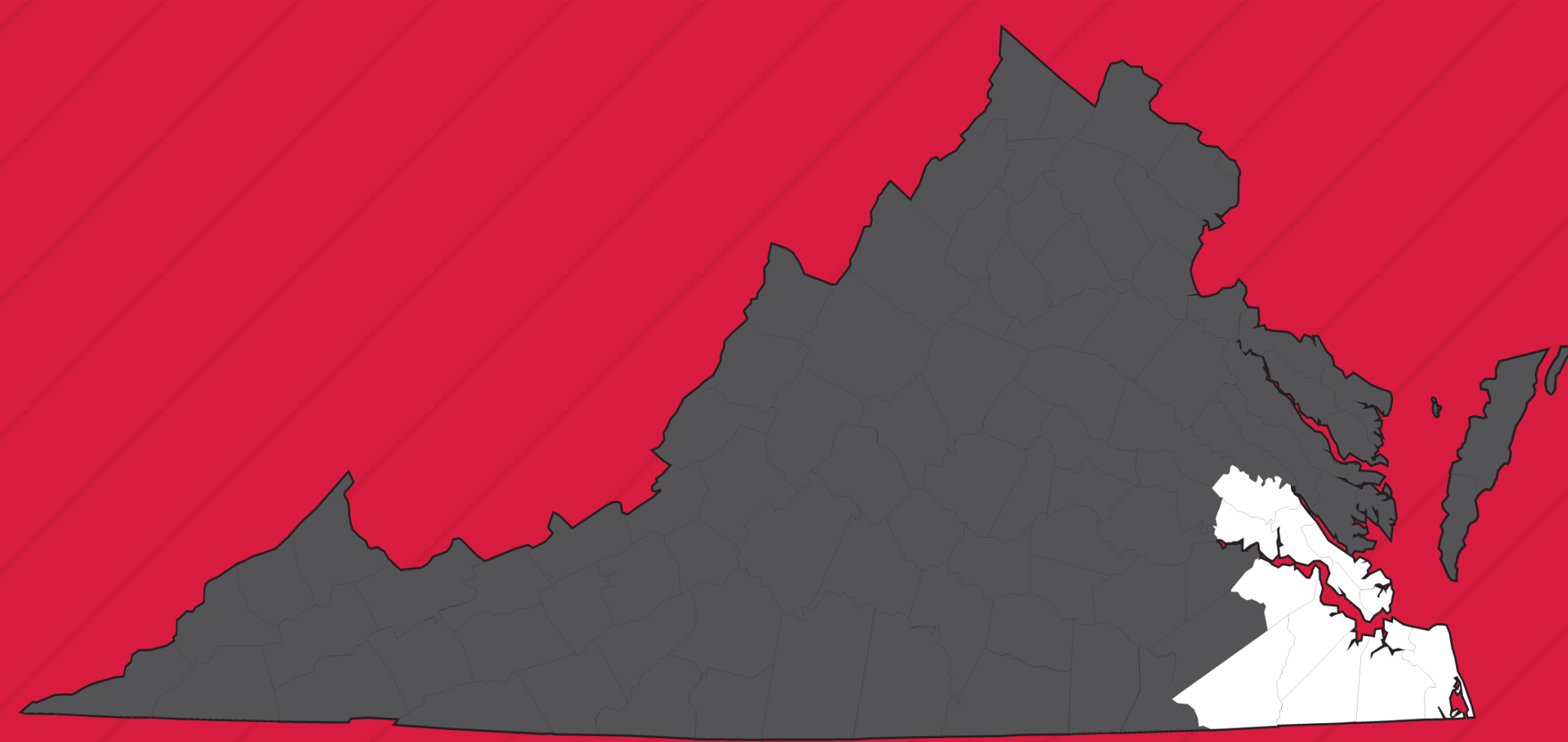
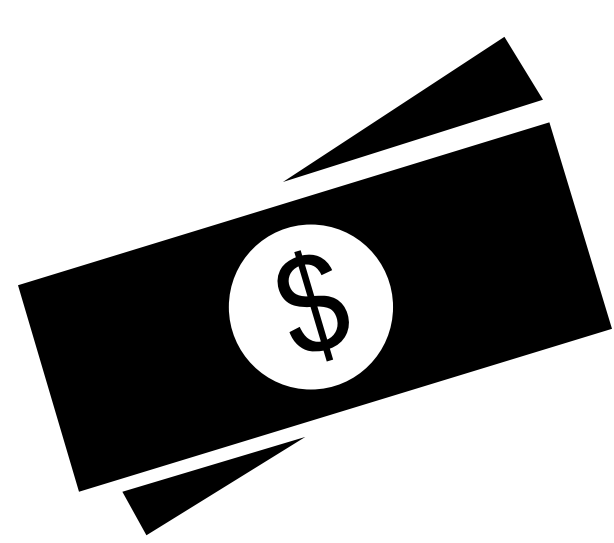


