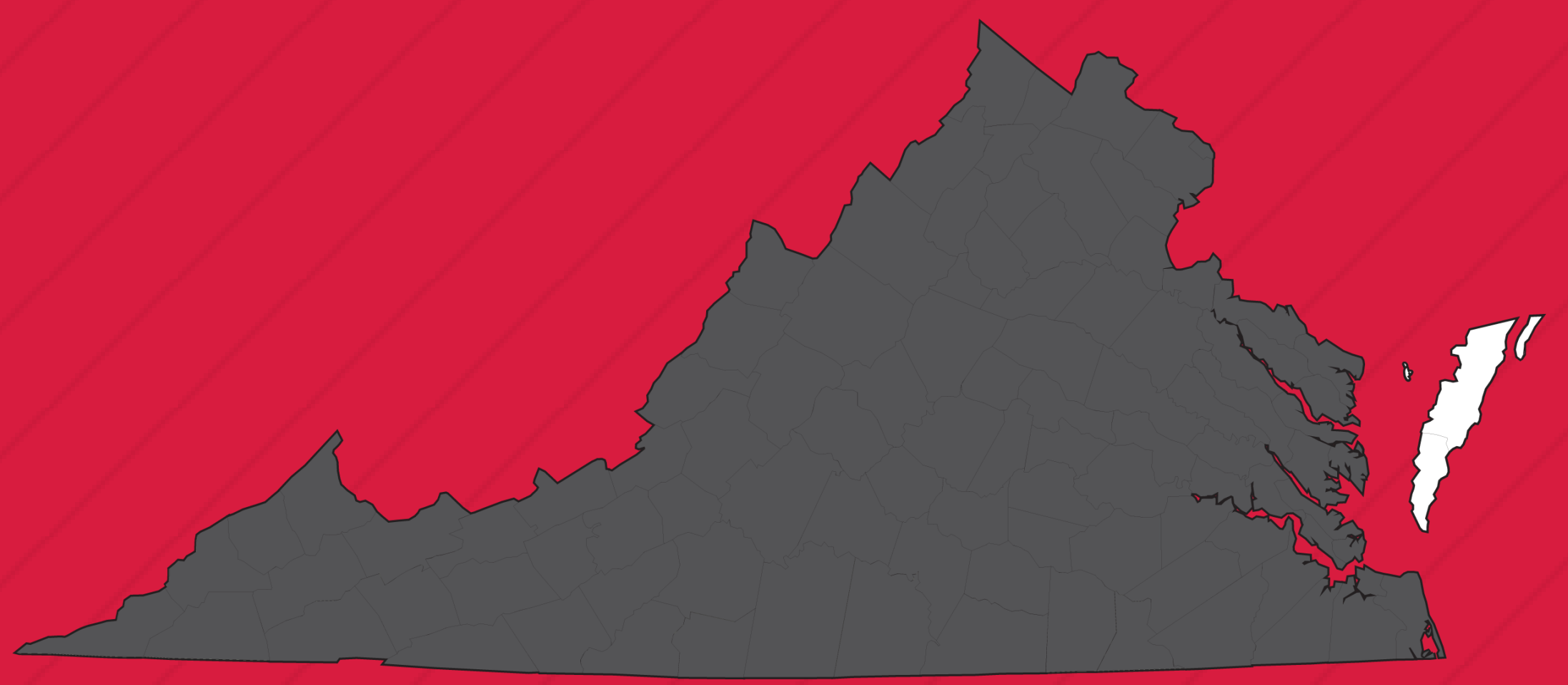
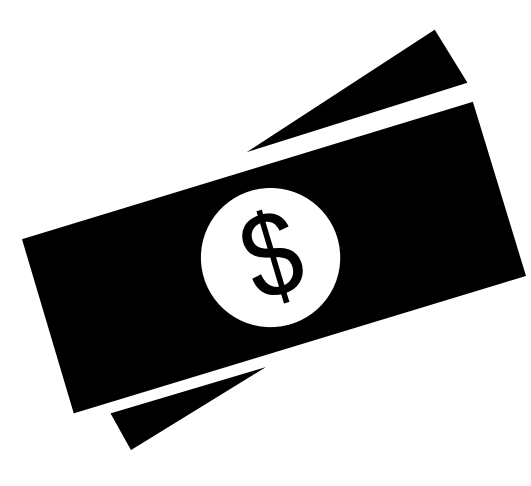


