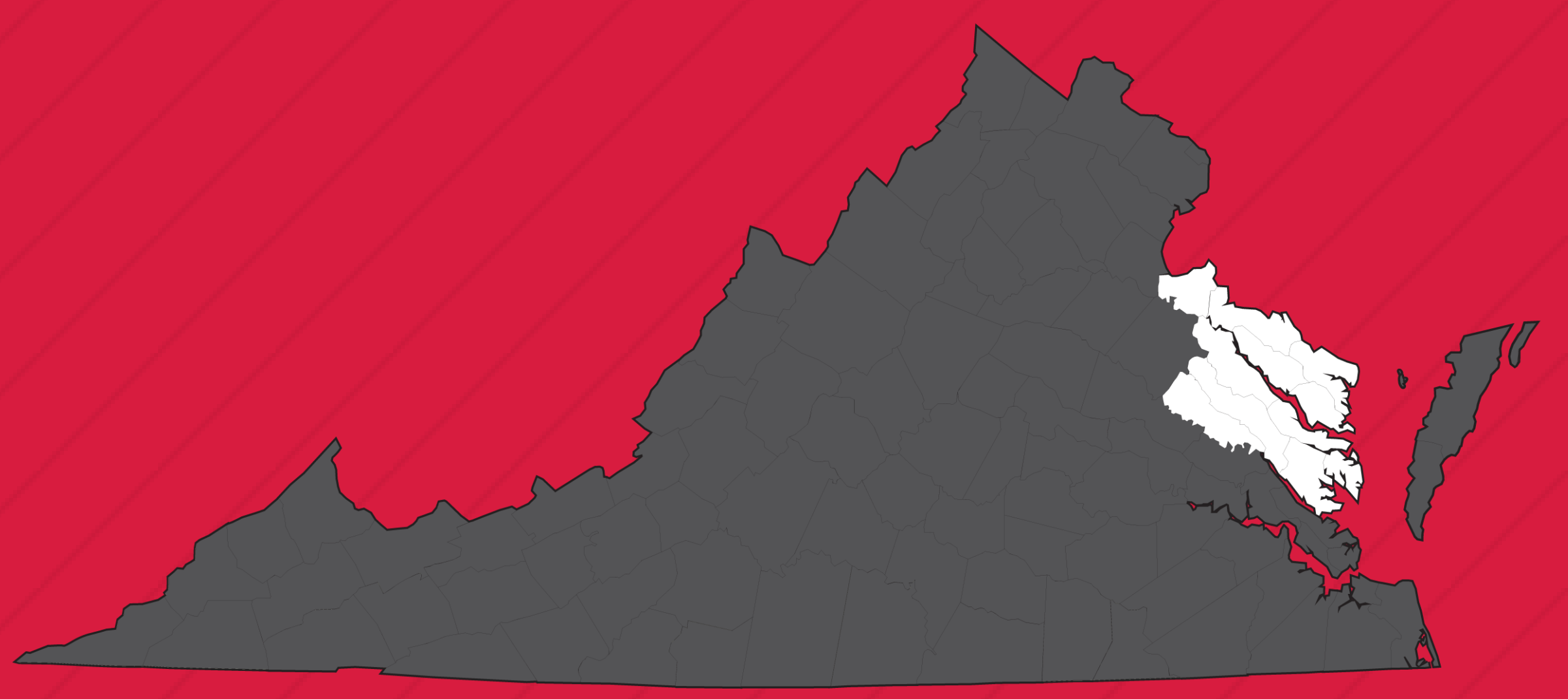
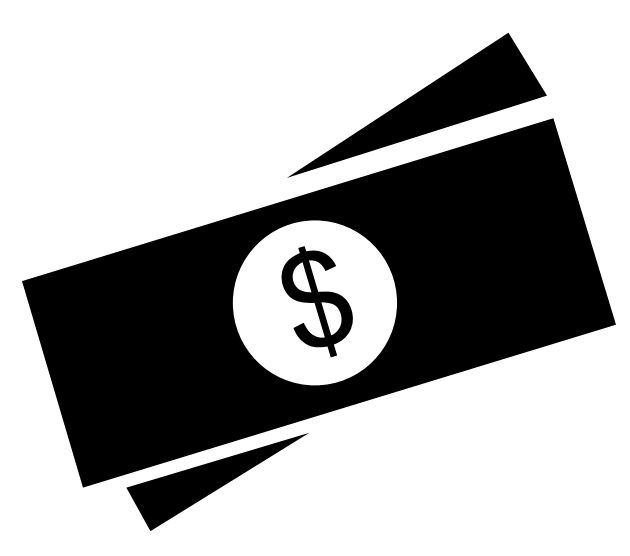