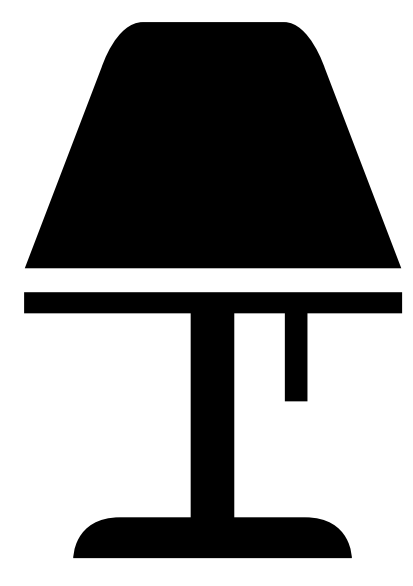
Coastal Virginia - Hampton Roads Region



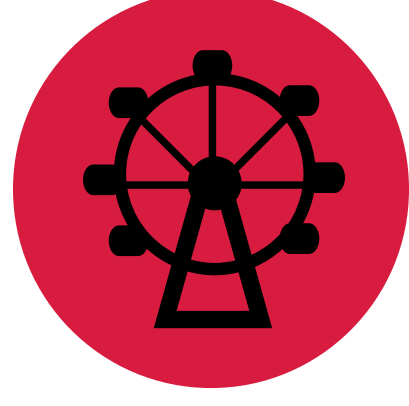
Average travel party spending:



\$626
per trip in Virginia



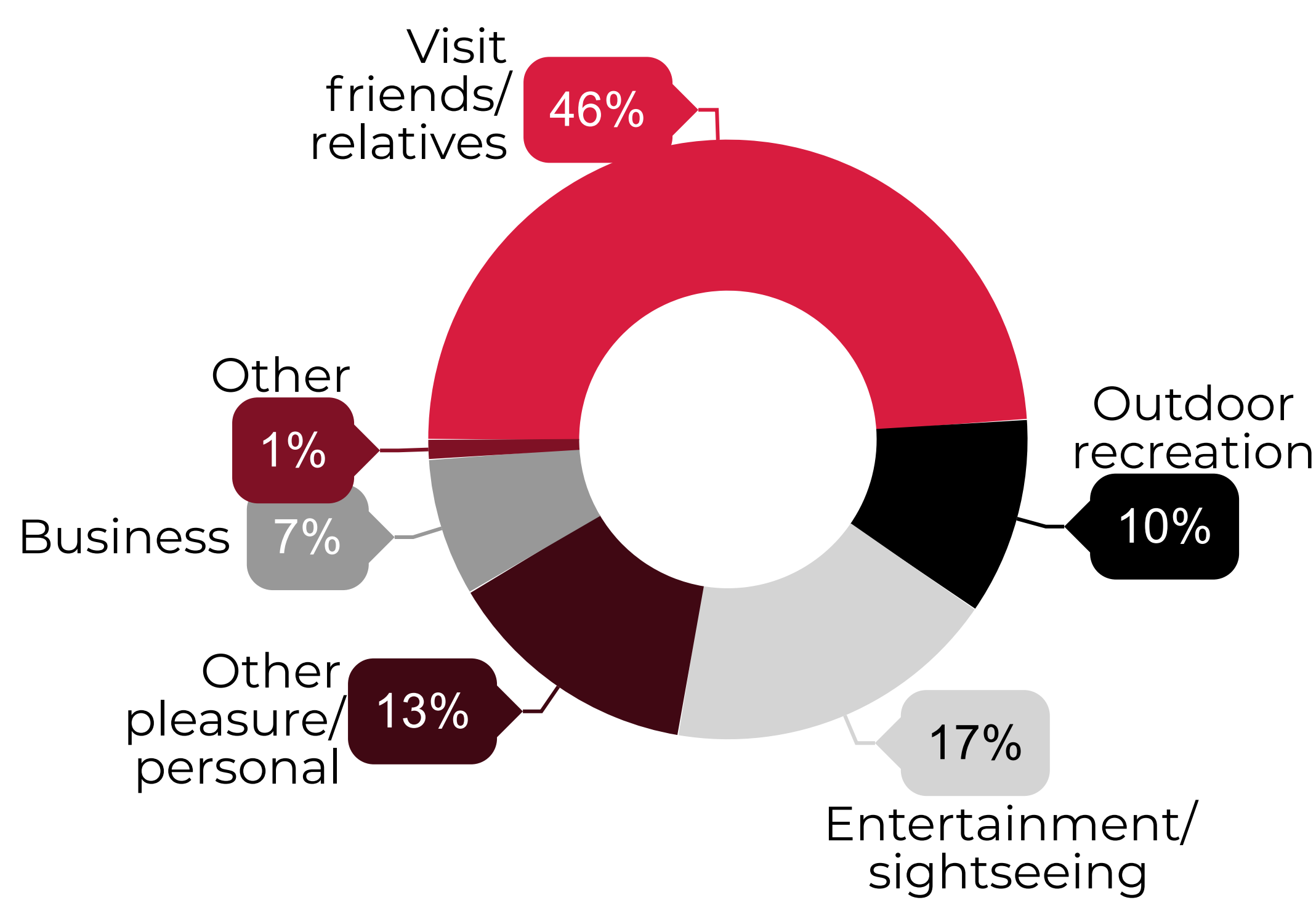
3.5
Nights
per trip



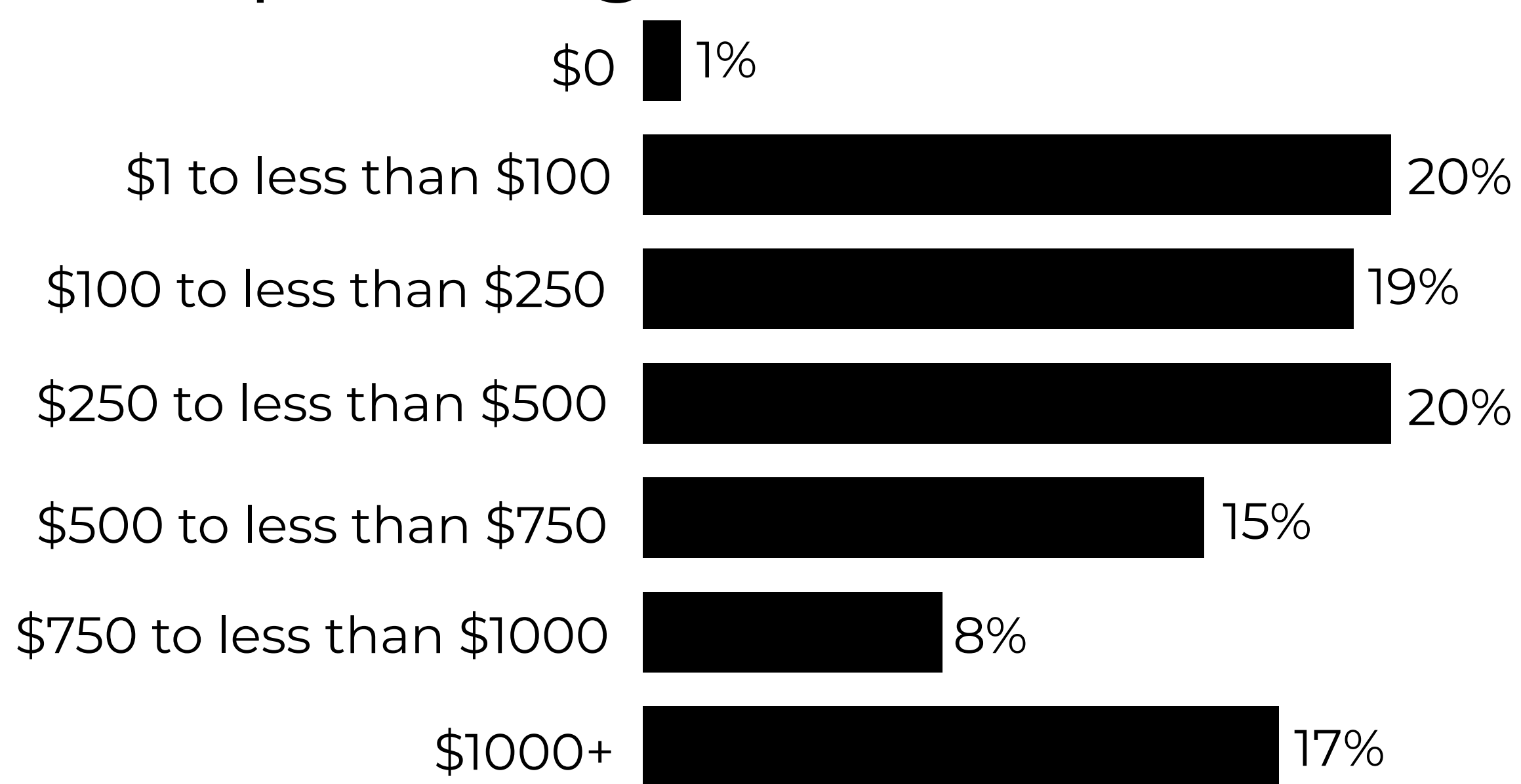
Top Activities:

Shopping	28%
Visiting relatives	27%
Beach	23%
Historic sites/Churches	19%
Visiting friends	17%
Museums	15%
Theme/Amusement park	13%
Fine dining	13%
Rural sightseeing	12%
Art galleries	10%

