Top 10 Most Visited Cities

1. Chesapeake Bay Region
2. Washington, D.C.
3. Miami
4. New York
5. Atlanta
6. Orlando
7. Dallas
8. Las Vegas
9. Phoenix
10. San Francisco

Average travel party spending:
- $735 per trip in Virginia
- 2.8 Nights per trip

Top Activities:
- Visiting relatives: 28%
- Shopping: 26%
- Historic sites/Churches: 21%
- Museums: 20%
- Beach: 17%
- Urban sightseeing: 15%
- Art galleries: 14%
- Rural sightseeing: 14%
- Fine dining: 14%
- Visiting friends: 12%

Travel Party Spending
- $750 to less than $1000: 39%
- $500 to less than $750: 17%
- $250 to less than $500: 10%
- $100 to less than $250: 5%
- $1 to less than $100: 4%

Primary Purpose of Trip
- Visit friends/relatives: 48%
- Business: 11%
- Personal business: 9%
- Dome pleasure/personal: 14%
- Entertainment/sightseeing: 10%
- Outdoor recreation: 10%

Planning Sources
- Use information from friends and relatives: 29%
- Search engine: 16%
- Online full service travel sites (Expedia, etc.): 11%
- Destination websites: 11%

Planning Time
- 81% Travel by owned auto or rental cars
- 7% Travel by plane

Travel Party Origin by State
- Virginia: 24%
- Maryland: 11%
- North Carolina: 10%
- Pennsylvania: 8%
- New York: 7%
- Florida: 6%
- South Carolina: 5%
- North Carolina: 4%
- Ohio: 4%
- Michigan: 4%

Travel Party Origin by DMA
- Washington, DC (Hagerstown): 24%
- Norfolk-Portsmouth-Newport News: 11%
- Raleigh-Durham-Chapel Hill: 8%
- Atlanta: 7%
- Nashville: 6%
- Charlotte: 5%
- Philadelphia: 5%
- Columbus, OH: 4%
- Los Angeles: 2%

Month of Travel
- July: 21%
- August: 17%
- May: 14%
- April: 13%
- June: 13%
- September: 13%
- October: 11%
- November: 7%
- December: 4%
- January: 3%
- February: 3%
- March: 3%
- December: 3%

Primary Purpose of Trip
- Visit friends/relatives: 48%
- Business: 11%
- Personal business: 9%
- Dome pleasure/personal: 14%
- Entertainment/sightseeing: 10%
- Outdoor recreation: 10%

Top 10 States Plan to Visit
- For Lakeside in Next 2 Years
- Virginia: 45%
- Florida: 27%
- Maryland: 22%
- North Carolina: 21%
- Washington, DC: 20%
- California: 15%
- Tennessee: 15%
- New York: 14%
- South Carolina: 11%
- Pennsylvania: 9%