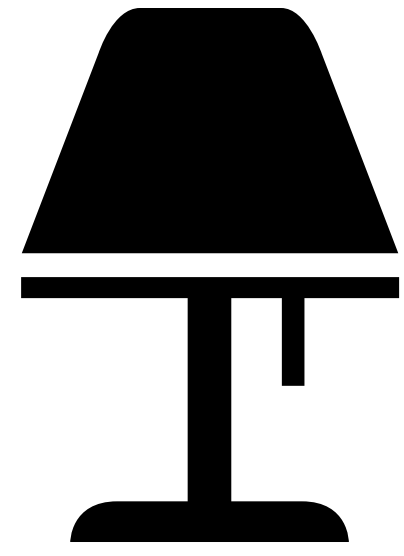
Chesapeake Bay Region



Average travel party spending:



\$670
per trip in Virginia



3.3
Nights
per trip

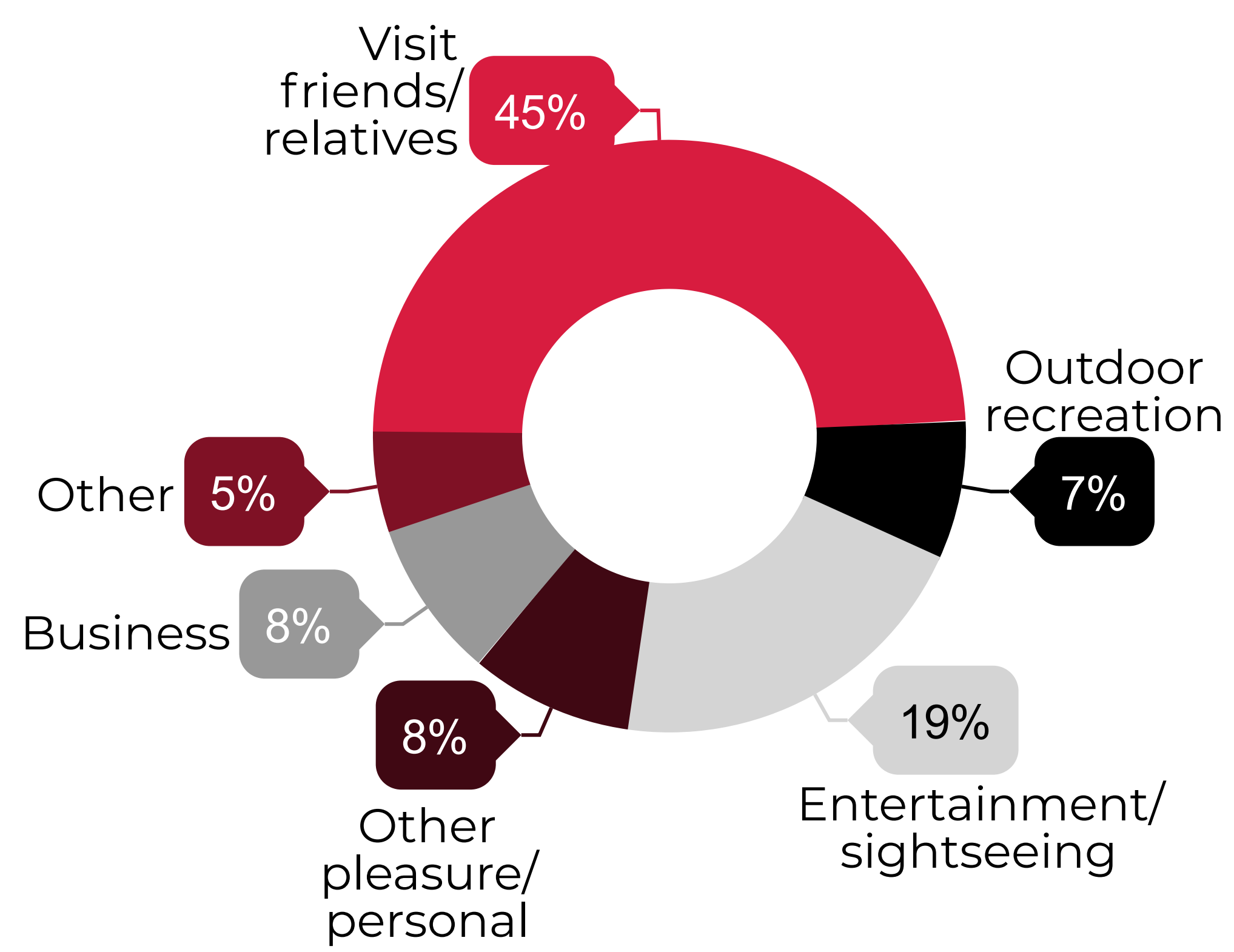


Top Activities:

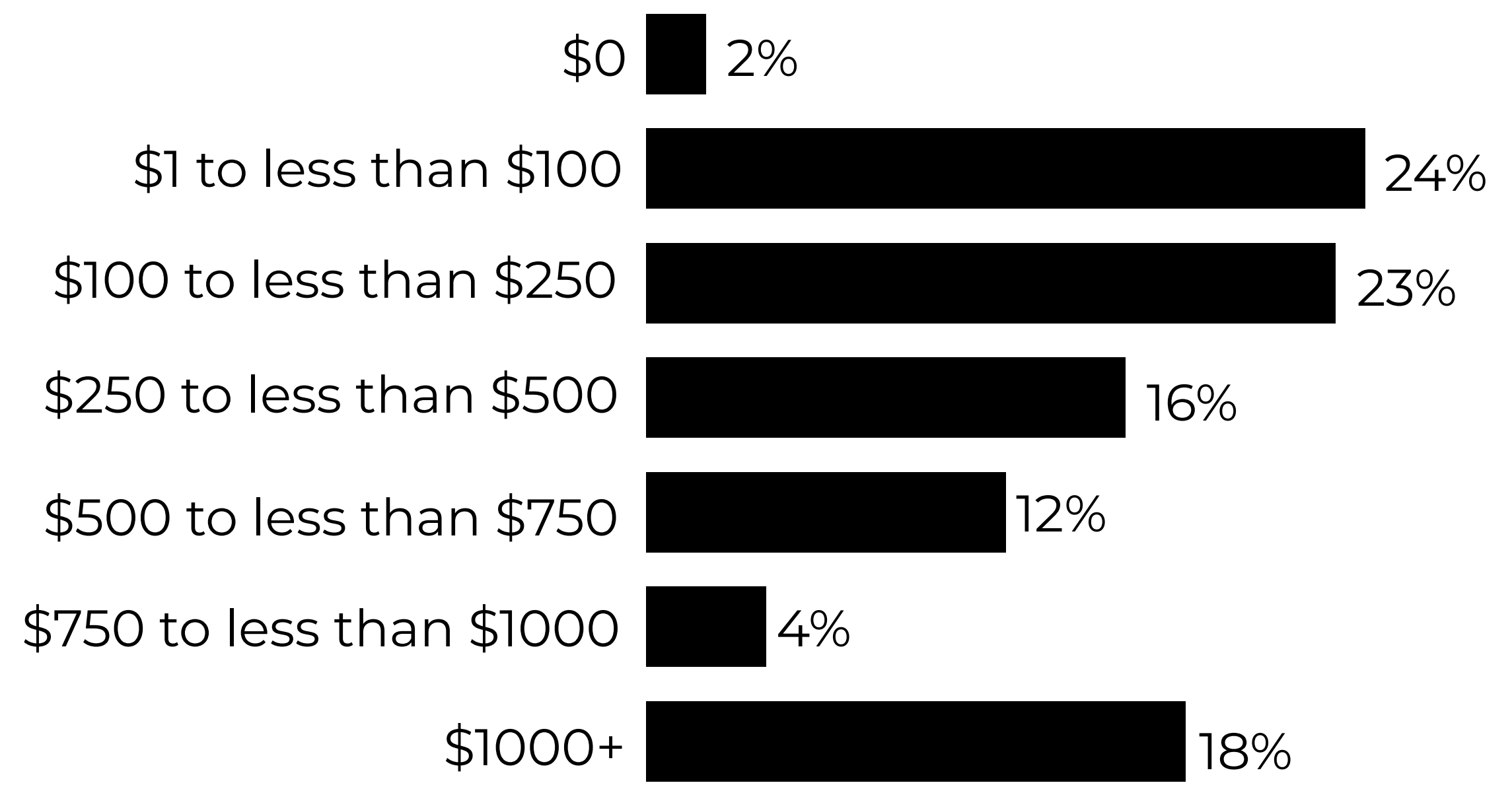
Shopping	25 %
Visiting relatives	23 %
Museums	20 %
Art galleries	19 %
Beach	18 %
Fine dining	16 %
Historic sites/Churches	15 %
Visiting friends	15 %
Rural sightseeing	13 %
State parks/Monuments	11 %
Zoos/Aquariums/Aviaries	10 %



