Coastal Virginia—Eastern Shore Region

Average travel party spending:

- $779 per trip in Virginia
- 2.6 Nights per trip

Top Activities:

- Shopping 28%
- Visiting relatives 26%
- Beach 16%
- Historic sites/Churches 15%
- Fine dining 15%
- Museums 15%
- Rural sightseeing 12%
- Urban sightseeing 10%
- Visiting friends 10%
- Art galleries 10%

Primary Purpose of Trip

- Visit friends/relatives 48%
- Business 10%
- Outdoor Recreation 10%
- Shopping/pleasure/personal 10%
- Entertainment/sightseeing 8%
- Other 3%

Travel Party Spending

- $1 to less than $100 13%
- $100 to less than $250 12%
- $250 to less than $500 10%
- $500 to less than $750 4%
- $750 to less than $1000 3%
- $1000 or more 1%

Travel Party Origin by DMA

- Norfolk-Portsmouth-Newport News 24%
- Washington, DC (Hagerstown) 13%
- Richmond-Roanoke 12%
- Baltimore-Washington 6%
- Philadelphia 4%
- Roanoke-Lynchburg 4%
- Norfolk-Portsmouth-Newport News 3%
- Raleigh-Durham (Fayetteville) 2%

Travel Party Origin by State

- Virginia 43%
- Florida 27%
- New York 23%
- North Carolina 18%
- Tennessee 18%
- California 15%
- Maryland 15%
- South Carolina 14%
- Georgia 12%
- Pennsylvania 12%

Planning Sources

- Use information from friends and relatives 32%
- Search engine 18%
- Destination website 15%
- Travel provider website (airline, hotel, etc.) 12%

Planning Time

- 39% consider visiting Virginia less than a month before their visit
- 55% decide visiting Virginia less than a month before their visit

Month of Travel

- December 26%
- November 4%
- October 8%
- September 3%
- August 3%
- July 7%
- June 8%
- May 13%
- April 10%
- March 5%
- February 6%
- January 3%
- December 15% (excluding early December)

Top 10 Most Visited Cities

- Virginia Beach 44%
- Williamsburg 35%
- Norfolk-Portsmouth-Newport News 26%
- Chesapeake 24%
- Richmond 24%
- Harrisonburg 23%
- Yorktown 22%
- Port Royal 21%
- Williamsburg 21%
- Charlottesville 20%

Top 10 States Plan to Visit

- Virginia 43%
- Florida 27%
- New York 23%
- North Carolina 18%
- Tennessee 18%
- Pennsylvania 15%
- California 15%
- South Carolina 14%
- Georgia 13%
- Maryland 13%

Coastal Virginia—Eastern Shore Region Travel Profile

Source: TNS-TravelAmerica, VA Module, FY2019 (N=362)
Locality: Hampton Roads and Accomack.

COASTAL VIRGINIA EASTERN REGION TRAVEL PROFILE

VISIT IS FOR LOVERS