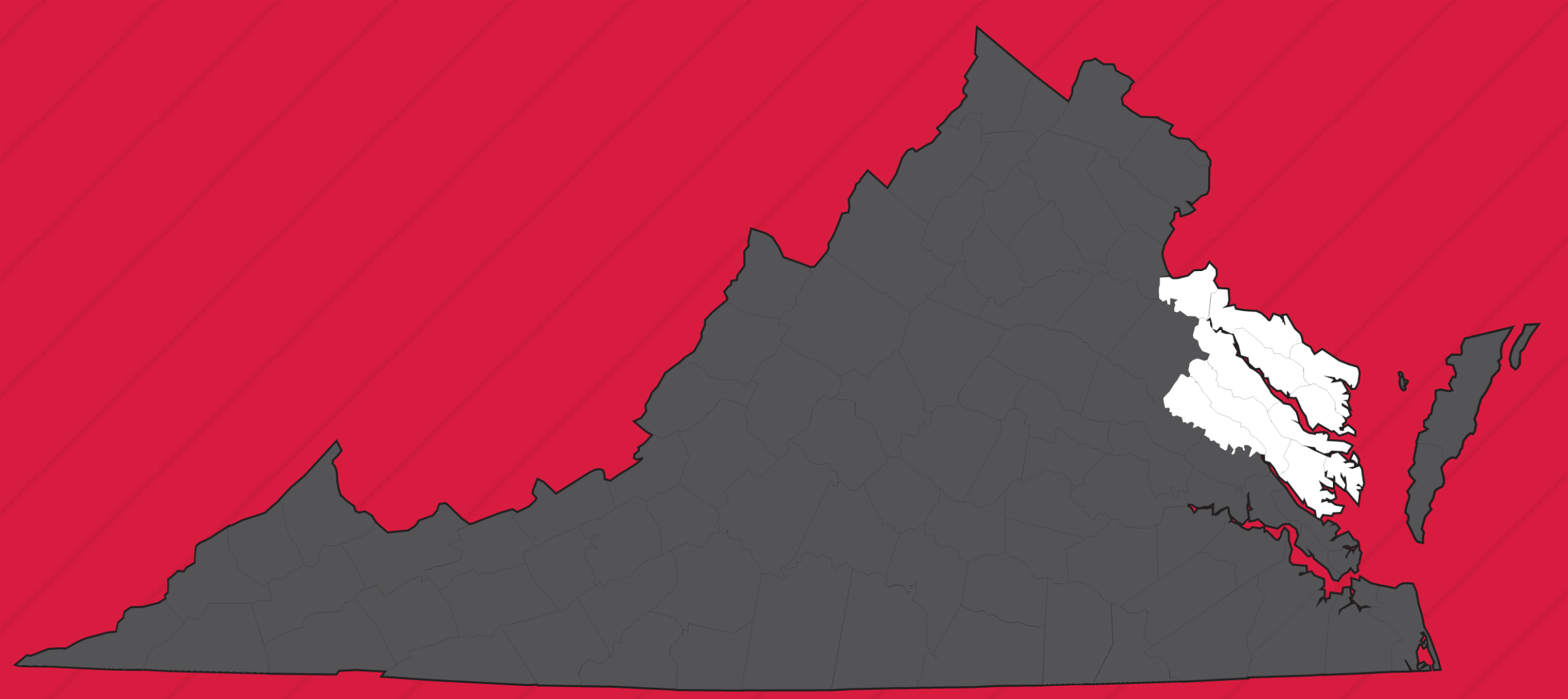
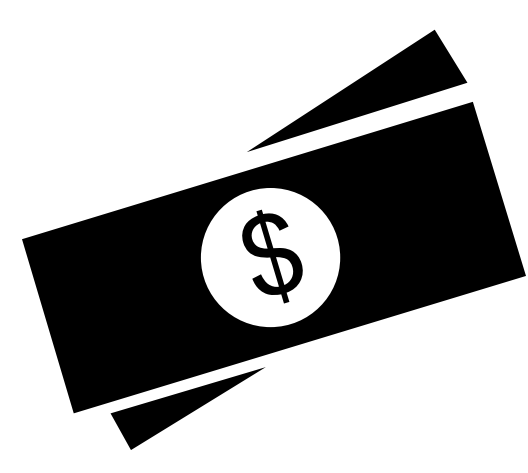