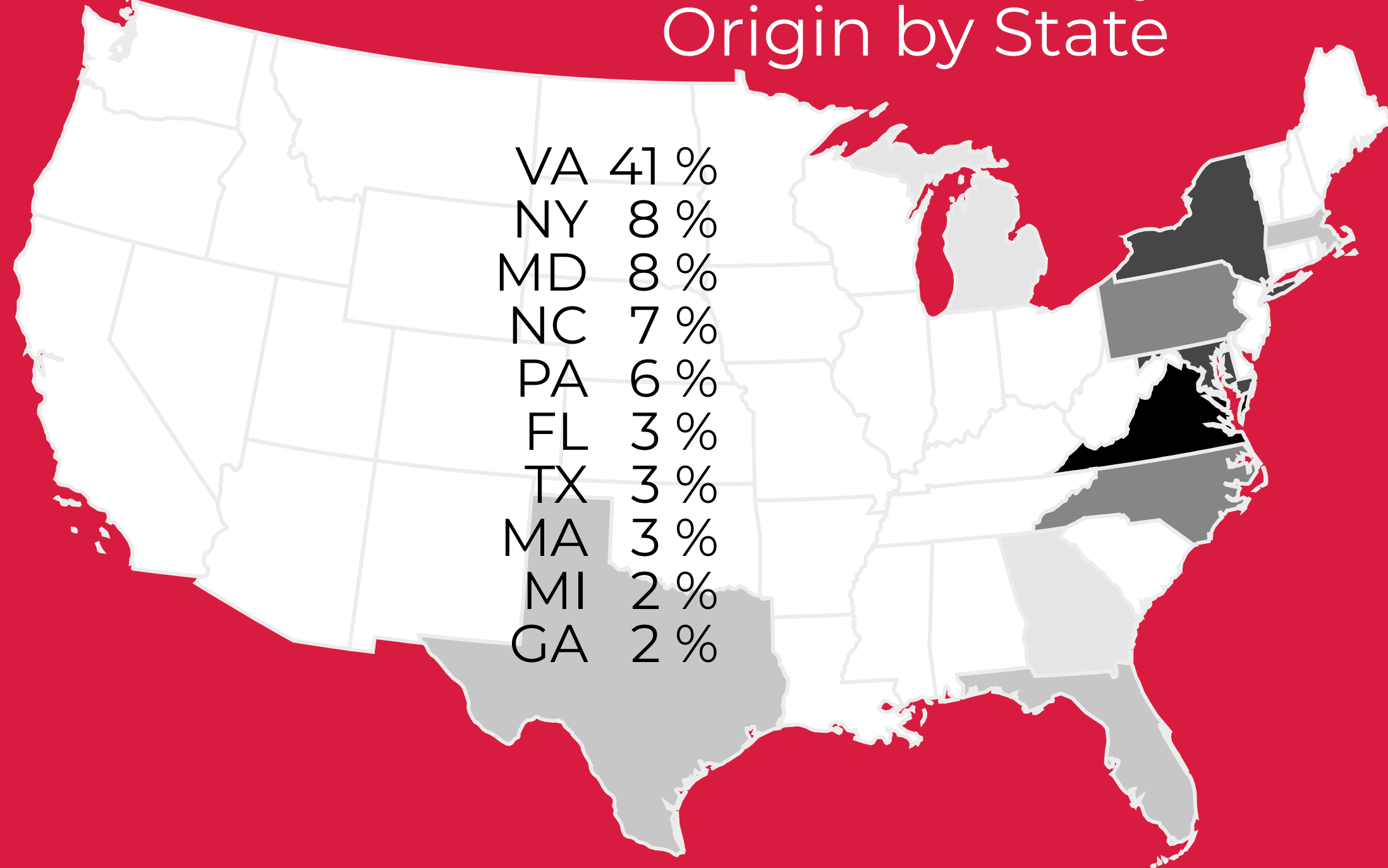
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

