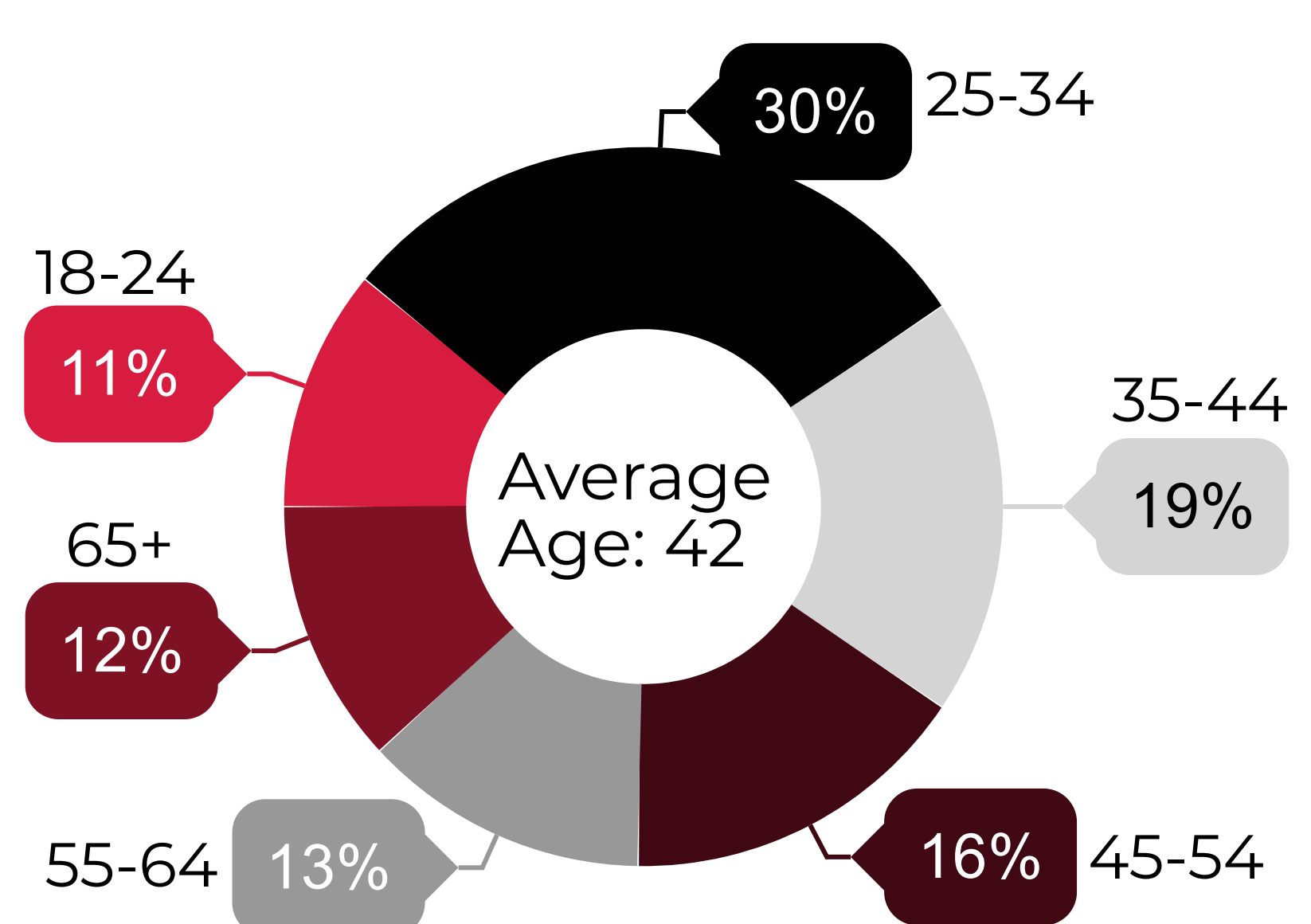
- Washington, DC (Hagerstown) 15%
- New York 11%
- Norfolk-Portsmouth-Newport News 10%
- Philadelphia 6%
- Greensboro-High Point-Winston Salem 4%
- Charlotte 3%
- Richmond-Petersburg 3%
- Baltimore 3%
- Roanoke-Lynchburg 3%
- Salisbury 3%

65%
Married

44%
Traveling with Children

3.1
Average travel party size

32%
Annual household income of 100K or more



Planning Sources

37%
Use information from friends and relatives.