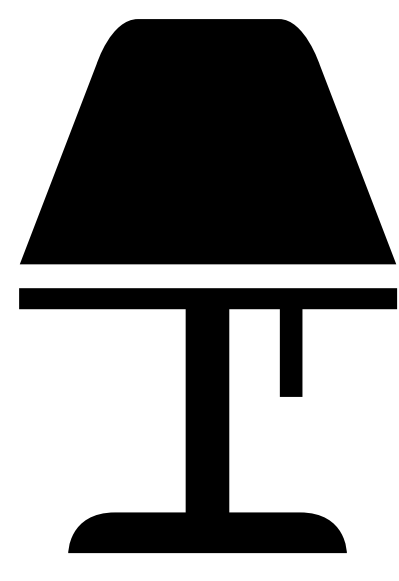
Chesapeake Bay Region



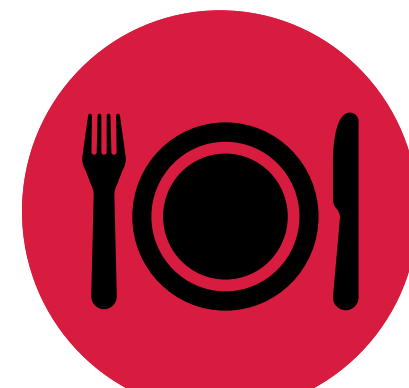
Average travel party spending:



\$735
per trip in Virginia



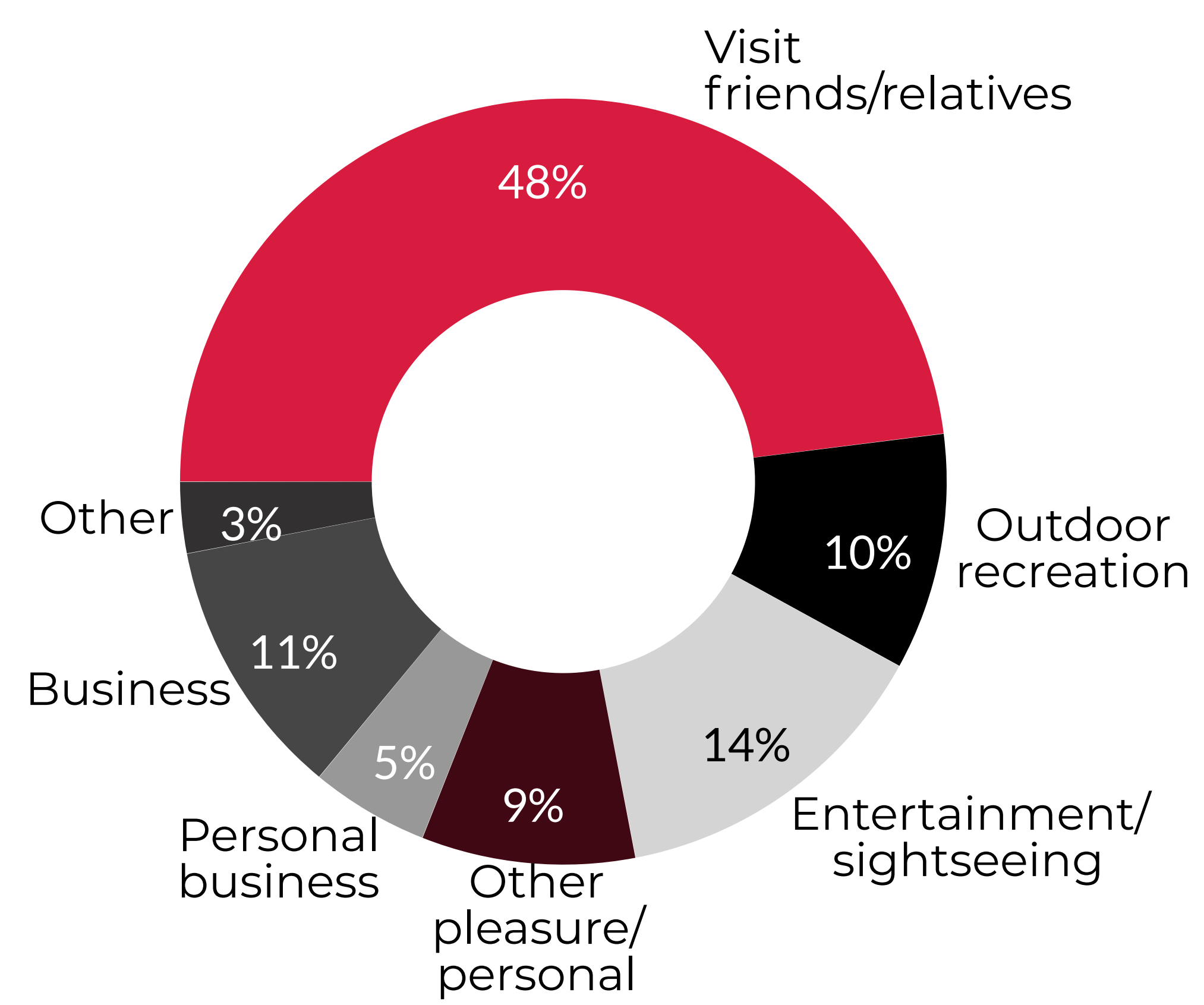
2.8
Nights
per trip



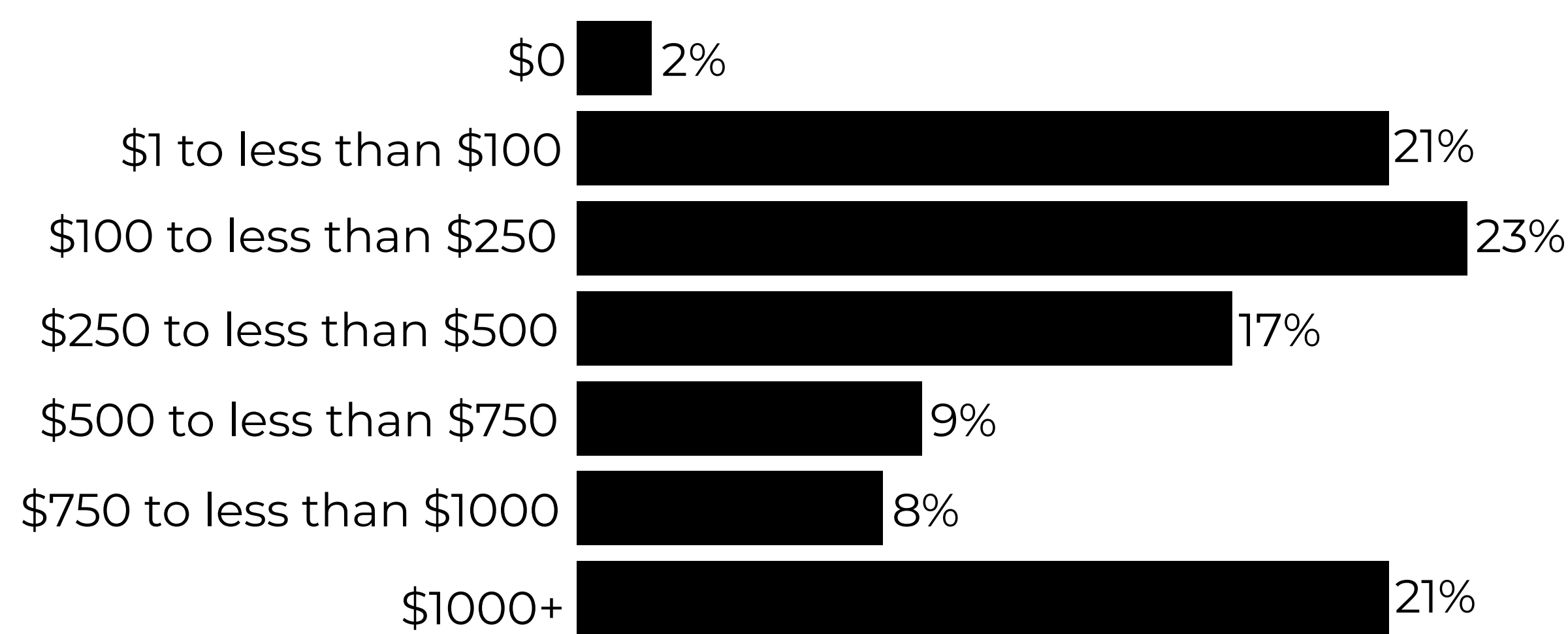
Top Activities:

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 %

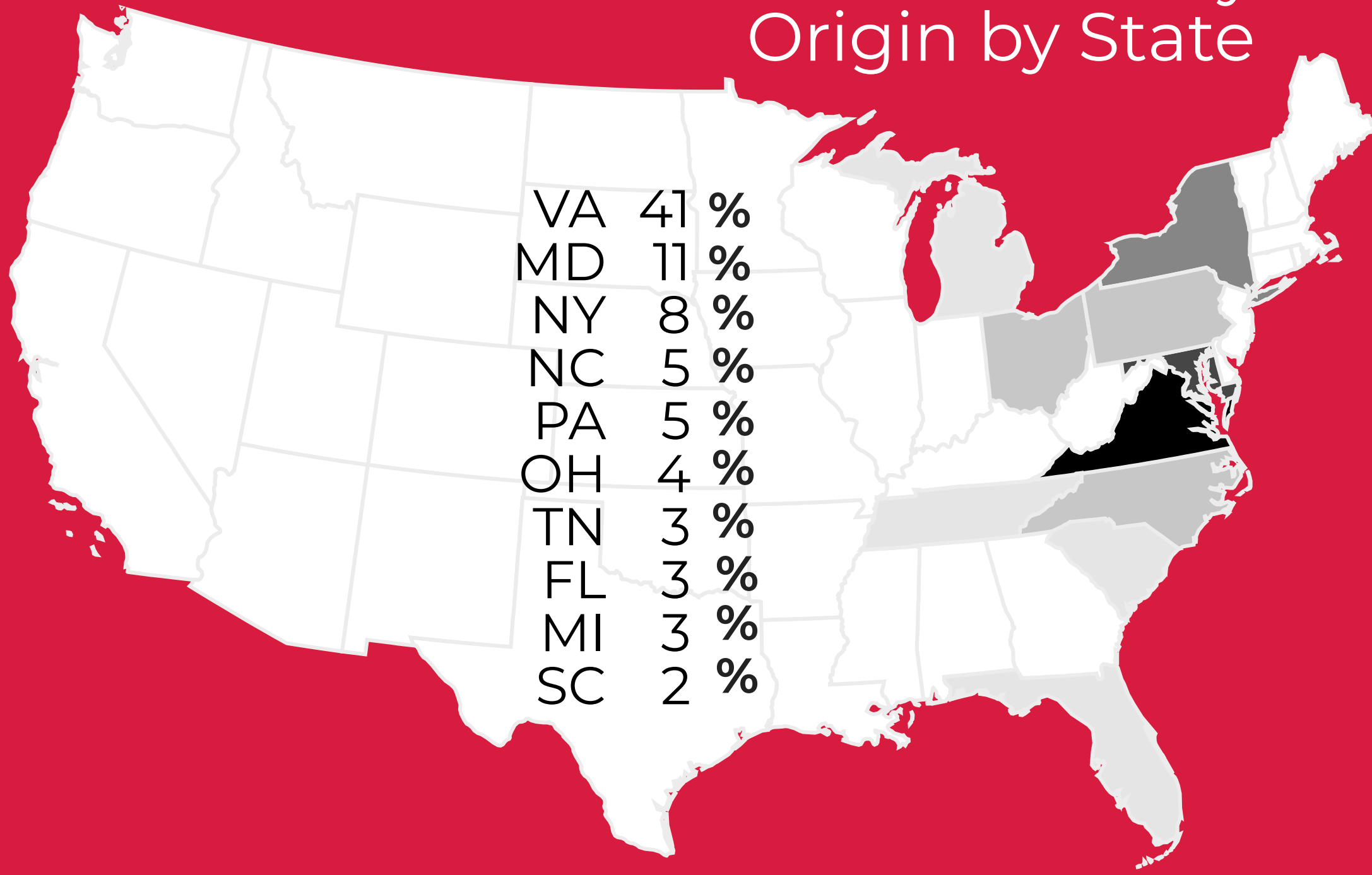
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

