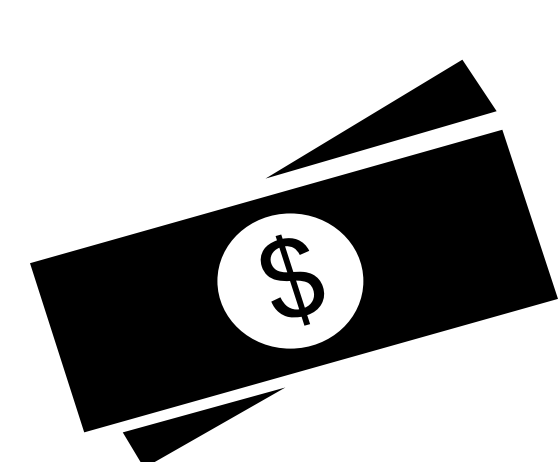


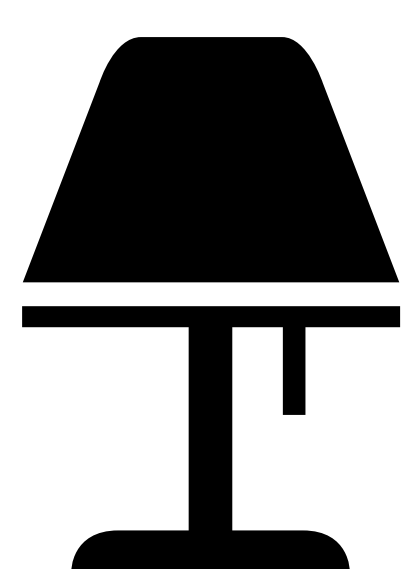
Coastal Virginia - Hampton Roads Region



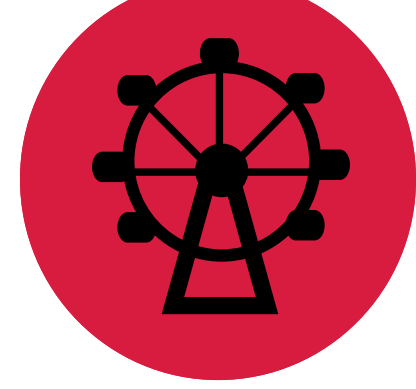
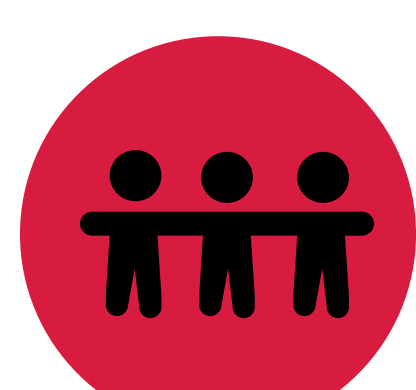
Average travel party spending:



\$701
per trip in Virginia



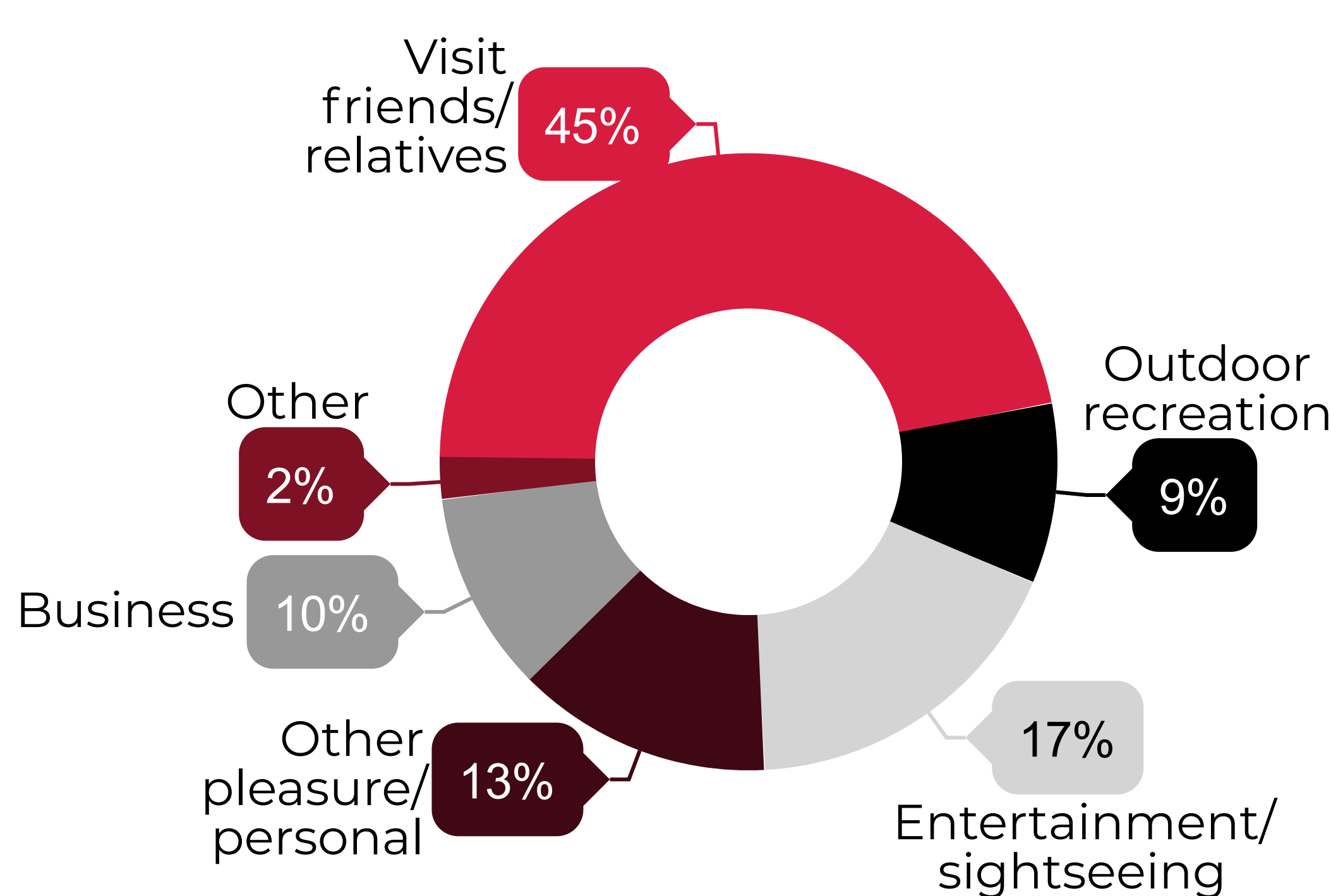
3.6
Nights
per trip



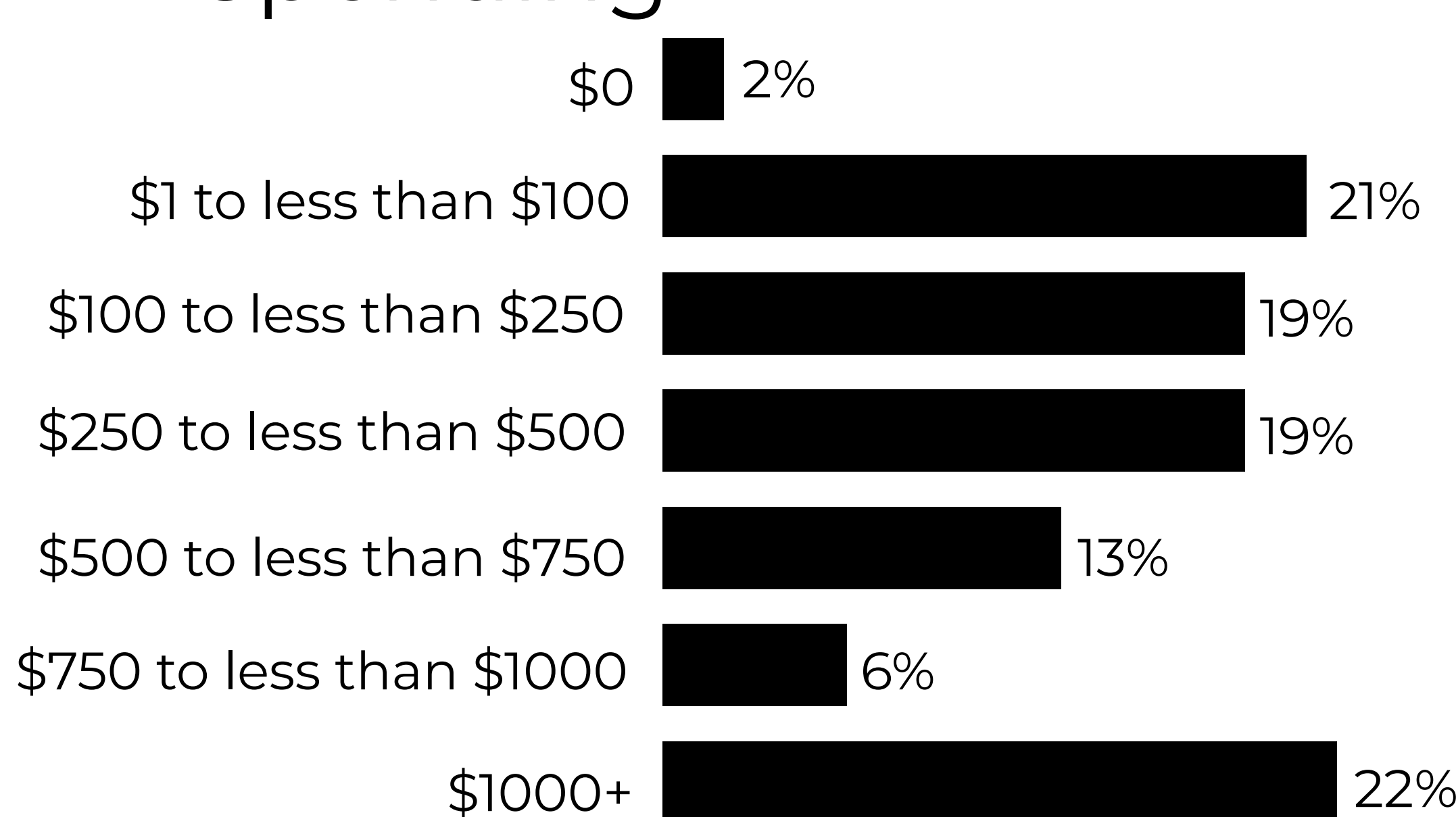
Top Activities:

Visiting relatives	30 %
Shopping	26 %
Beach	20 %
Historic sites/Churches	18 %
Fine dining	17 %
Museums	15 %
Rural sightseeing	13 %
Visiting friends	13 %
Theme/Amusement park	9 %
Urban sightseeing	9 %

