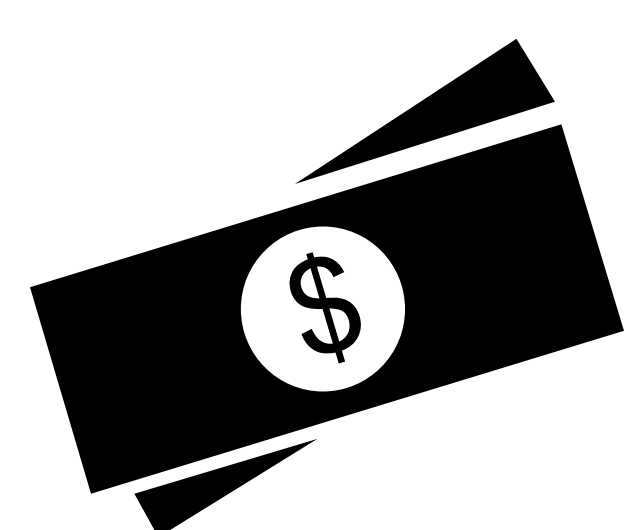


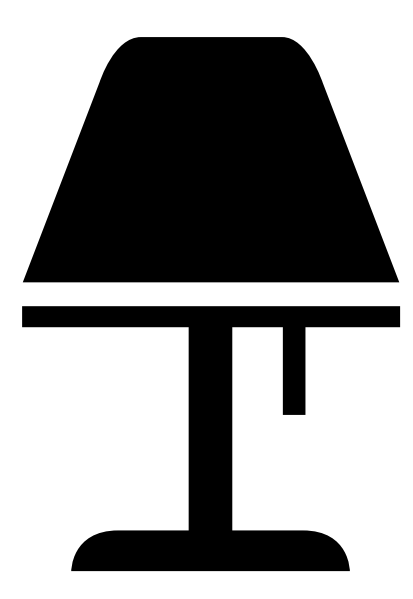
# Coastal Virginia - Hampton Roads Region



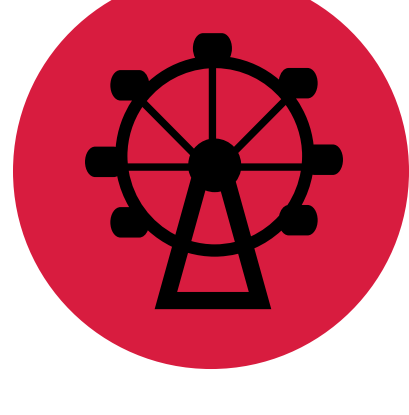
Average travel party spending:



**\$626**  
per trip in Virginia



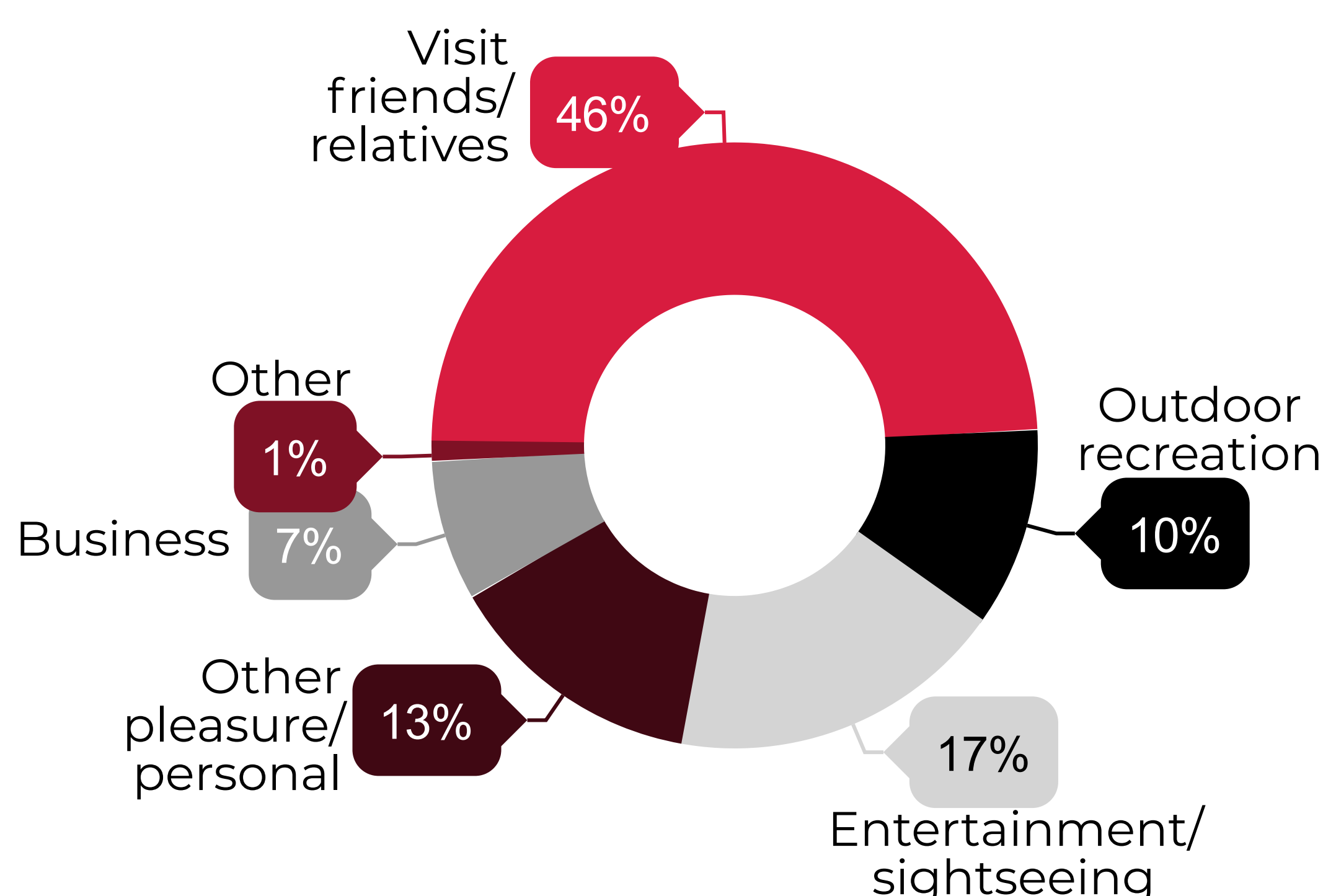