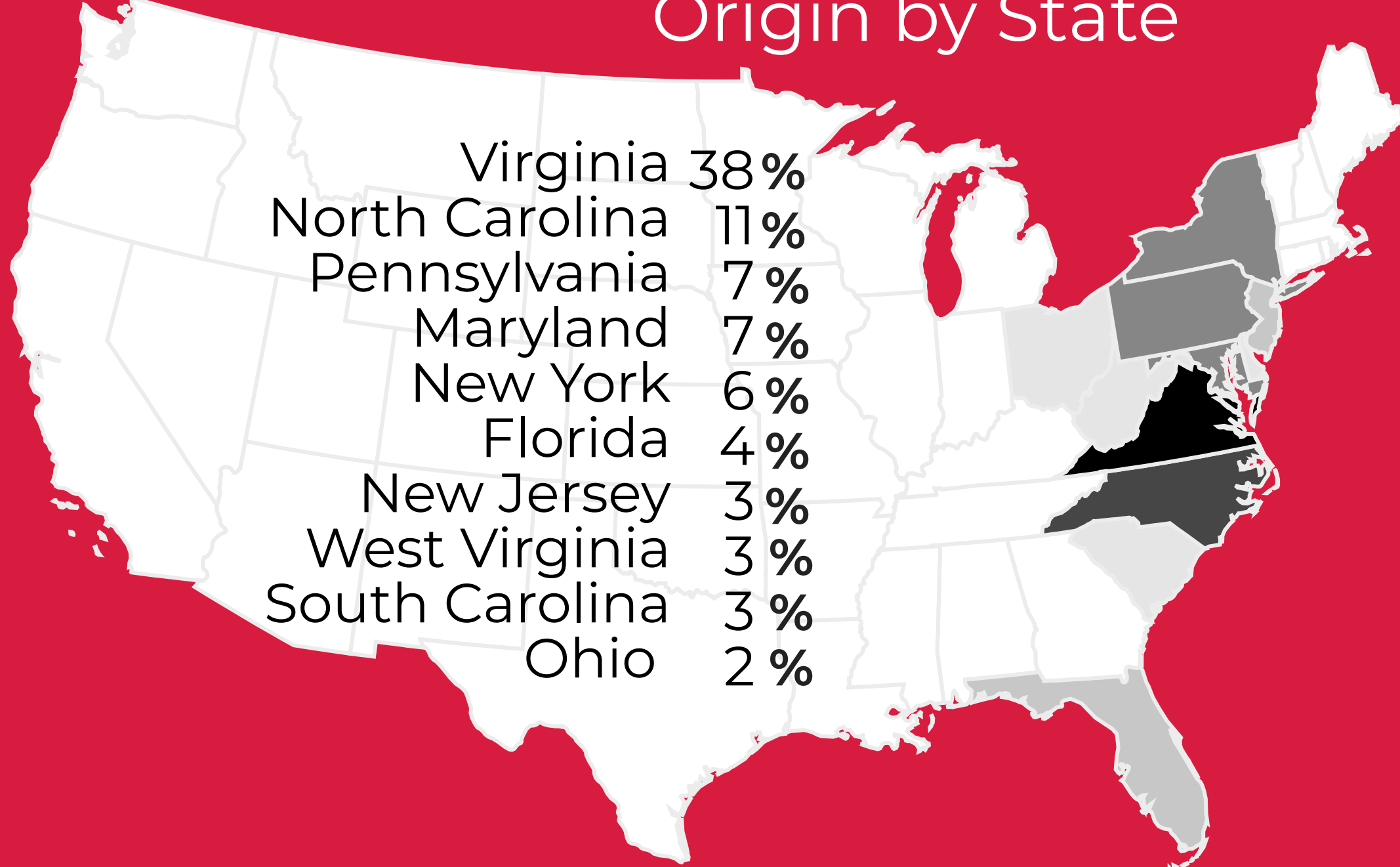
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