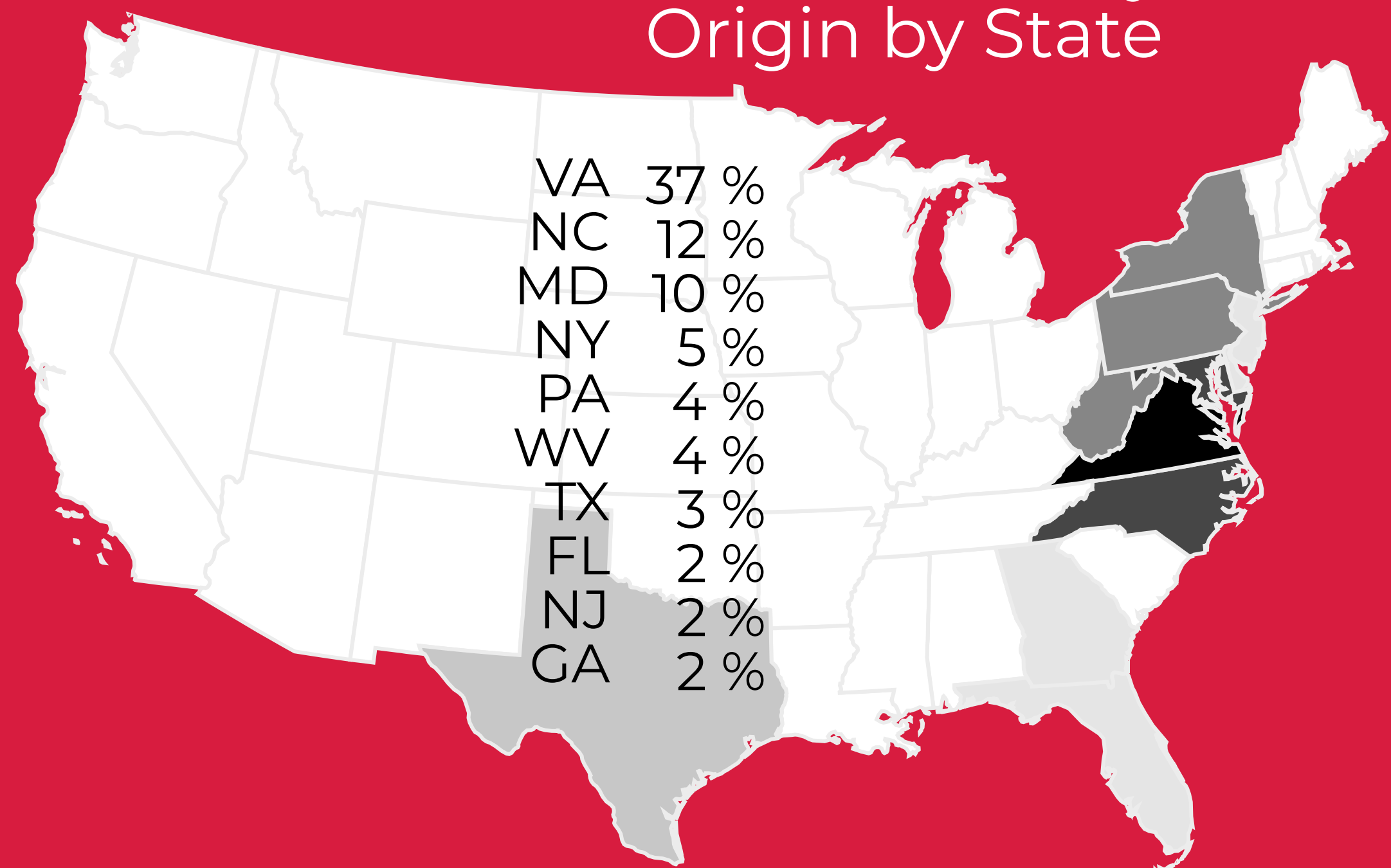
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State

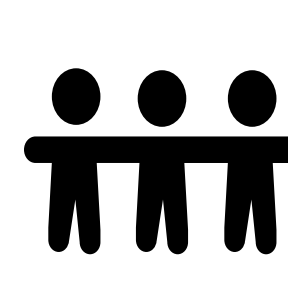


Travel Party Origin by DMA

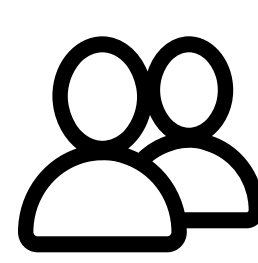
Washington, DC (Hagerstown)	20 %
Norfolk-Portsmouth-Newport News	16 %
Richmond-Petersburg	9 %
Baltimore	5 %
New York	5 %
Raleigh-Durham (Fayetteville)	4 %
Roanoke-Lynchburg	3 %
Philadelphia	3 %
Portland, OR	2 %
Boston (Manchester)	2 %