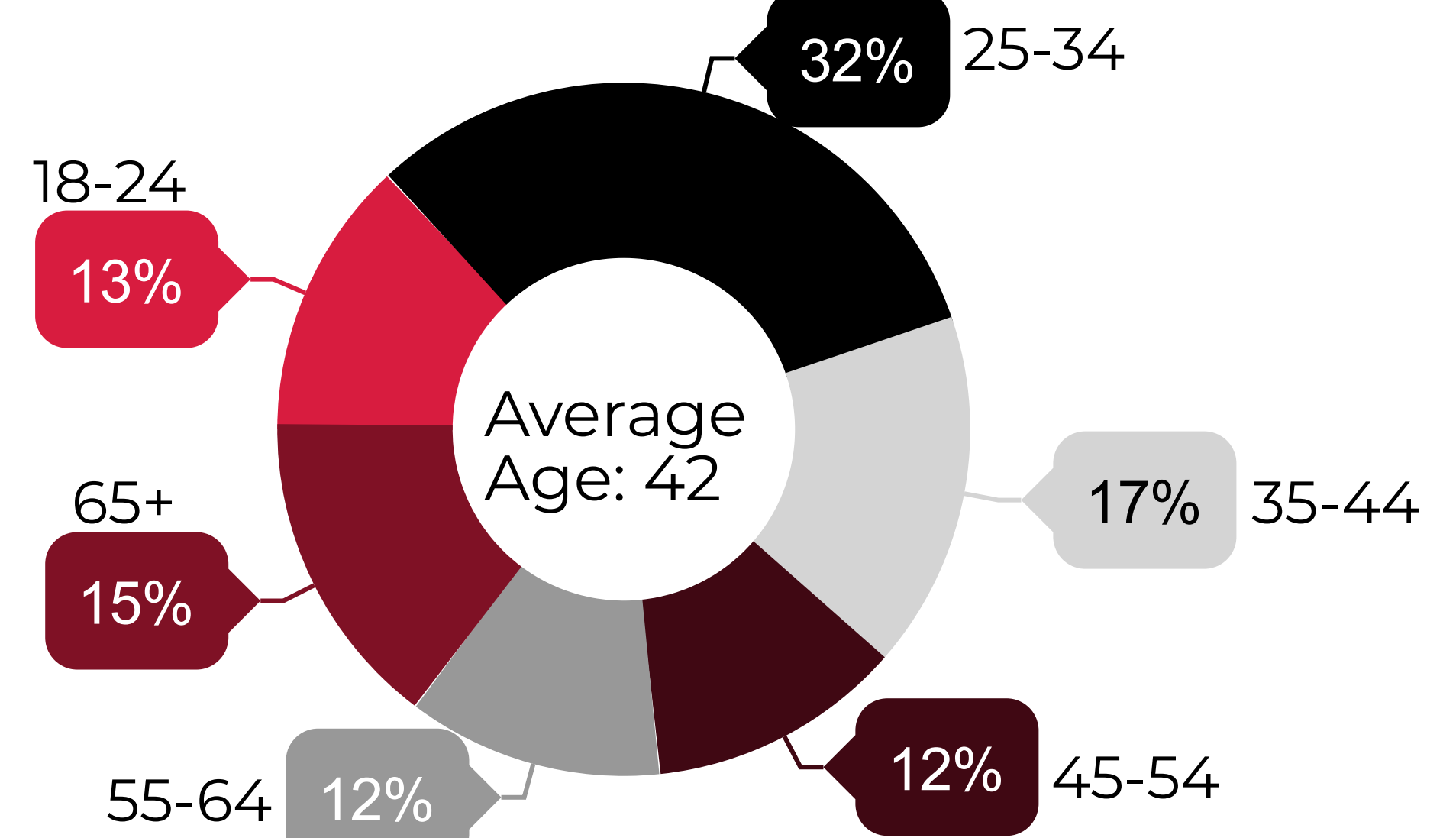
Washington, DC (Hagerstown)	22 %
Richmond-Petersburg	15 %
Norfolk-Portsmouth-Newport News	7 %
New York	5 %
Charlotte	5 %
Baltimore	4 %
Philadelphia	2 %
Emira (Corning)	2 %
Houston	2 %
Grand Rapids-Kalamazoo-Battle Creek	2 %

