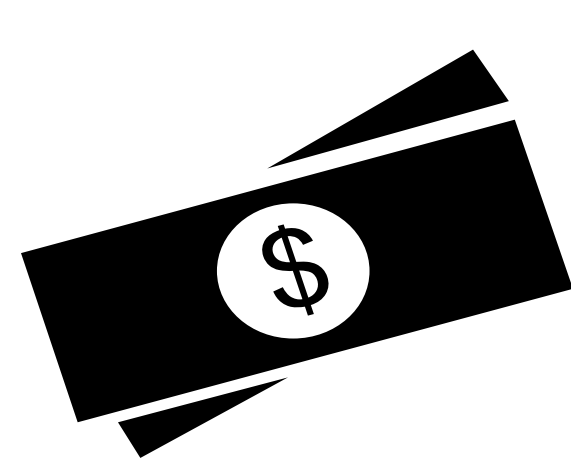


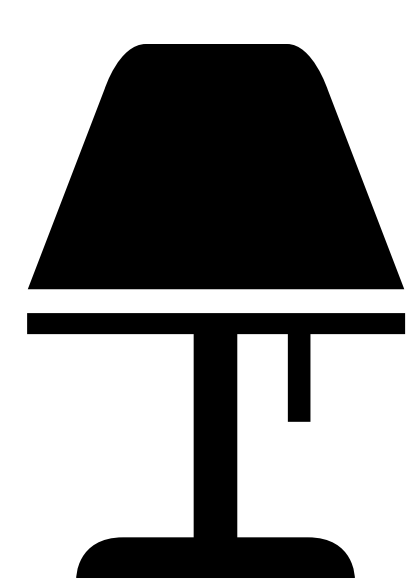
Coastal Virginia- Eastern Shore Region



Average travel party spending:



\$803
per trip in Virginia



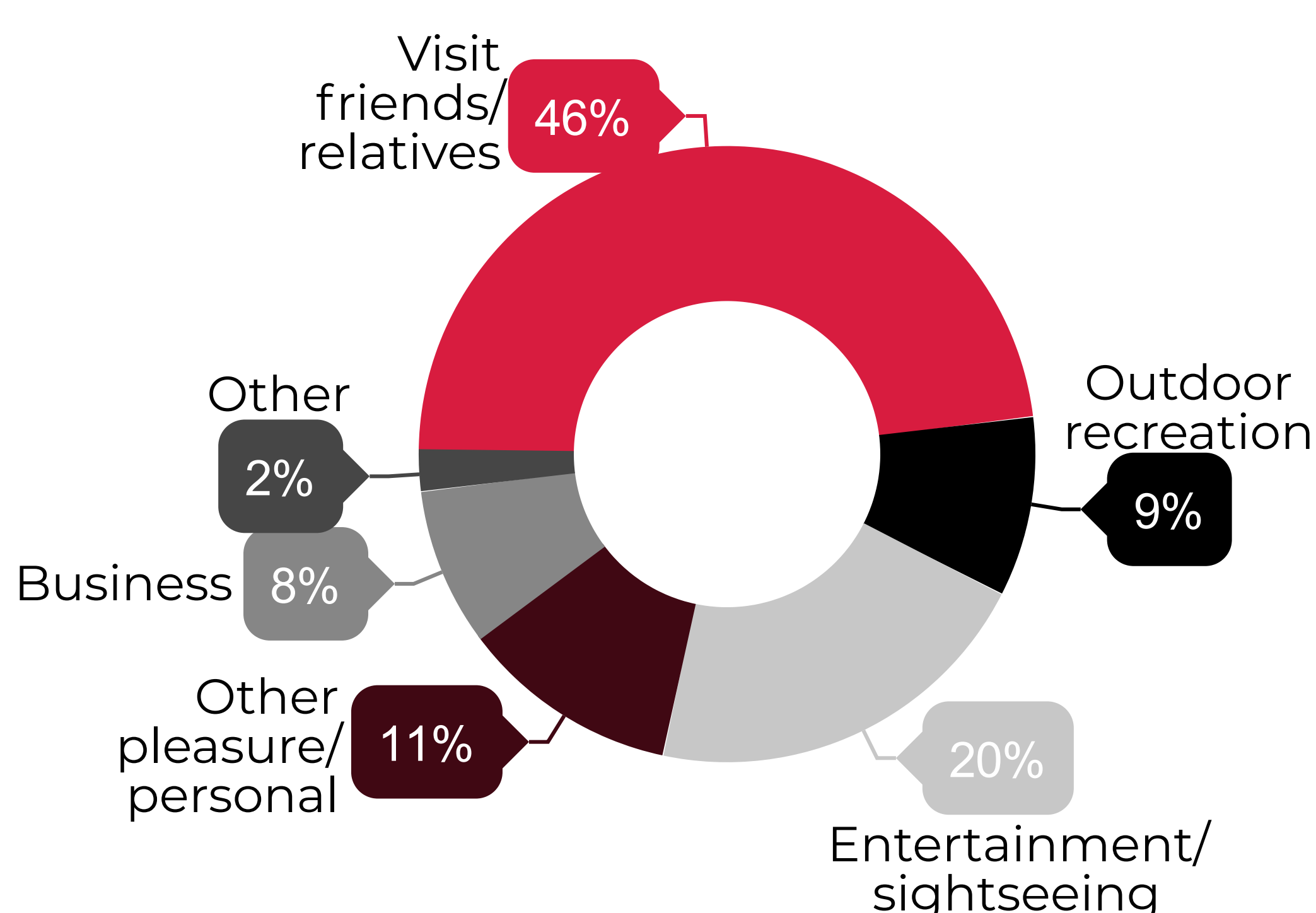
3.6