**3.5**  
**Nights**  
per trip



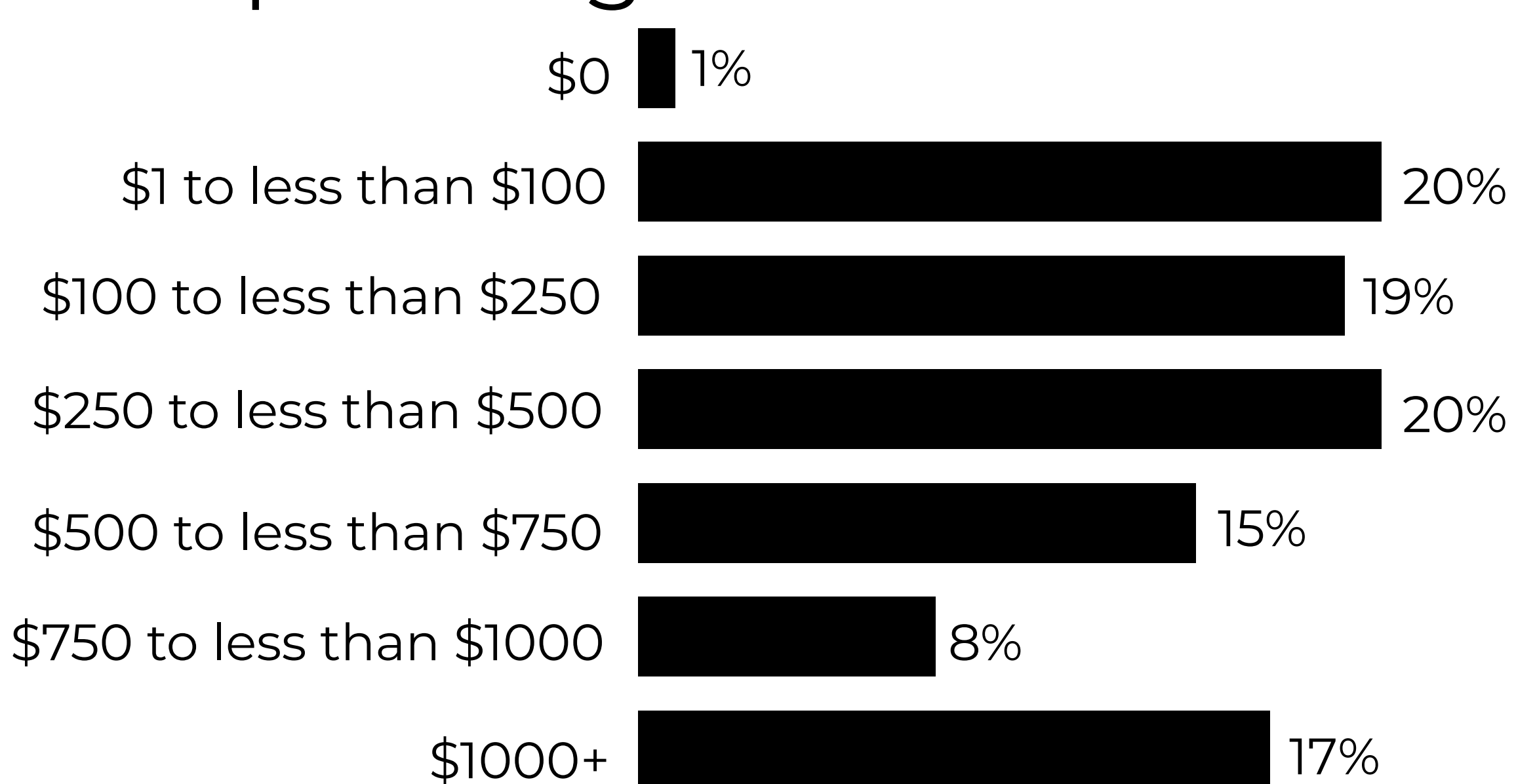
Top Activities:

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%

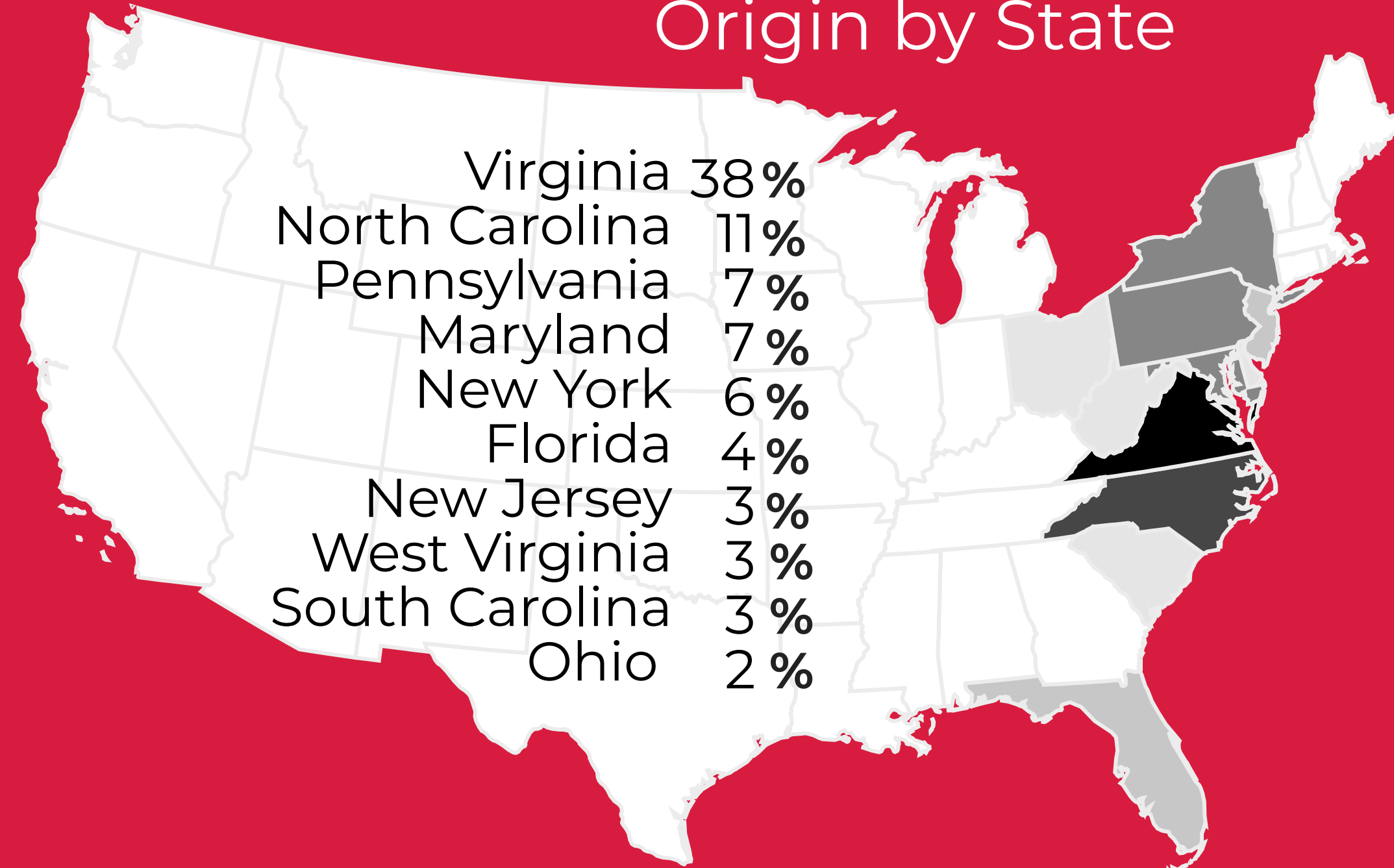
Primary Purpose of Trip



Travel Party Spending

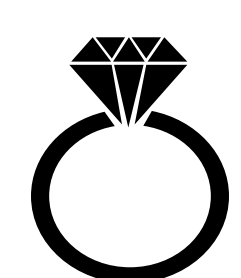


Travel Party Origin by State

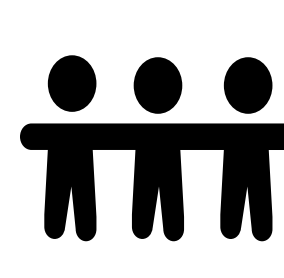


Travel Party Origin by DMA

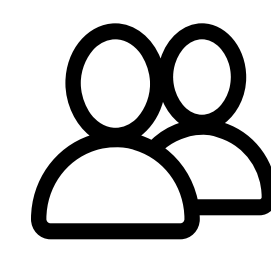
Washington, DC (Hagerstown)	18%
Norfolk-Portsmouth-Newport News	14%
Richmond-Petersburg	8%
New York	6%
Philadelphia	4%
Baltimore	4%
Roanoke-Lynchburg	4%
Charlotte	3%
Raleigh-Durham (Fayetteville)	3%
Pittsburgh	2%