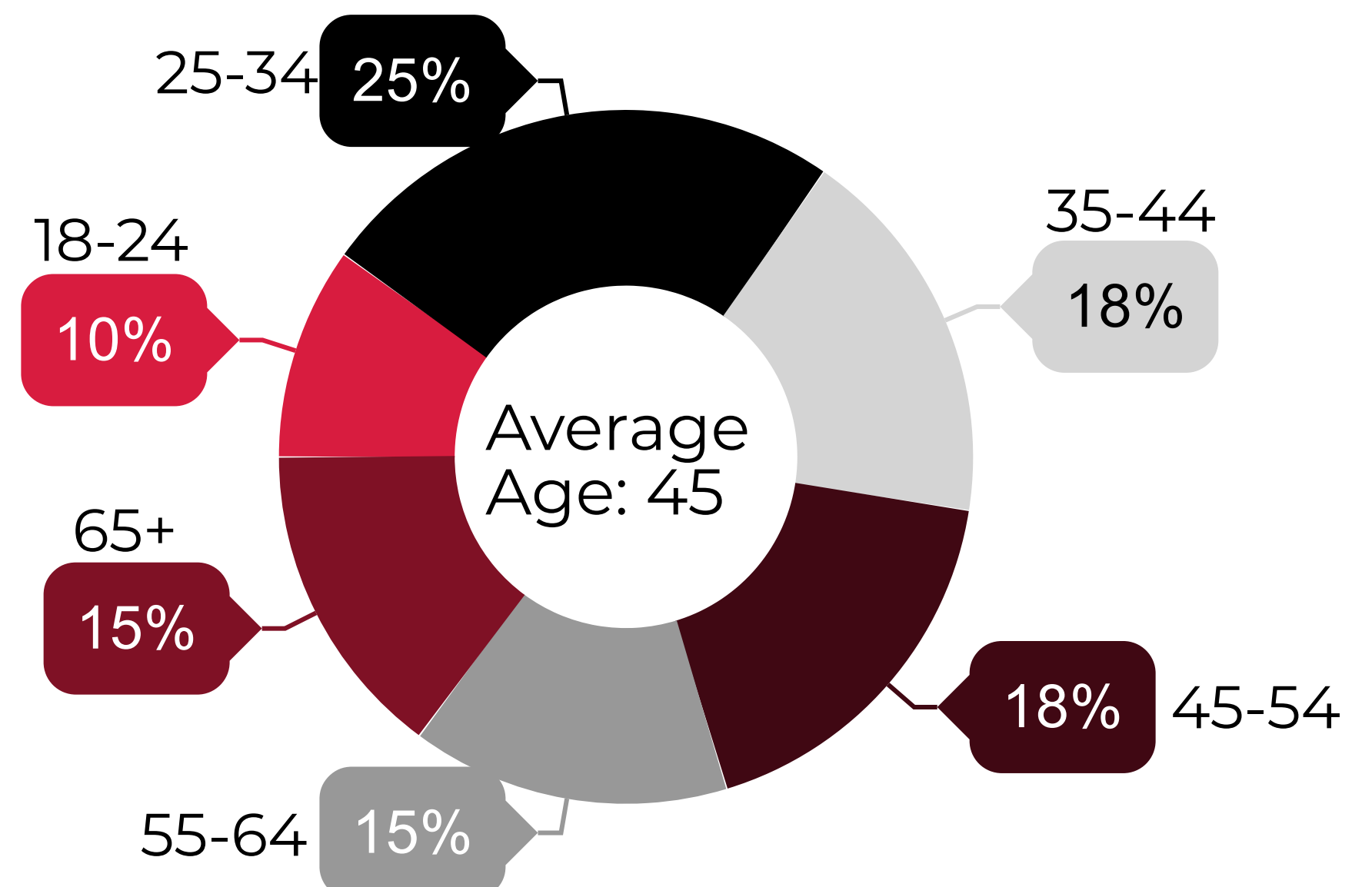
Washington, DC (Hagerstown)	18%
Norfolk-Portsmouth-Newport News	14%
Richmond-Petersburg	8%
New York	6%
Philadelphia	4%
Baltimore	4%
Roanoke-Lynchburg	4%
Charlotte	3%
Raleigh-Durham (Fayetteville)	3%
Pittsburgh	2%

65%
Married

37%
Traveling with Children

2.8
Average travel party size

37%
Annual household income of 100K or more



Planning Sources

33%
Use information from friends and relatives.