Nights
per trip



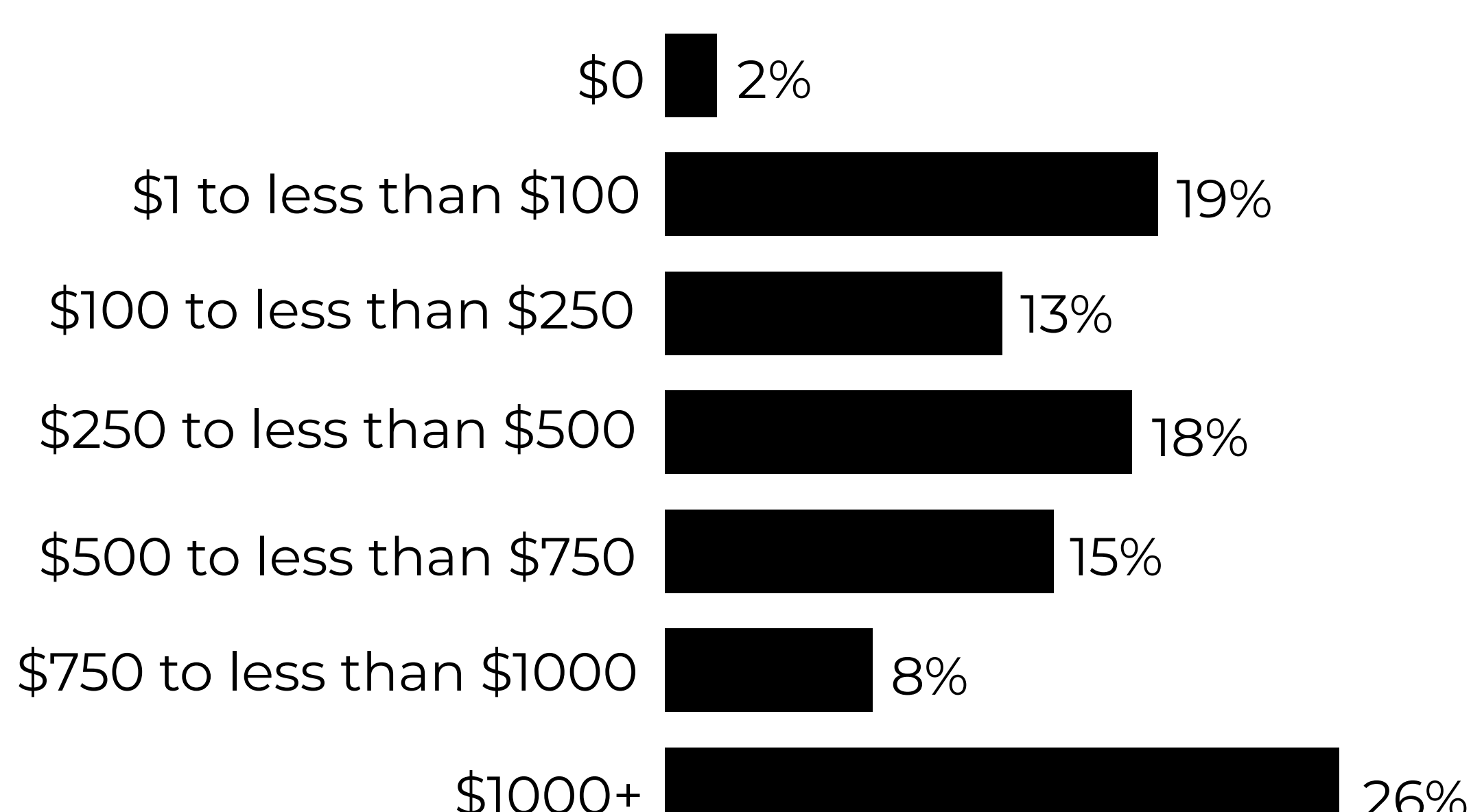
Top Activities:

Shopping	29 %
Beach	28 %
Visiting relatives	23 %
Museums	16 %
Fine dining	16 %
Rural sightseeing	16 %
Historic sites/Churches	16 %
Art galleries	14 %
Visiting friends	12 %
National parks/Monuments	11 %

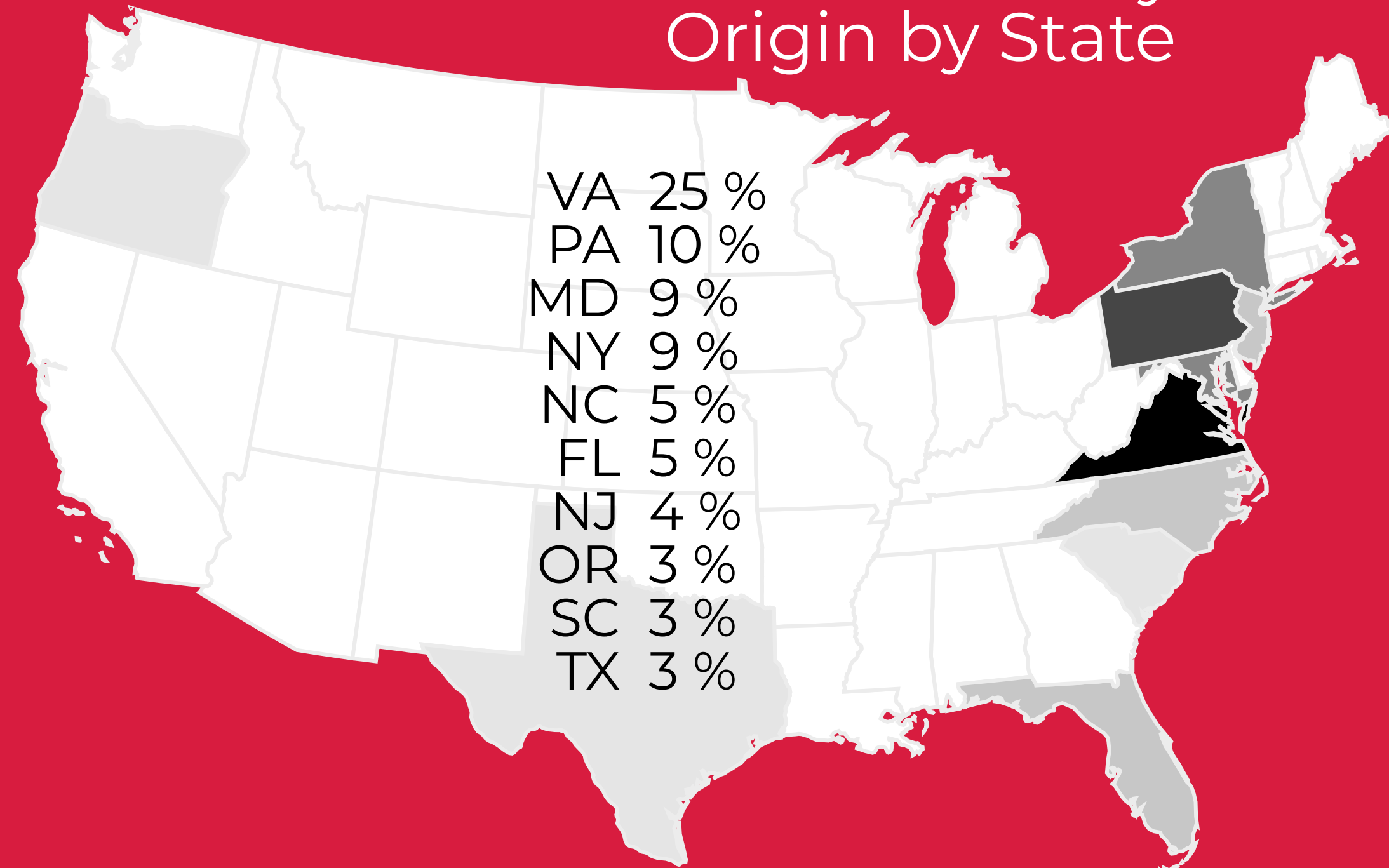
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