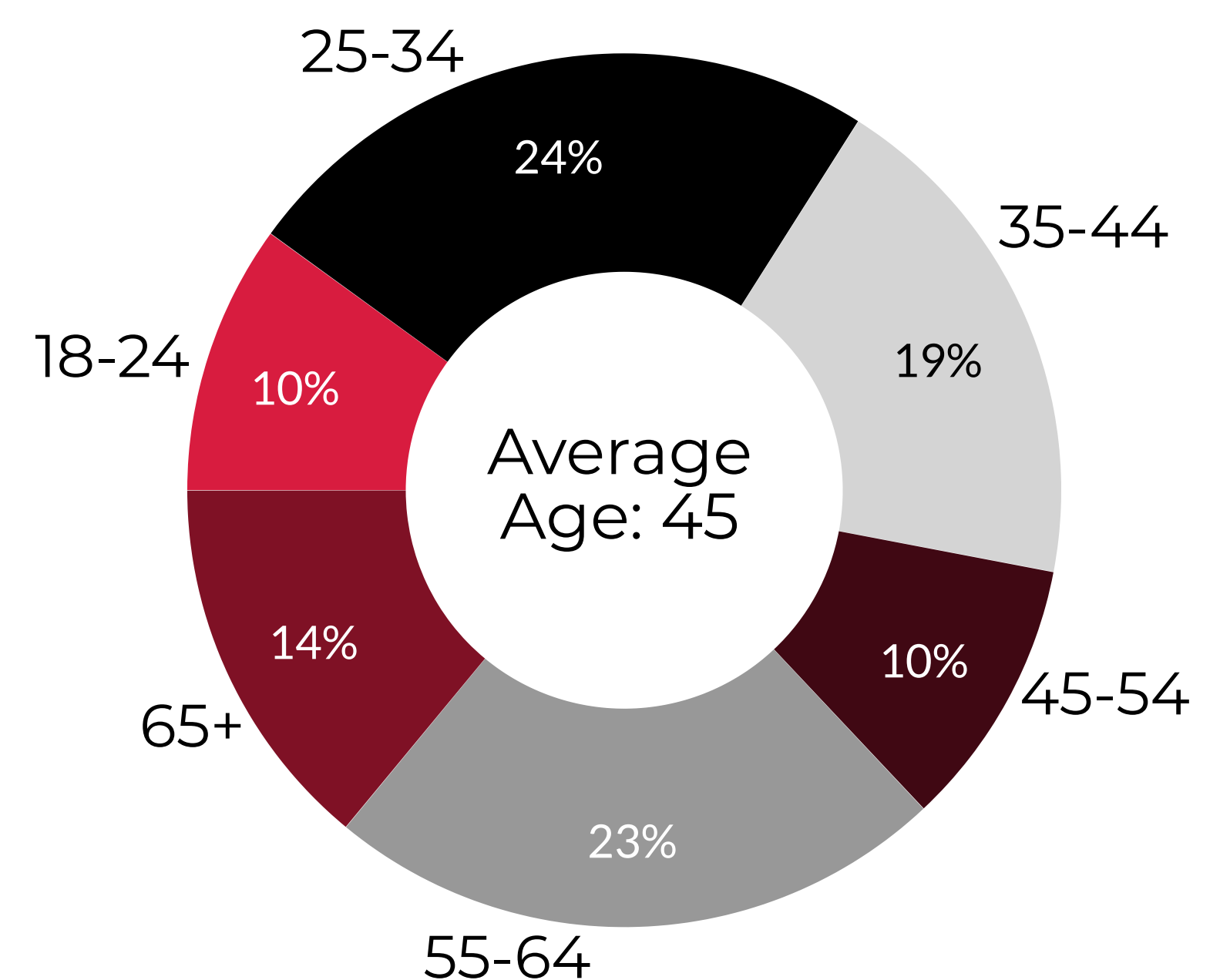
Washington, DC (Hagerstown)	24 %
Richmond-Petersburg	14 %
Norfolk-Portsmouth-Newport News	8 %
New York	4 %
Baltimore	4 %
Knoxville	3 %
Charlotte	3 %
Philadelphia	2 %
Columbus, OH	2 %
Los Angeles	2 %