67 %
Married

42 %
Traveling with Children

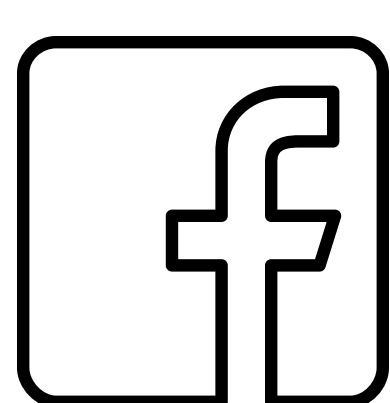
2.9
Average travel party size

31 %
Annual household income of 100K or more

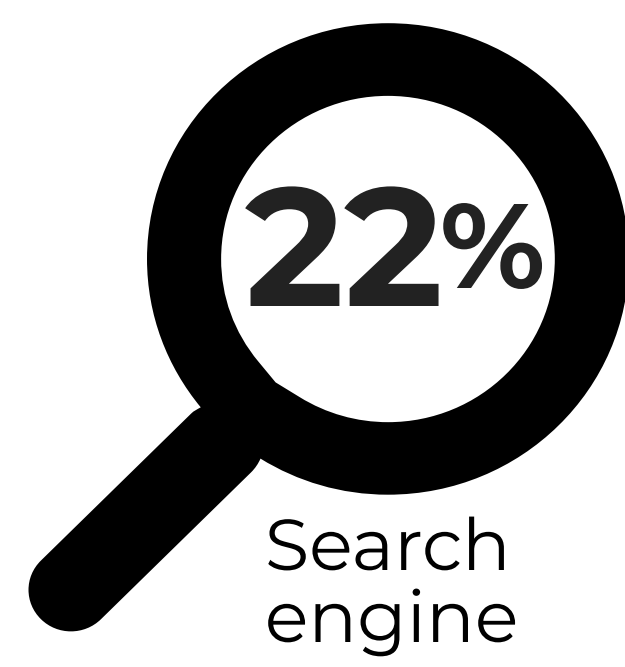


Planning Sources

33 %
Use information from friends and relatives.