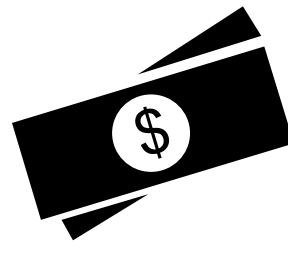
65 %
Married



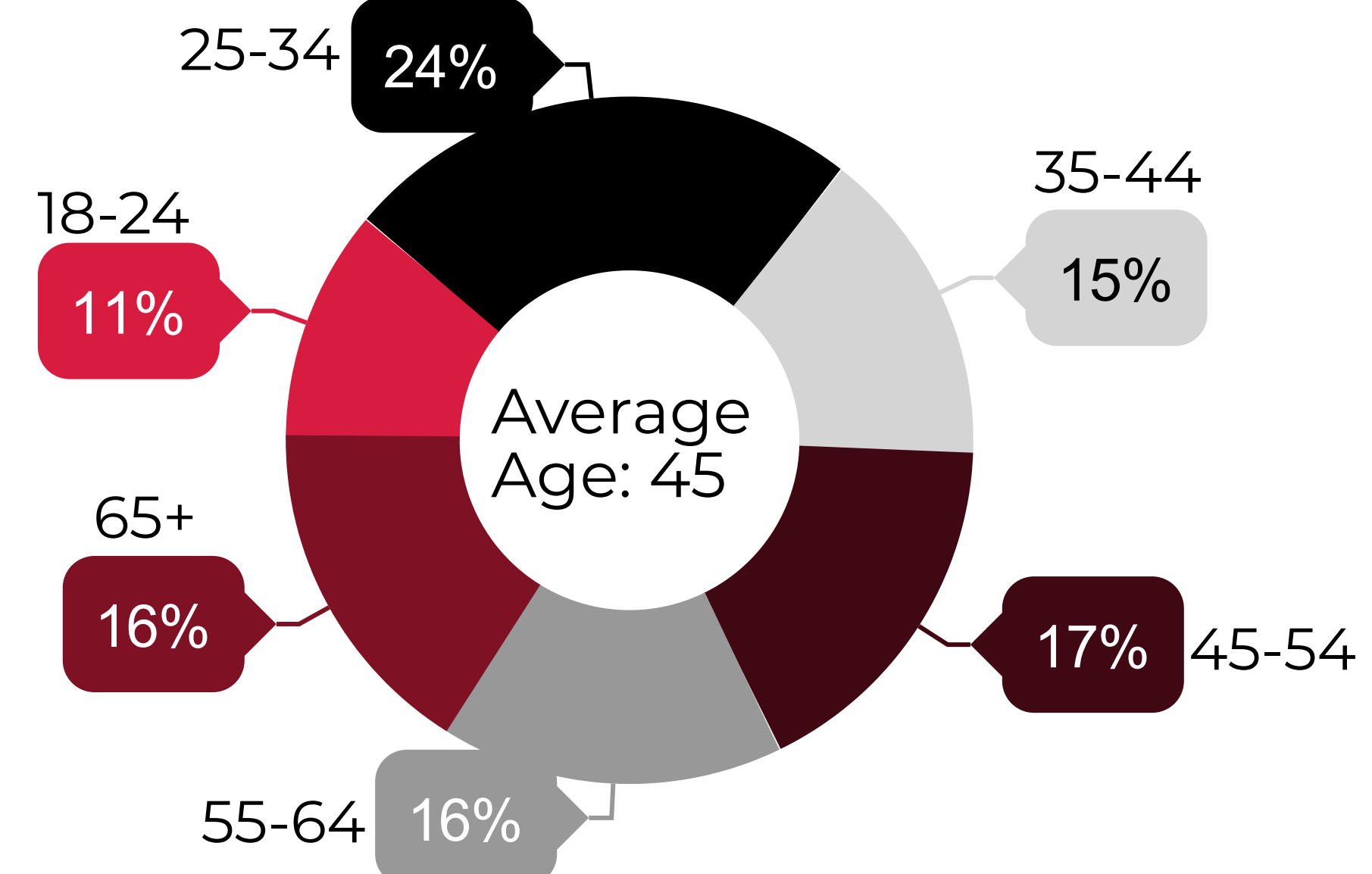
36 %
Traveling with Children



2.8