60%
Married

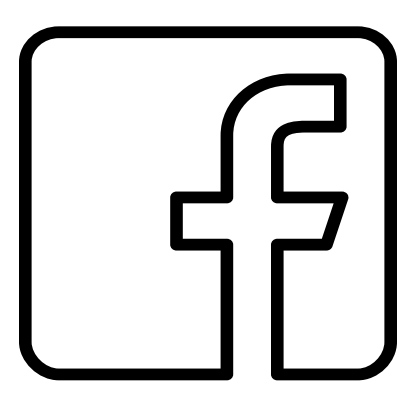
28%
Traveling with Children

2.6
Average travel party size

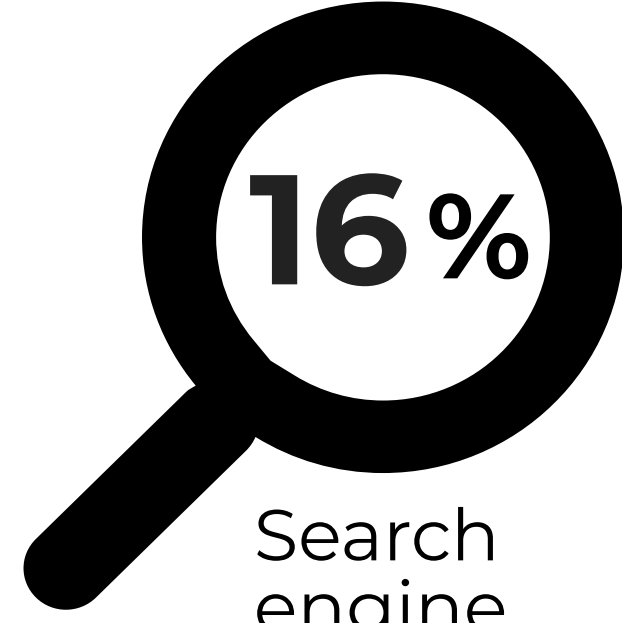
29%
Annual household income of 100K or more



Planning Sources

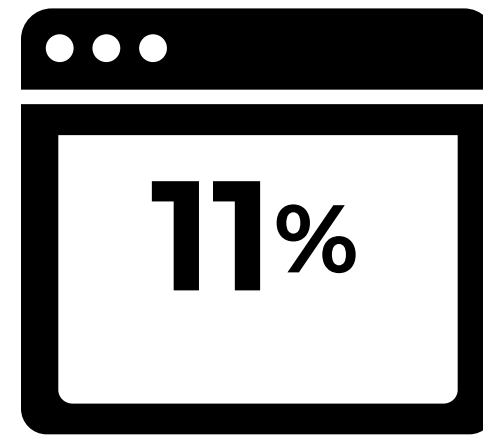


18%

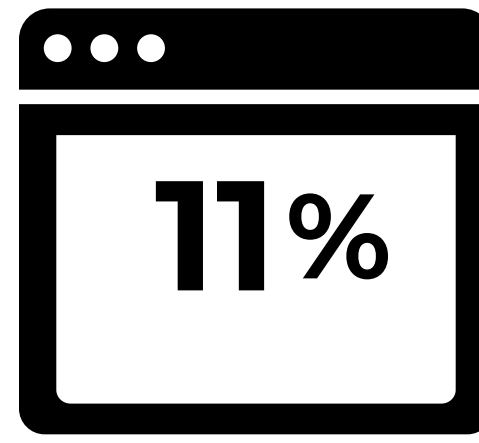


16%
Search engine

29%
Use information from friends and relatives.