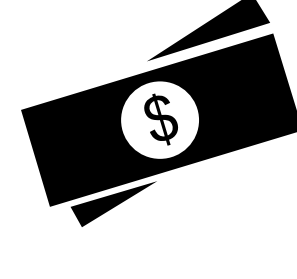
**65%**  
Married



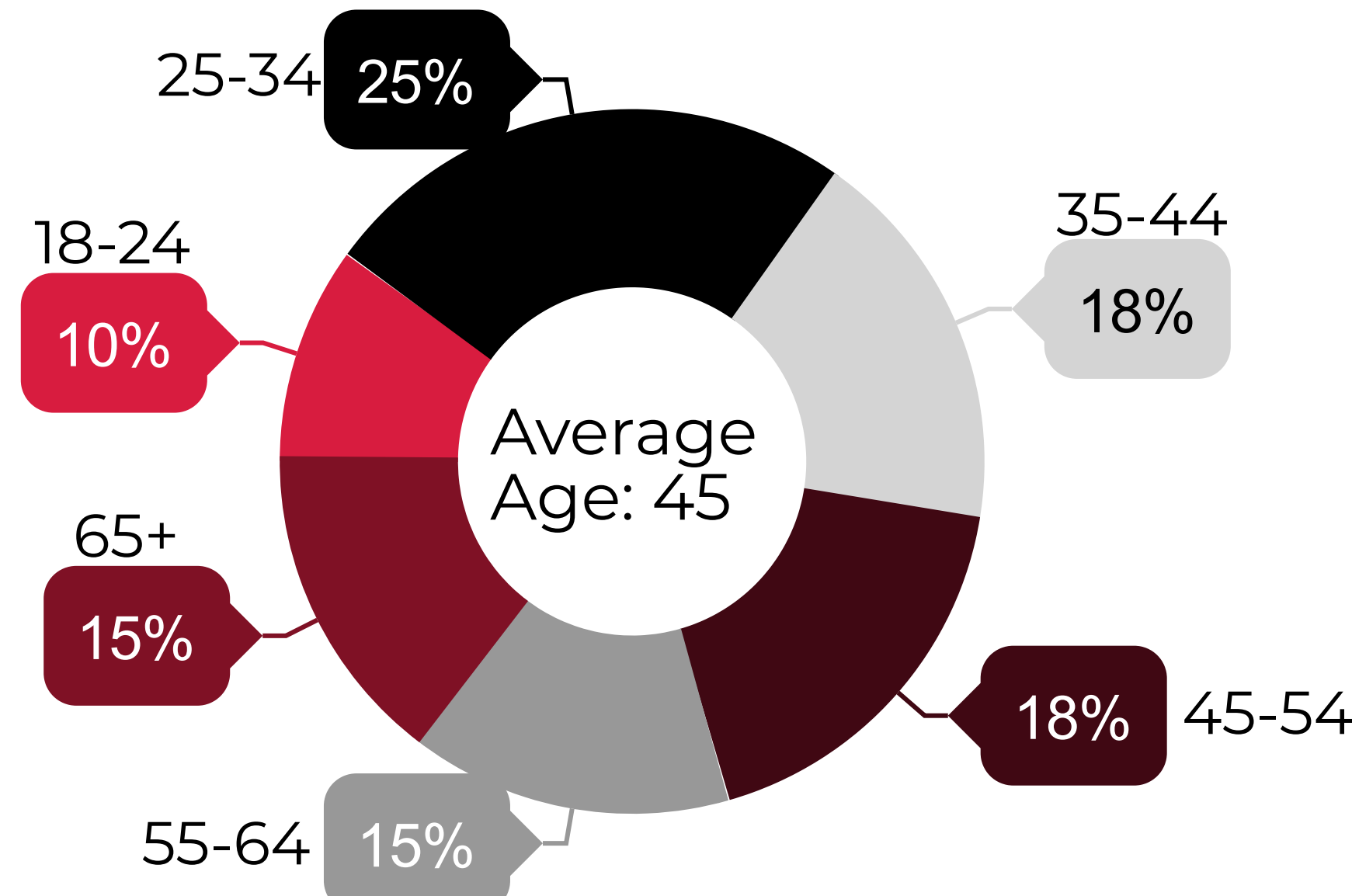
**37%**  
Traveling with Children