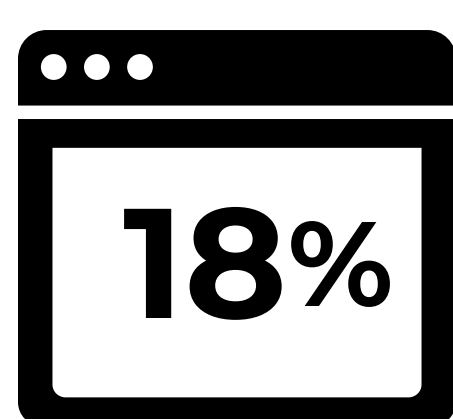


29 %



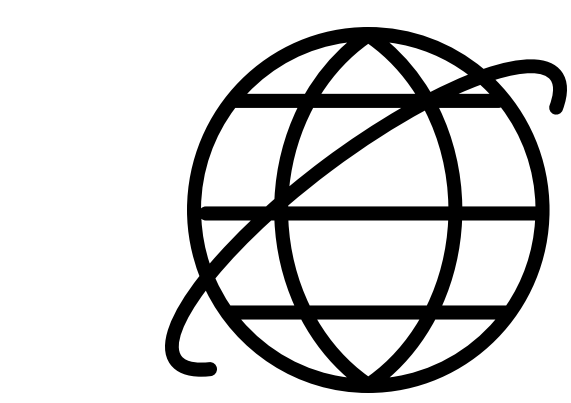
22 %

Search engine



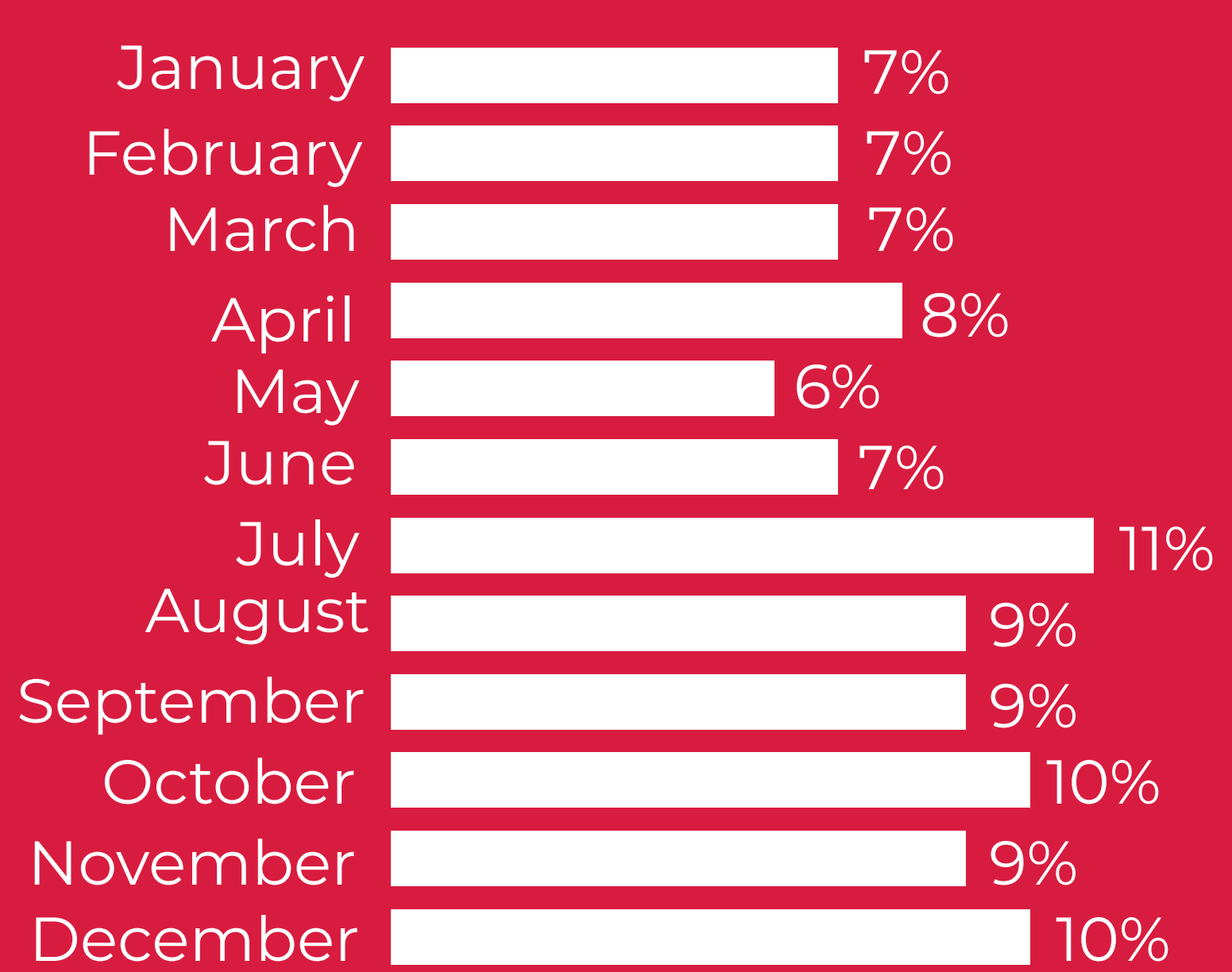
18 %

Destination website



16 % Travel Club (eg.AAA)

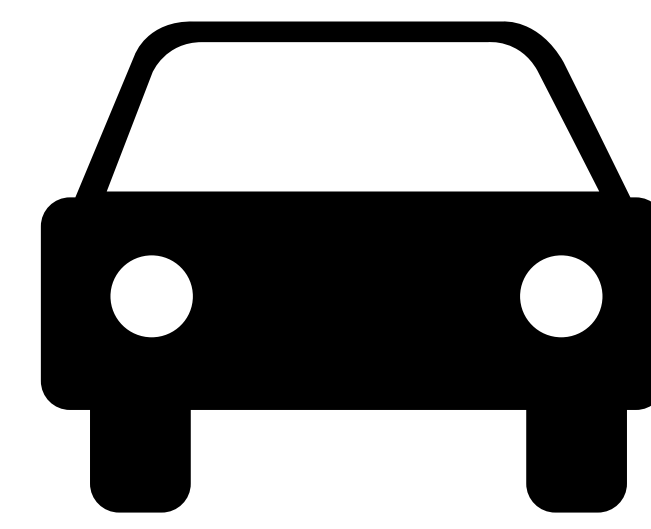
Month of Travel



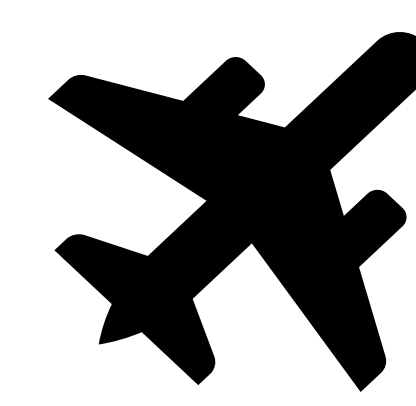
Planning Time



42% consider visiting Virginia less than a month before their visit
57% decide visiting Virginia less than a month before their visit