Average travel party size

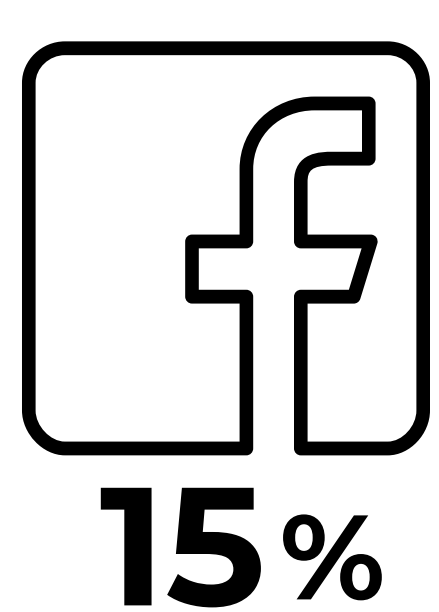
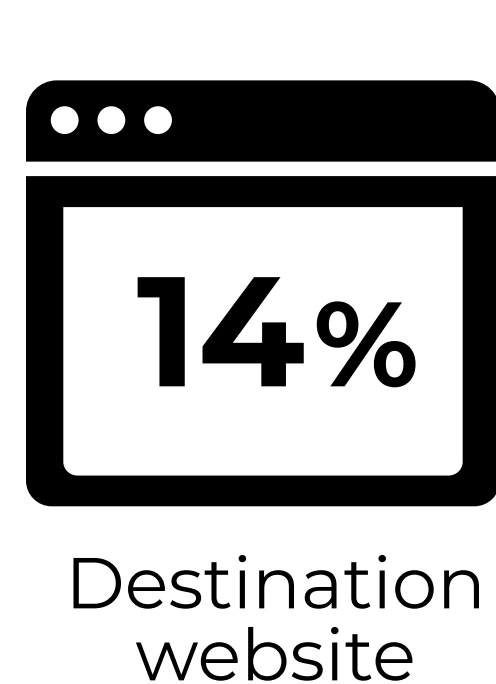
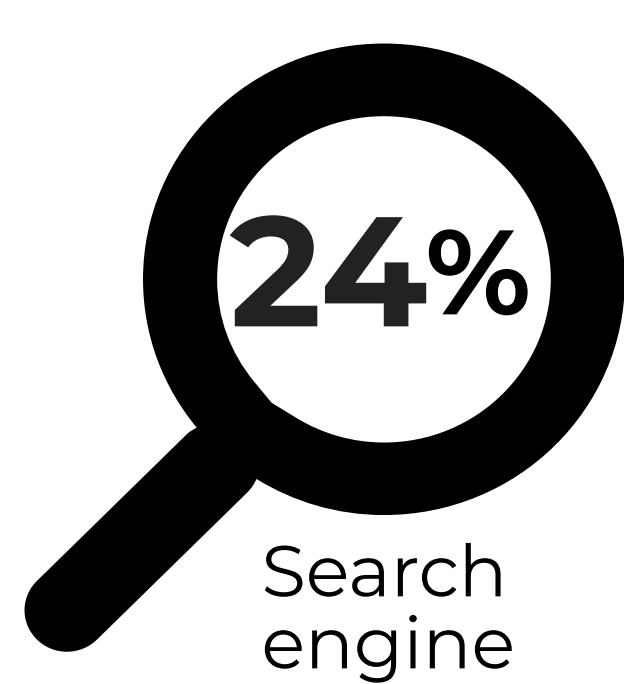