**2.8**  
Average travel party size

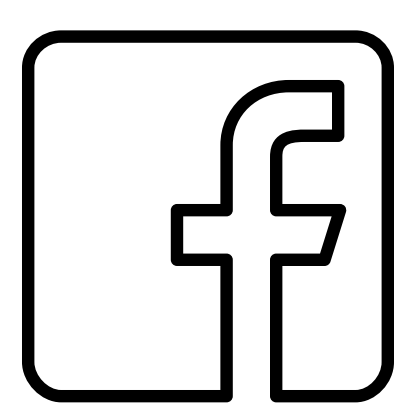
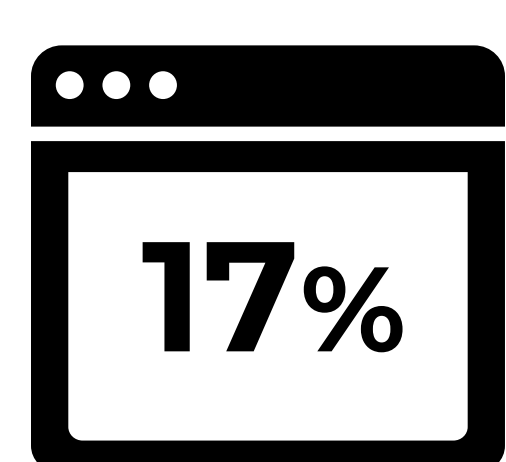
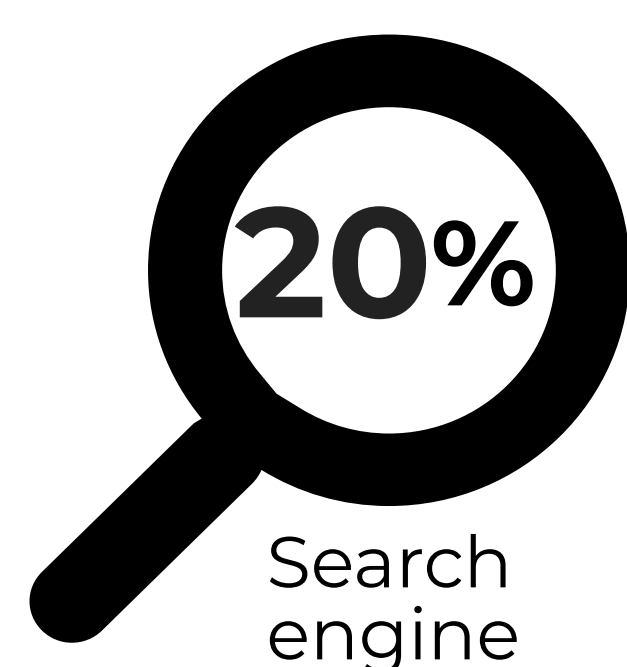