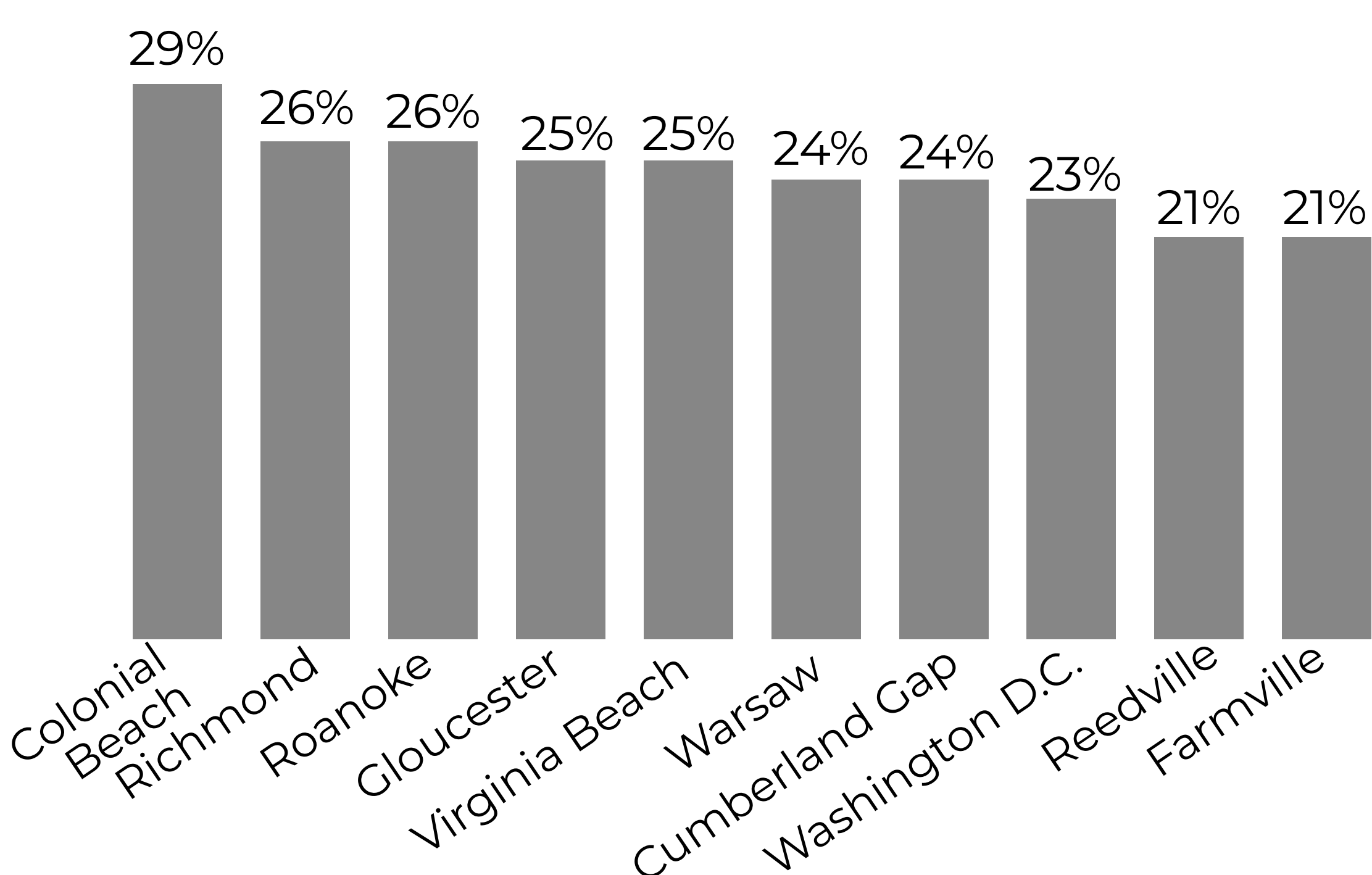


81 %
Travel by owned auto or rental cars



7 %
Travel by plane

Top 10 Most Visited Cities



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