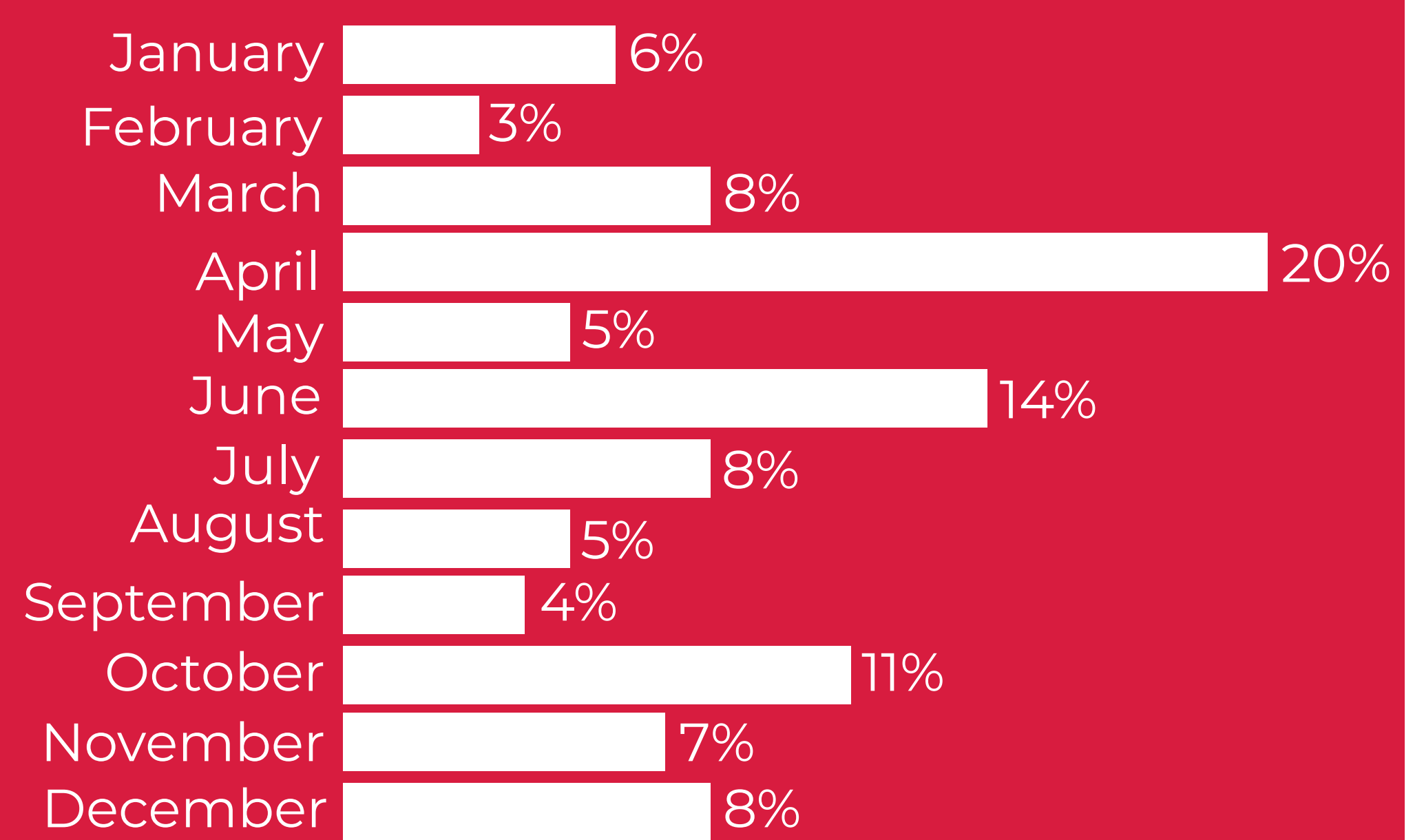


11%
Online full service travel website (Expedia, etc.)



11%
Destination website

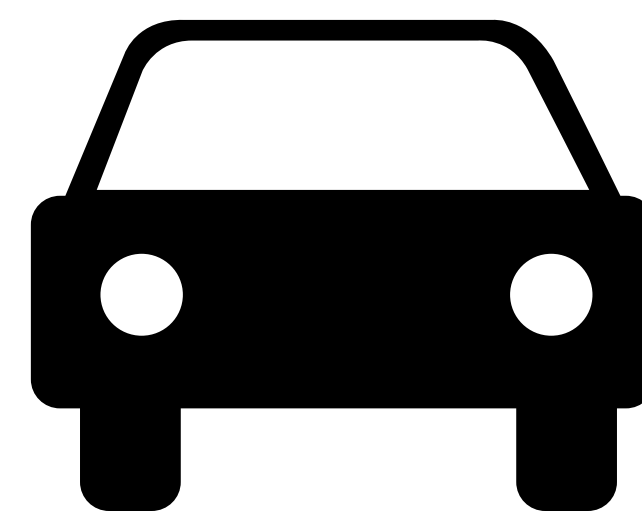
Month of Travel



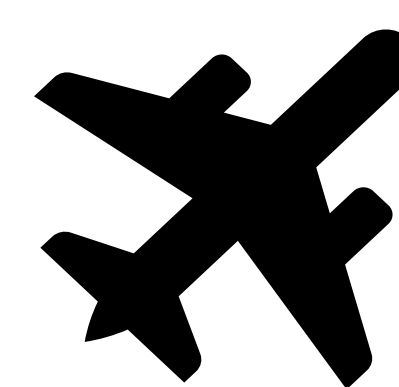
Planning Time



49% consider visiting Virginia less than a month before their visit
58% decide visiting Virginia less than a month before their visit