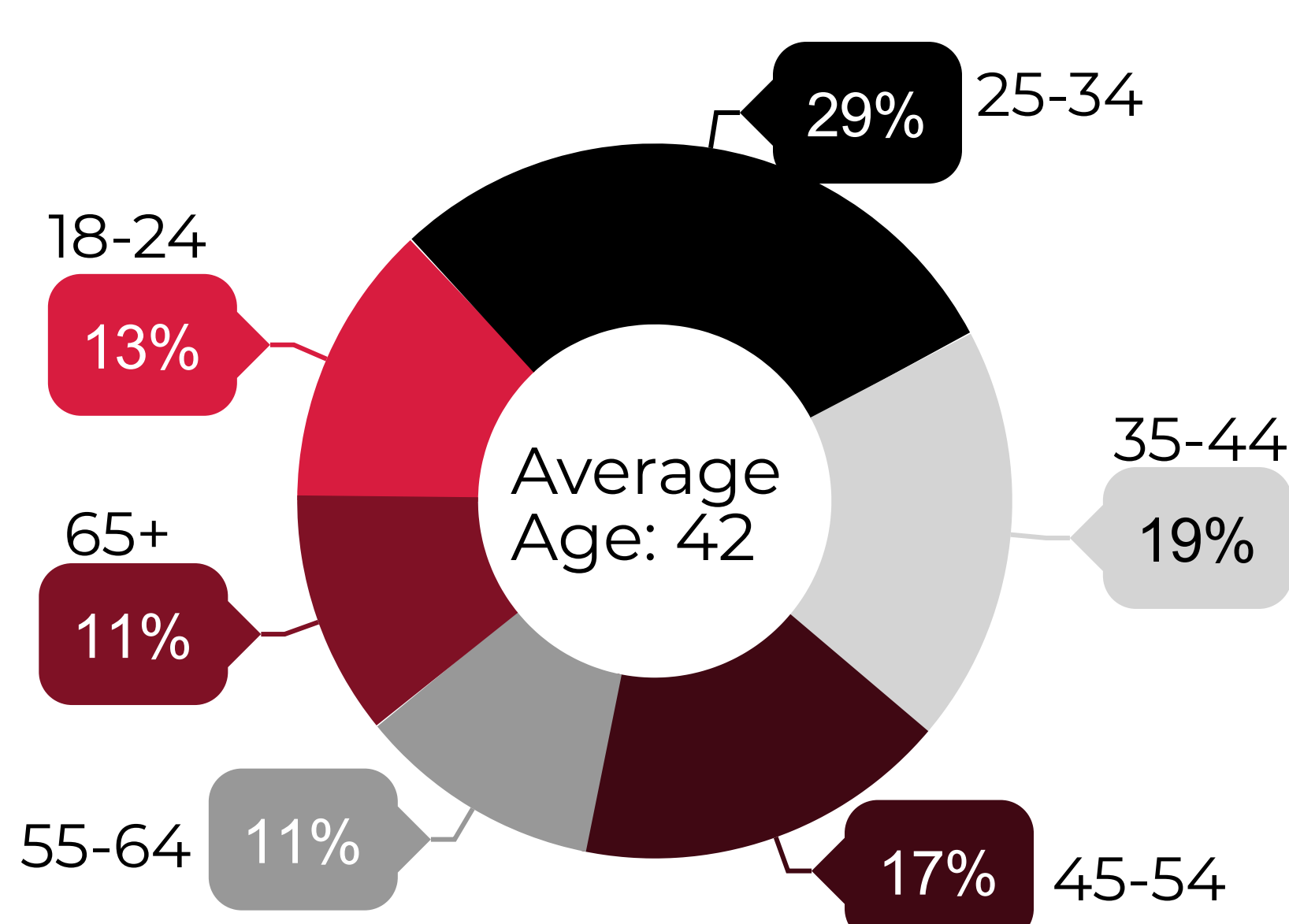
Washington, DC (Hagerstown)	13 %
Norfolk-Portsmouth-Newport News	10 %
New York	7 %
Philadelphia	7 %
Baltimore	6 %
Charlotte	3 %
Roanoke-Lynchburg	3 %
Richmond-Petersburg	3 %
Portland, OR	3 %
Houston	2 %

62%
Married

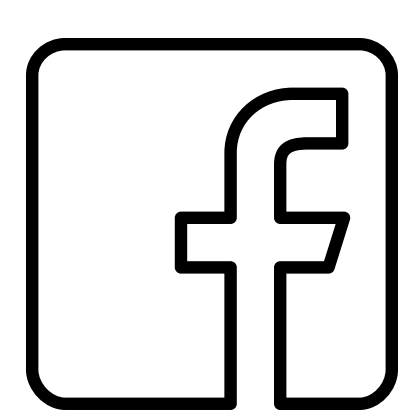
42%
Traveling with Children

3.0
Average travel party size

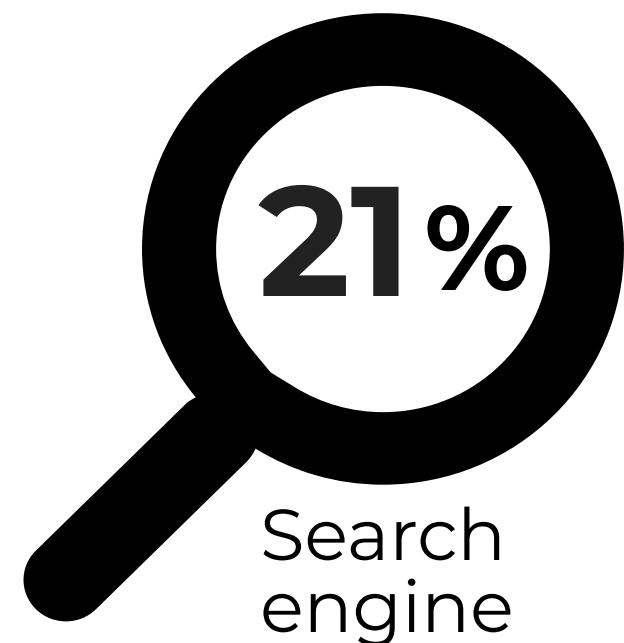
30%
Annual household income of 100K or more