37 %
Annual household income of 100K or more

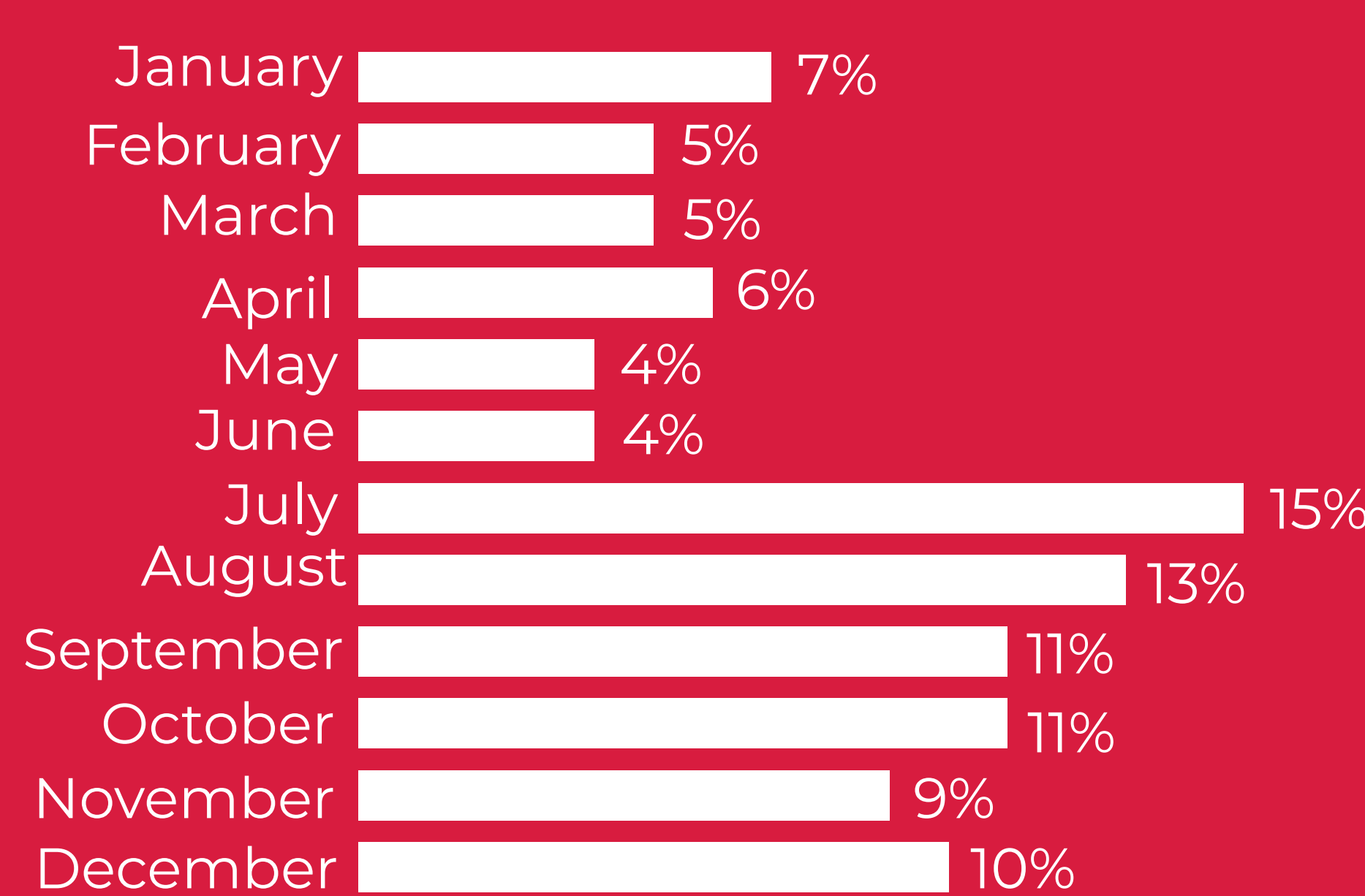


Planning Sources

31%
Use information from friends and relatives.



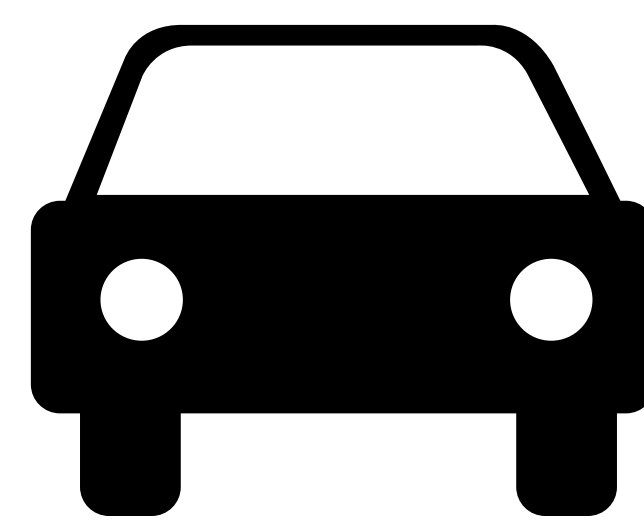
Month of Travel



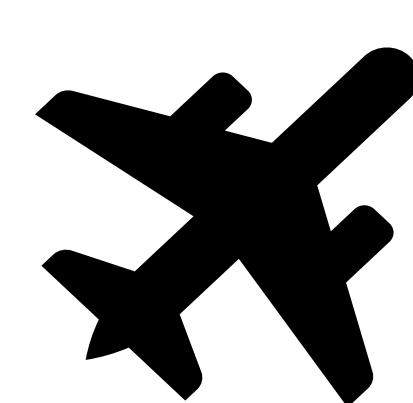
Planning Time



40% consider visiting Virginia less than a month before their visit
53% decide visiting Virginia less than a month before their visit