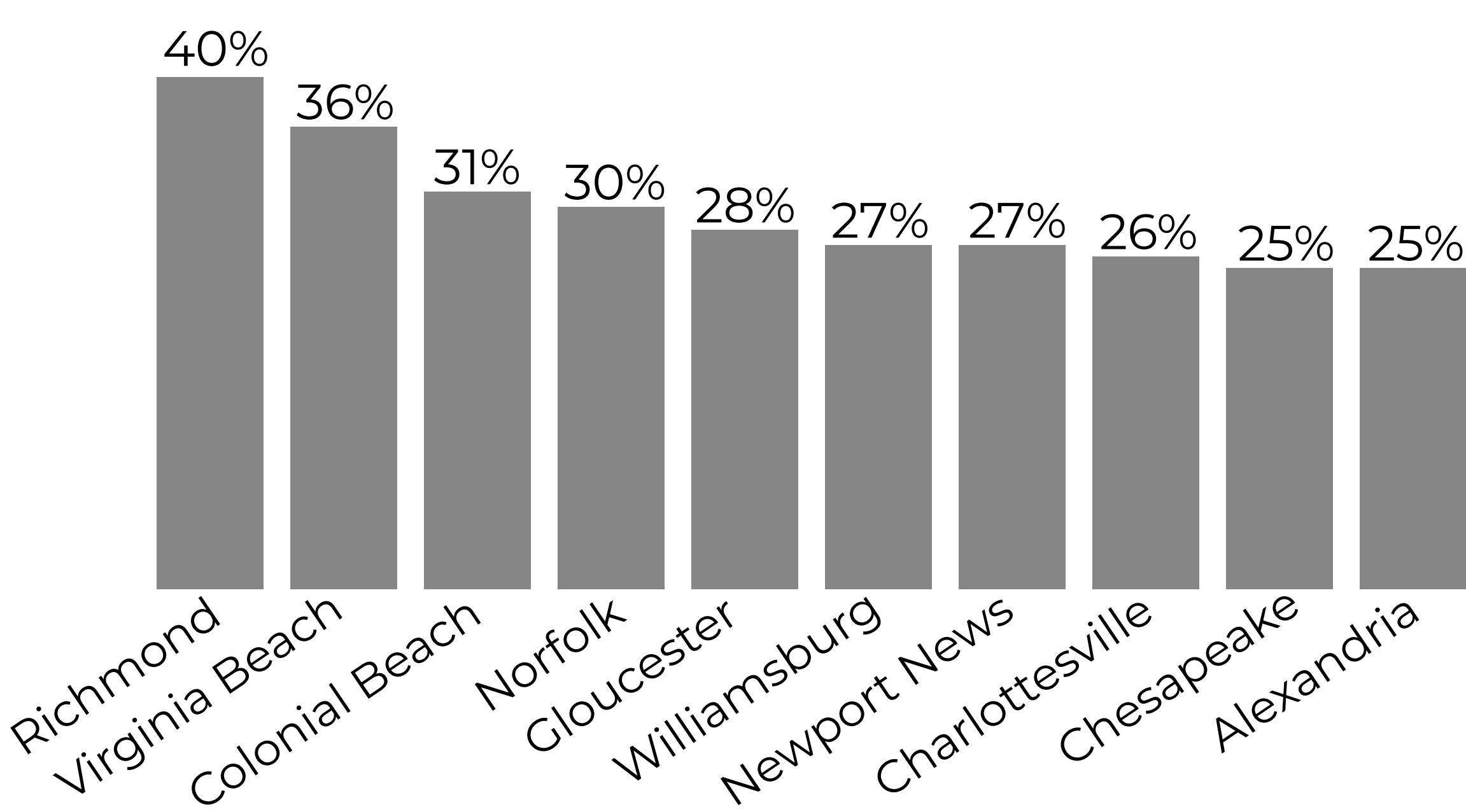


81%
Travel by owned auto or rental cars



7%
Travel by plane

Top 10 Most Visited Cities



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