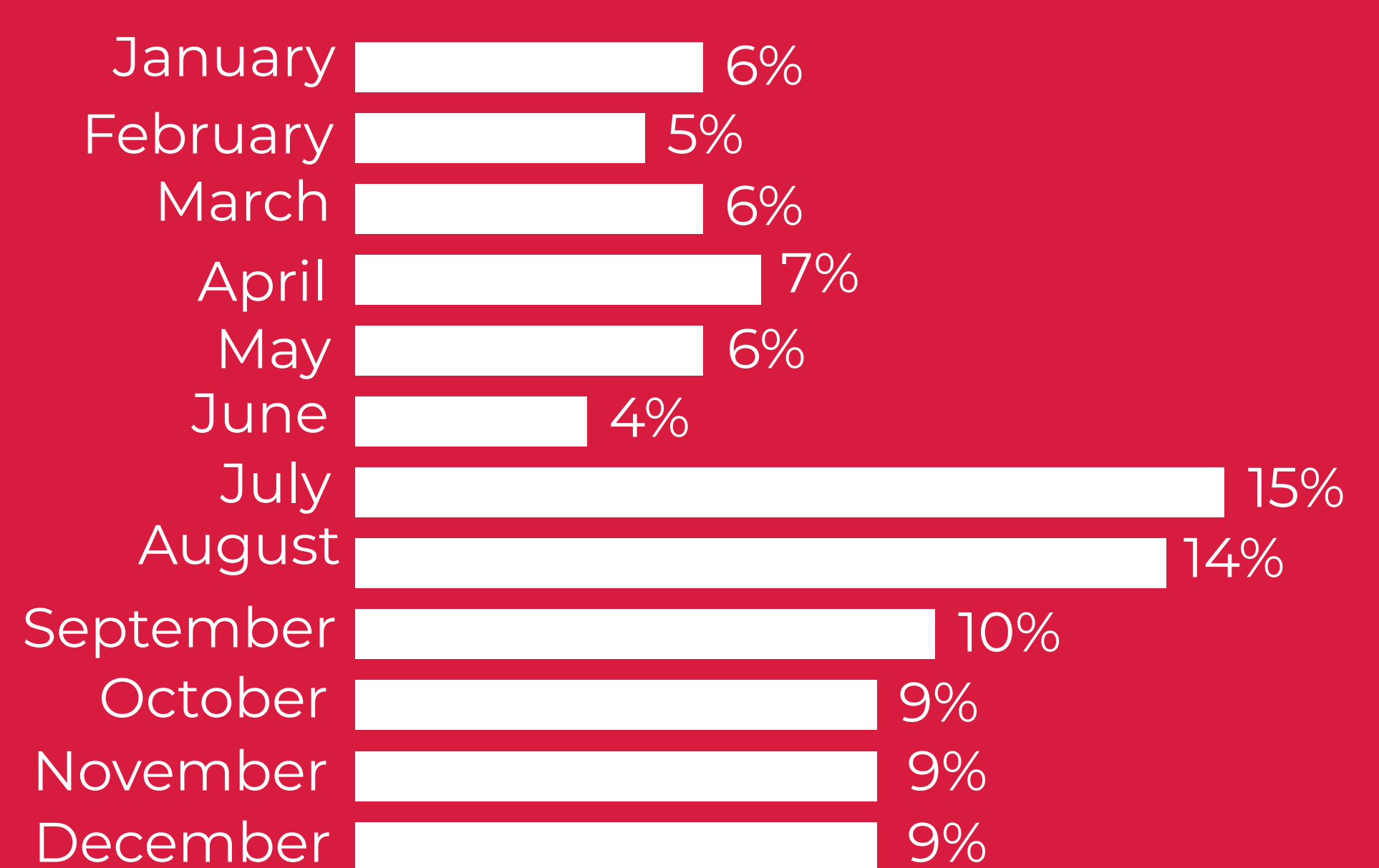
20%
Search engine

12%
Facebook

17%
Destination website

11%
Travel club (eg. AAA)

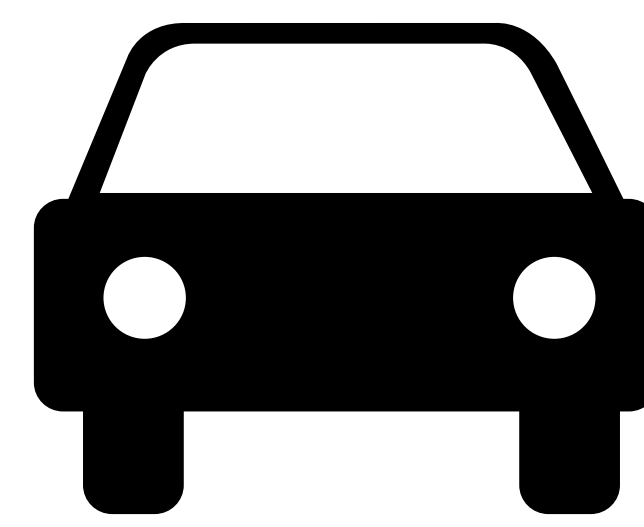
Month of Travel



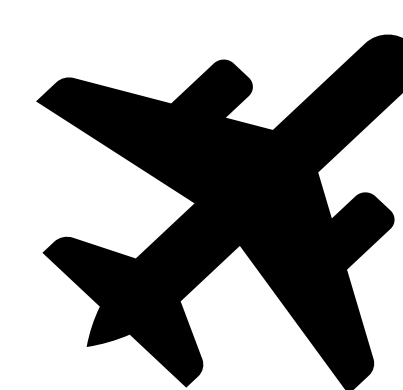
Planning Time



34% consider visiting Virginia less than a month before their visit
46% decide visiting Virginia less than a month before their visit