Planning Sources



23%

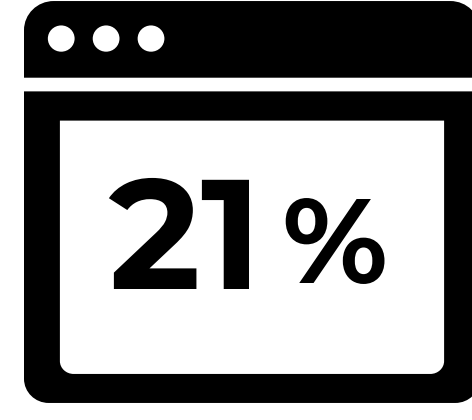


21%

Search engine

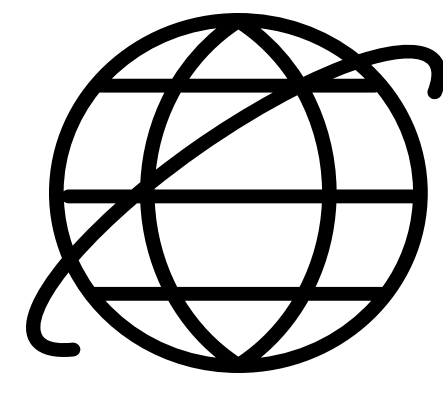
32%

Use information from friends and relatives.



