Coastal Virginia-Eastern Region

Average travel party spending:
- $779 per trip in Virginia
- 2.6 Nights per trip

Primary Purpose of Trip
- Visit friends/relatives: 48%
- Outdoor recreation: 40%
- Entertainment/ sightseeing: 12%
- Business: 10%
- Personal business: 8%
- Other: 4%

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

Travel Party Origin by DMA
- Primary DMA: Norfolk-Portsmouth-Newport News: 25%
- Washington, DC (Hagerstown): 15%
- Richmond-Henrico (Ashland): 10%
- Baltimore: 8%
- Philadelphia: 6%
- Roanoke-Lynchburg: 4%
- Raleigh-Durham: 4%
- Columbus, OH: 4%
- Pittsburgh: 4%

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

Top 10 Most Visited Cities
- Virginia: 44%
- Maryland: 35%
- North Carolina: 26%
- Tennessee: 24%
- Pennsylvania: 24%
- Ohio: 23%
- New York: 21%
- Massachusetts: 21%
- South Carolina: 20%
- Florida: 20%

Travel Party Origin by State
- Top States: Virginia: 43%
- Florida: 27%
- New York: 23%
- Maryland: 19%
- North Carolina: 18%
- Pennsylvania: 15%
- California: 15%
- South Carolina: 14%

Use Information from friends and relatives: 32%
- Search engine: 18%
- Planning website: 15%
- Travel provider website (e.g., hotel, airline): 11%

Month of Travel
- January: 8%
- February: 5%
- March: 15%
- April: 10%
- May: 15%
- June: 18%
- July: 18%
- August: 17%
- September: 17%
- October: 13%
- November: 13%
- December: 11%

Travel Party Spending
- $100 or less: 2%
- $100 to less than $250: 4%
- $250 to less than $500: 10%
- $500 to less than $750: 20%
- $750 to less than $1,000: 25%
- $1,000 or more: 30%

Top 10 States Plan to Visit for Lakeside in Next 2 Years
- Virginia: 43%
- Florida: 27%
- New York: 23%
- North Carolina: 18%
- Pennsylvania: 15%
- California: 15%
- South Carolina: 14%

Travel by plane: 8%
- Travel by driven auto or rental cars: 94%