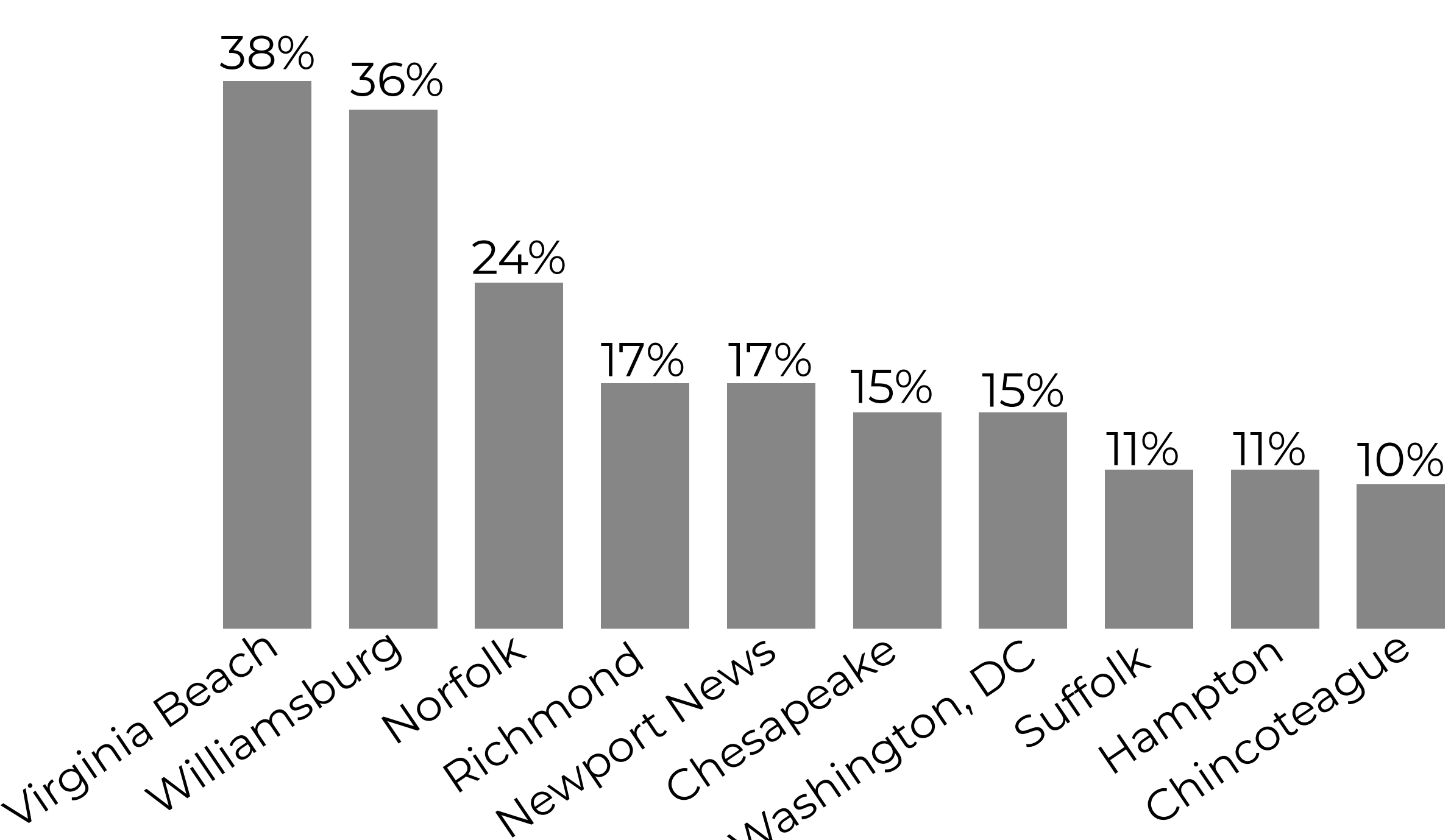


85%
Travel by owned auto or rental cars



9%
Travel by plane

Top 10 Most Visited Cities



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