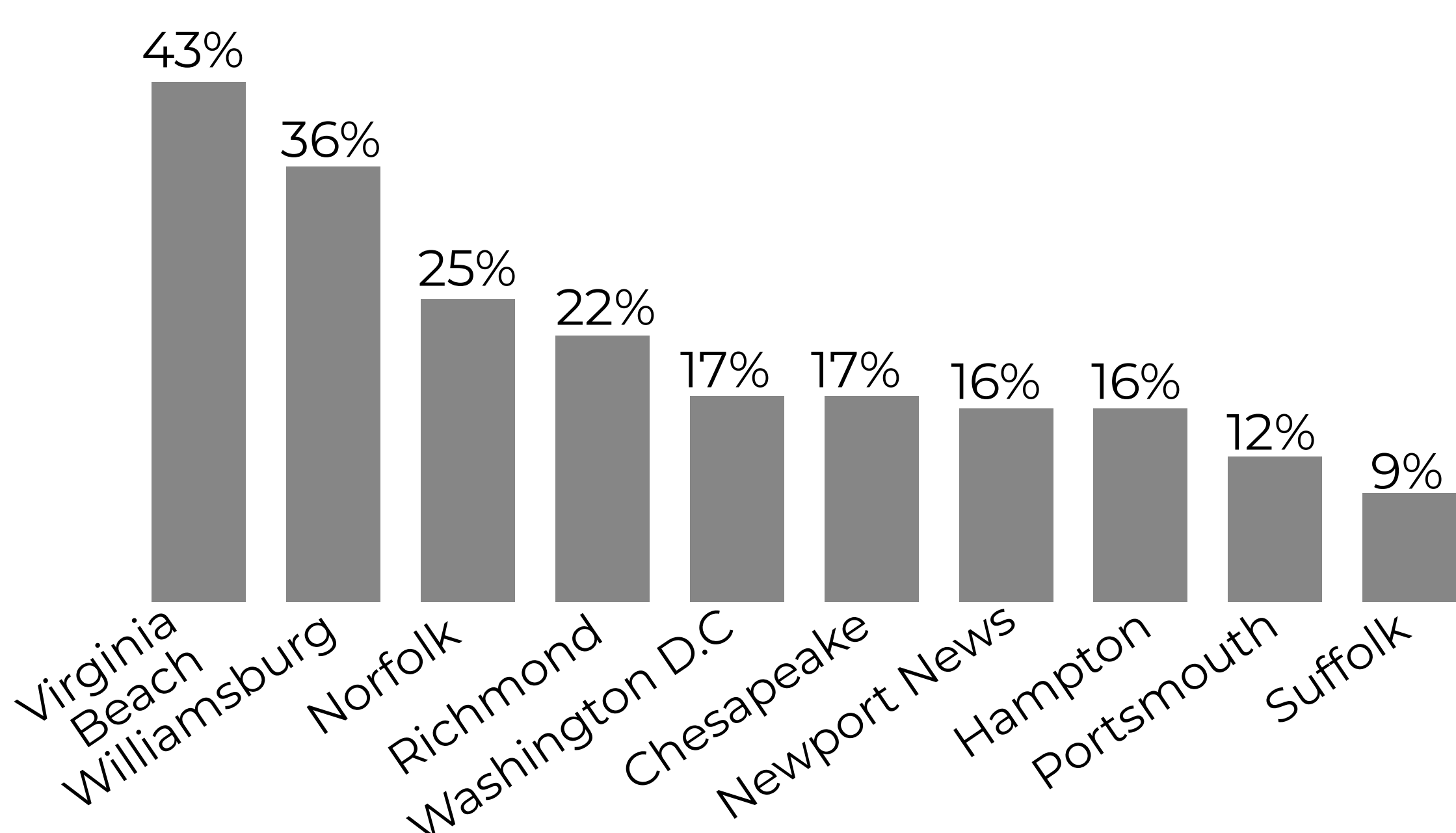


80%
Travel by owned auto or rental cars



7%
Travel by plane

Top 10 Most Visited Cities



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