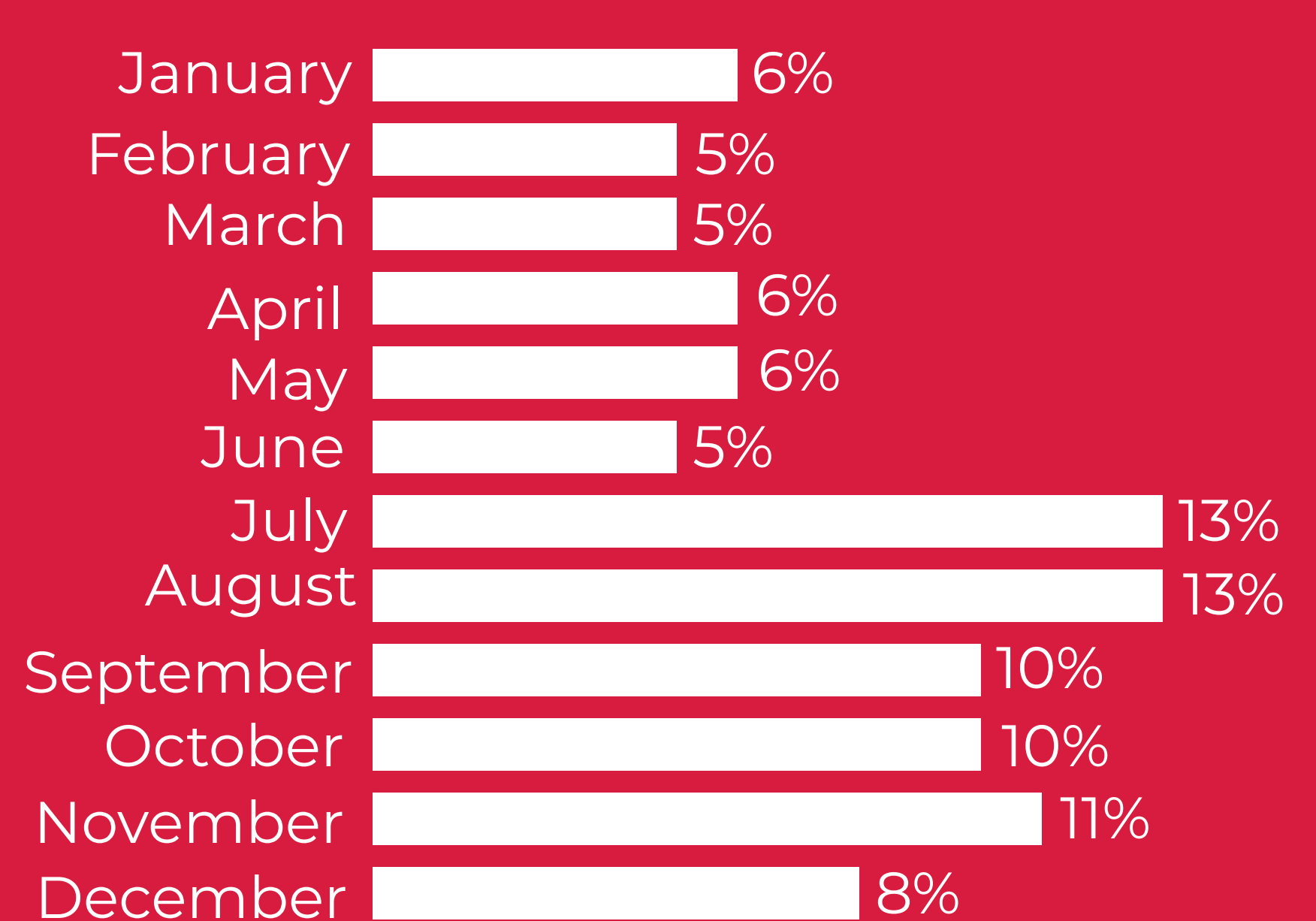
19%
Facebook

18%
Search engine

18%
Destination website

18%
Travel review sites (TripAdvisor, Yelp etc.)

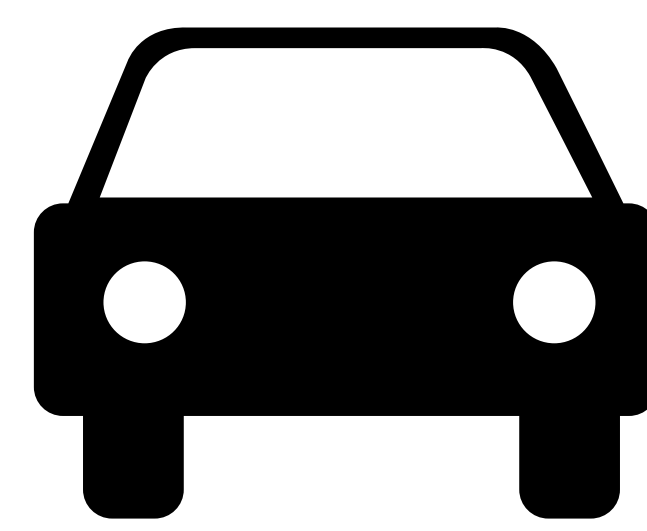
Month of Travel



Planning Time



36% consider visiting Virginia less than a month before their visit
50% decide visiting Virginia less than a month before their visit