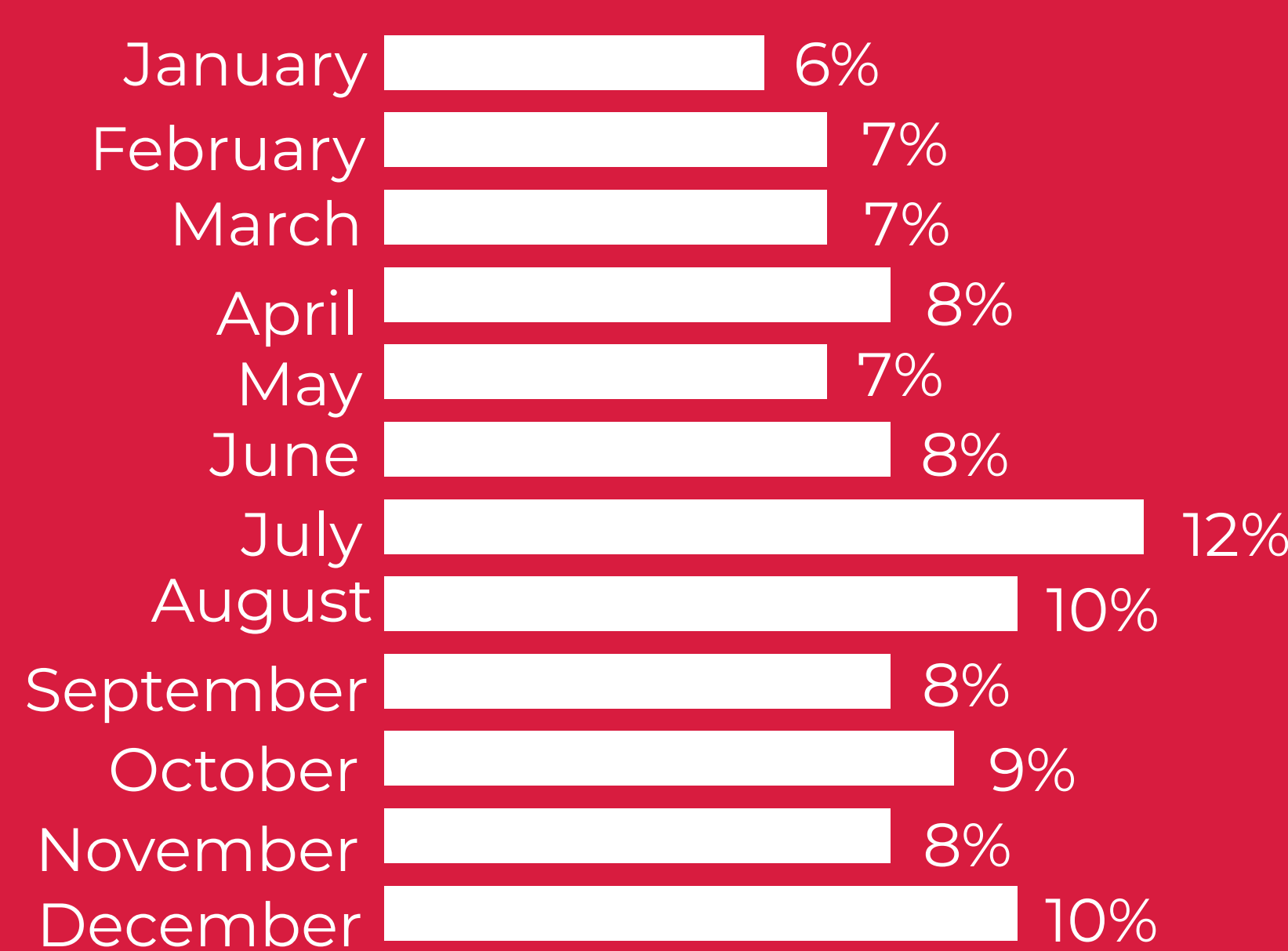
21%

Destination website



14% Travel Club

Month of Travel

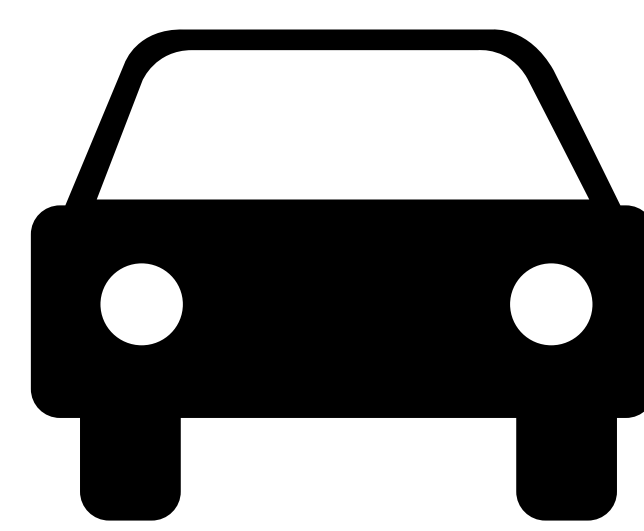


Planning Time

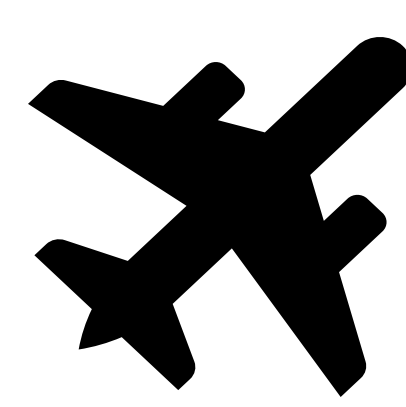


33% consider visiting Virginia less than a month before their visit

