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%

Travel Party Origin by State:
- 65% Married
- 36% Traveling with Children
- 37% Annual household income of $100k or more

Planning Sources:
- 24% Search engines
- 31% Use information from friends and relatives
- 15% Online full service travel website

Planning Time:
- 40% consider visiting Virginia less than a month before their visit
- 53% decide visiting Virginia less than a month before their visit

Top 10 Most Visited Cities:

- Virginia
- Maryland
- Florida
- North Carolina
- South Carolina
- Pennsylvania
- Georgia
- New York
- California
- Pennsylvania

Travel Party Origin by DMA:
- Washington, DC (Hagerstown)
- Norfolk-Portsmouth-Newport News
- Richmond-Petersburg
- Baltimore
- New York
- Raleigh-Durham (Fayetteville)
- Roanoke-Lynchburg
- Philadelphia
- Portland, OR
- Boston (Manchester)

Travel Party Spending:
- $0 to $100: 7%
- $100 to $250: 12%
- $250 to $500: 17%
- $500 to $1000: 22%
- $1000+: 21%

Month of Travel:
- 80% Travel by owned auto or rental cars
- 7% Travel by plane

Top 10 States Plan to Visit for Leisure in Next 2 Years:
- Virginia
- Maryland
- Florida
- North Carolina
- Pennsylvania
- Georgia
- New York
- South Carolina
- California
- Pennsylvania

Primary Purpose of Trip:
- Visit friends/family: 35%
- Business: 10%
- Other/relatives/personal: 13%
- Entertainments/sightseeing: 9%
- Shopping: 7%
- Religious: 4%
- Others: 11%