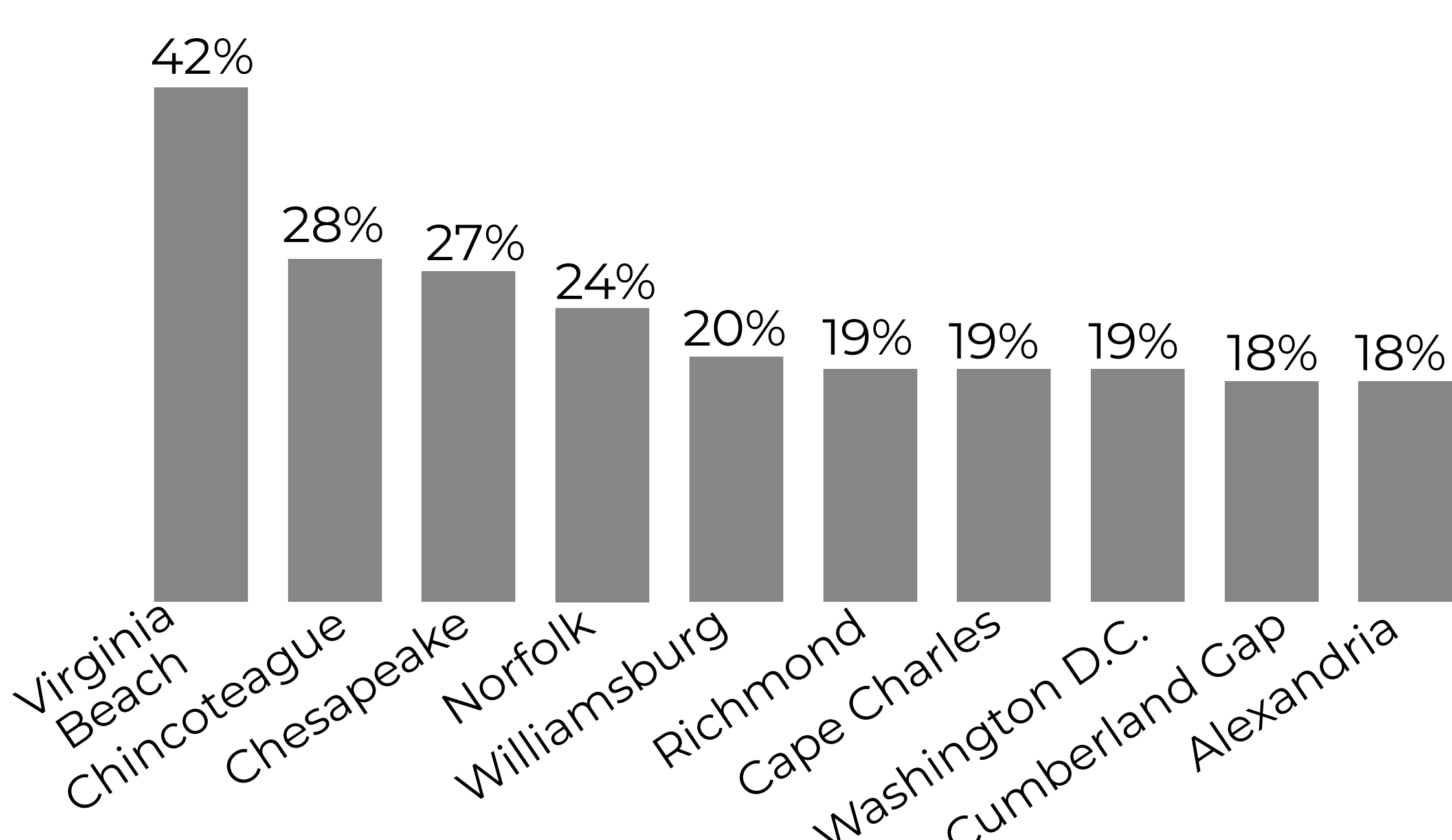


84%
Travel by owned auto or rental cars



10%
Travel by plane

Top 10 Most Visited Cities



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