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

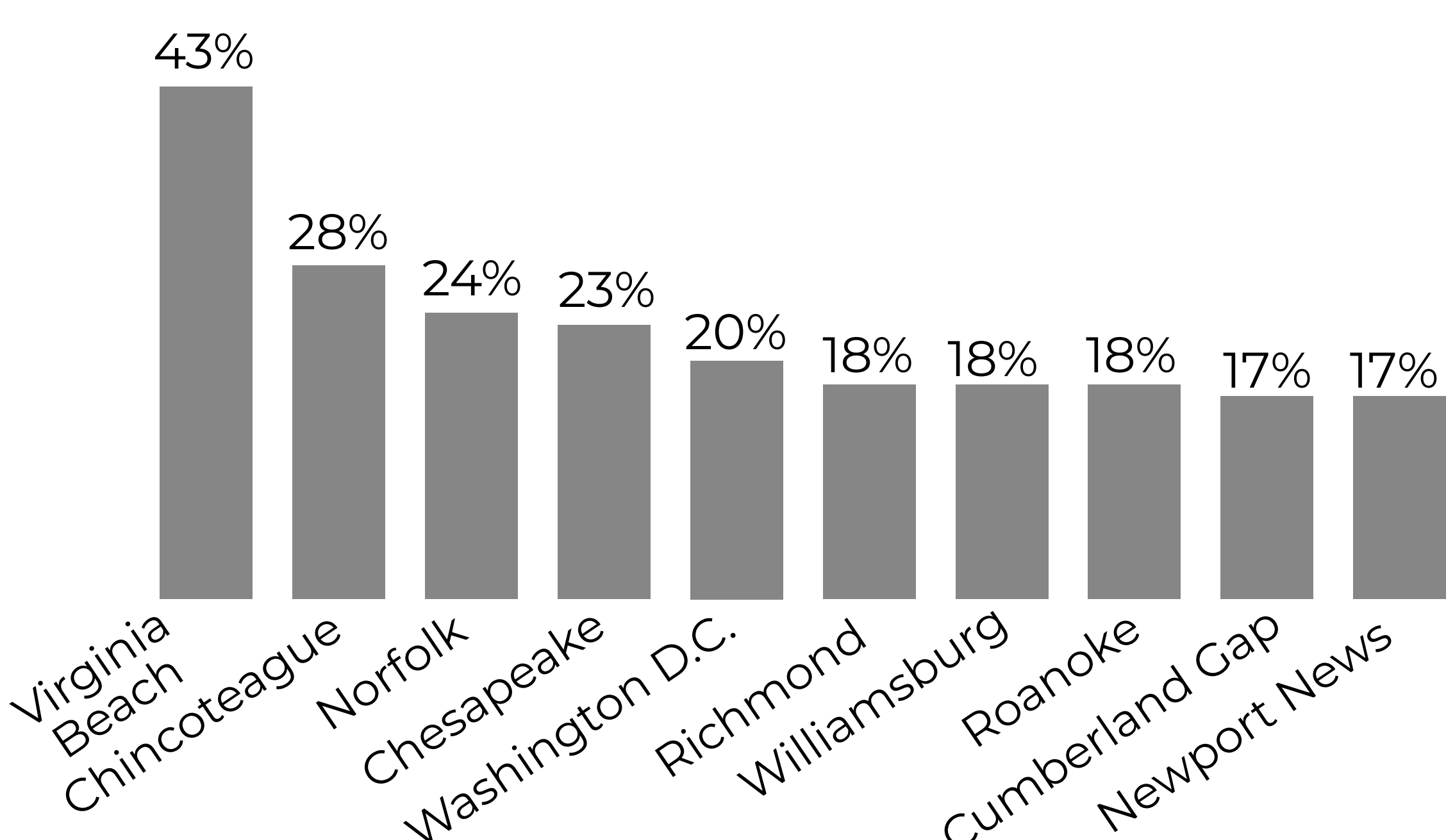


83%
Travel by owned auto or rental cars



9%
Travel by plane

Top 10 Most Visited Cities



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