**37%**  
Annual household income of 100K or more

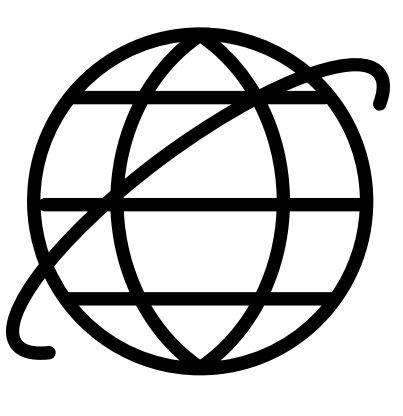


Planning Sources

**33%**  
Use information from friends and relatives.

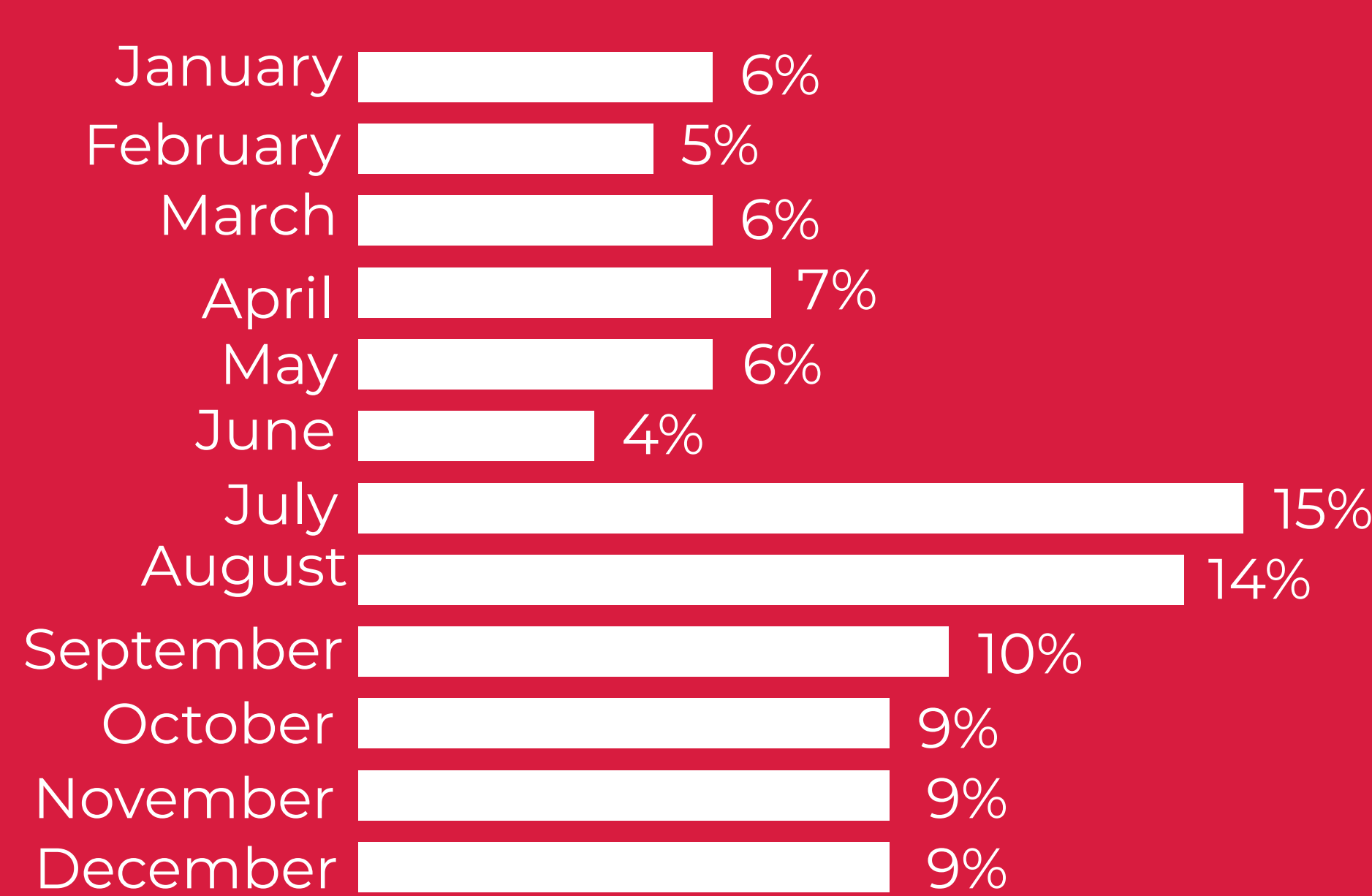


**12%**



**11%**  
Travel club (eg. AAA)

Month of Travel



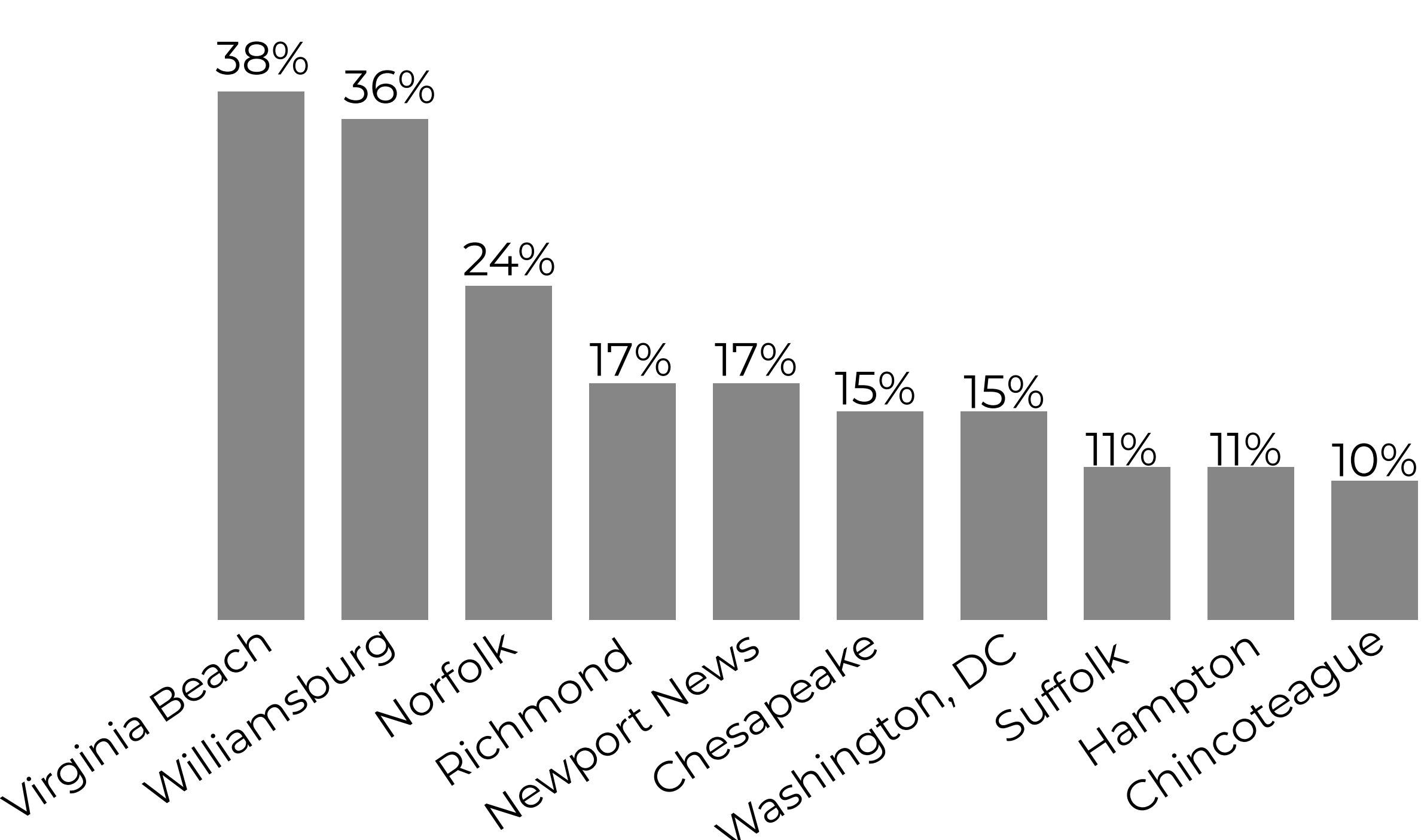
Planning Time



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

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

Top 10 Most Visited Cities



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



**9%**  
Travel by plane

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

43%	35%	29%
Virginia	Florida	Maryland
24%	21%	21%
New York	Washington D.C.	North Carolina
18%	16%	16%
California	South Carolina	Pennsylvania
		Tennessee