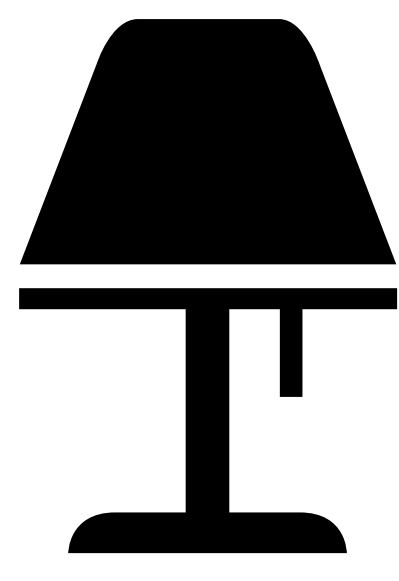
Coastal Virginia- Eastern Shore Region



Average travel party spending:



\$779
per trip in Virginia



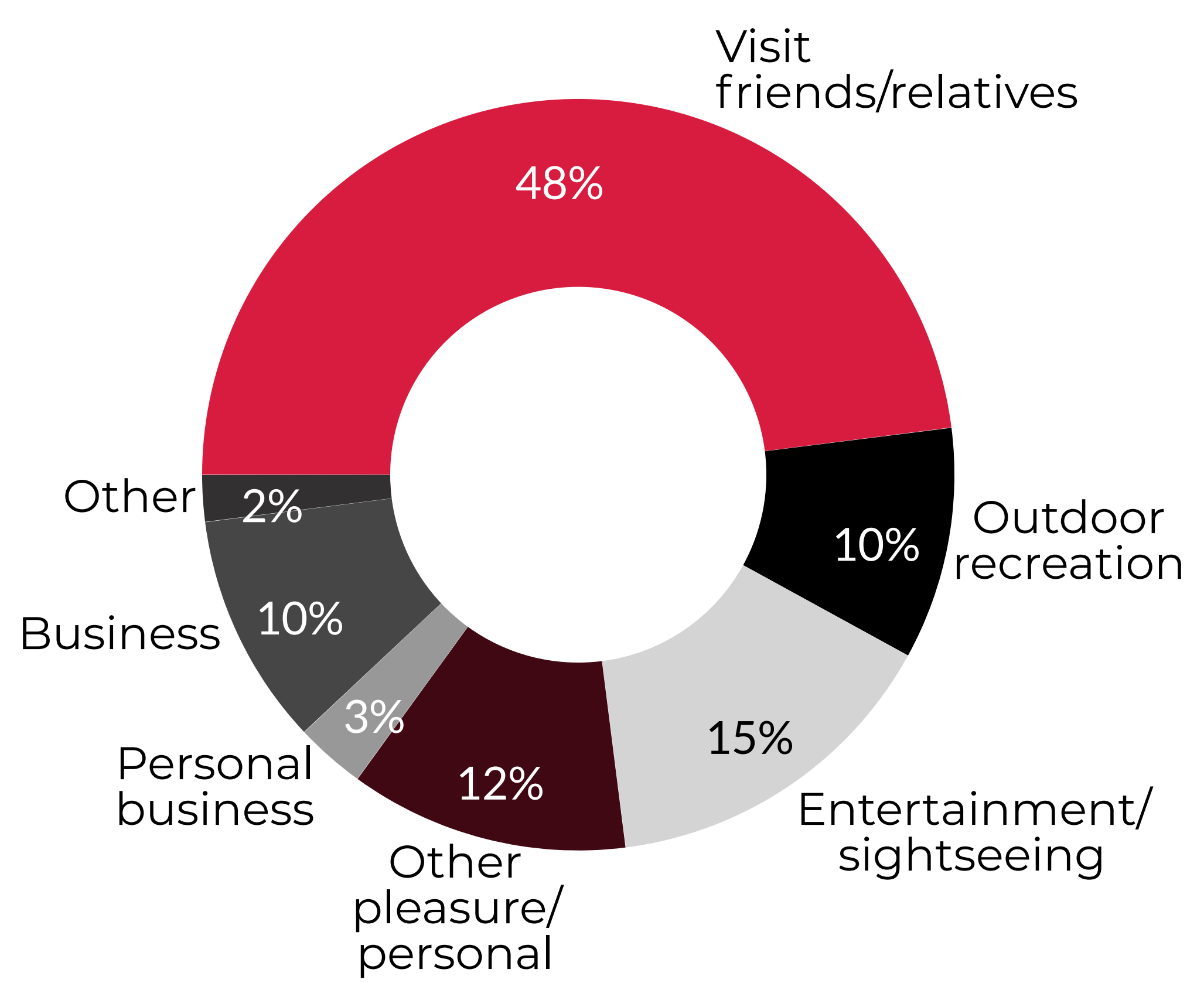
2.6
Nights
per trip



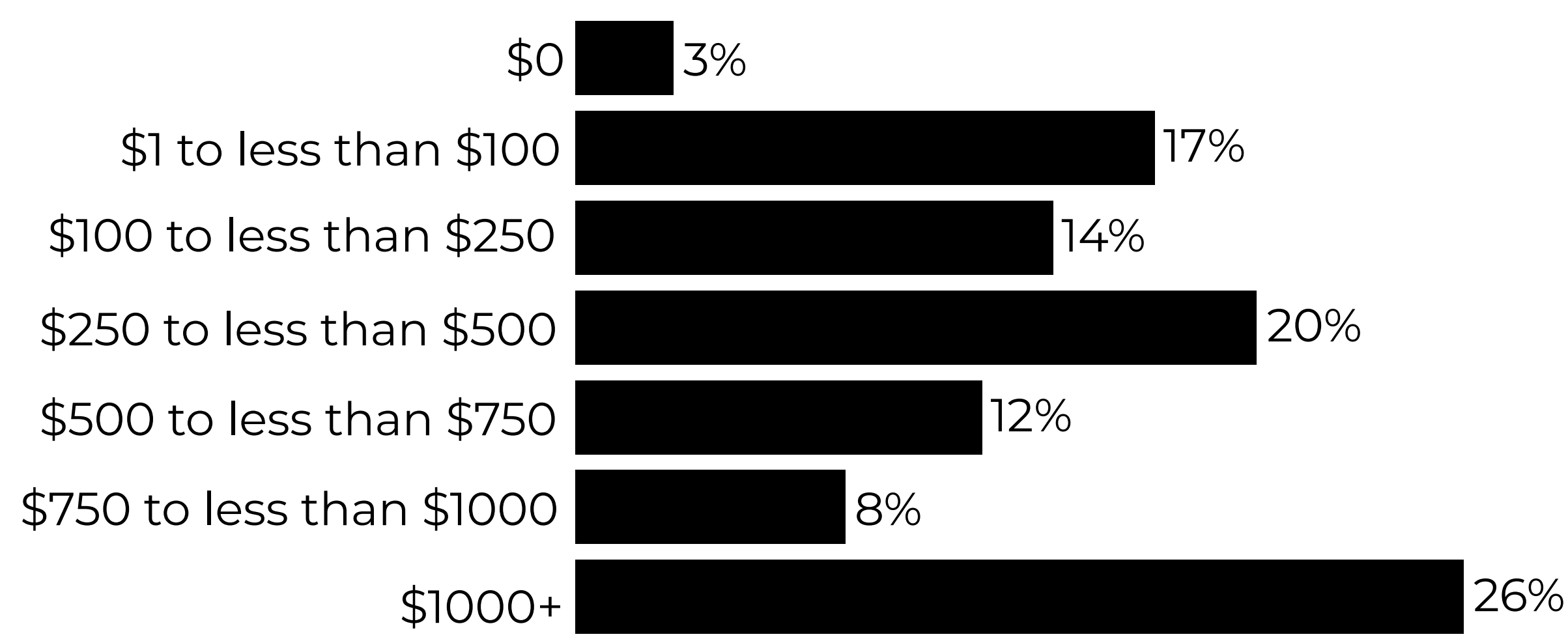
Top Activities:

Shopping	28 %
Visiting relatives	26 %
Beach	21 %
Historic sites/Churches	16 %
Fine dining	15 %
Museums	15 %
Rural sightseeing	15 %
Urban sightseeing	12 %
Visiting friends	10 %
Art galleries	10 %

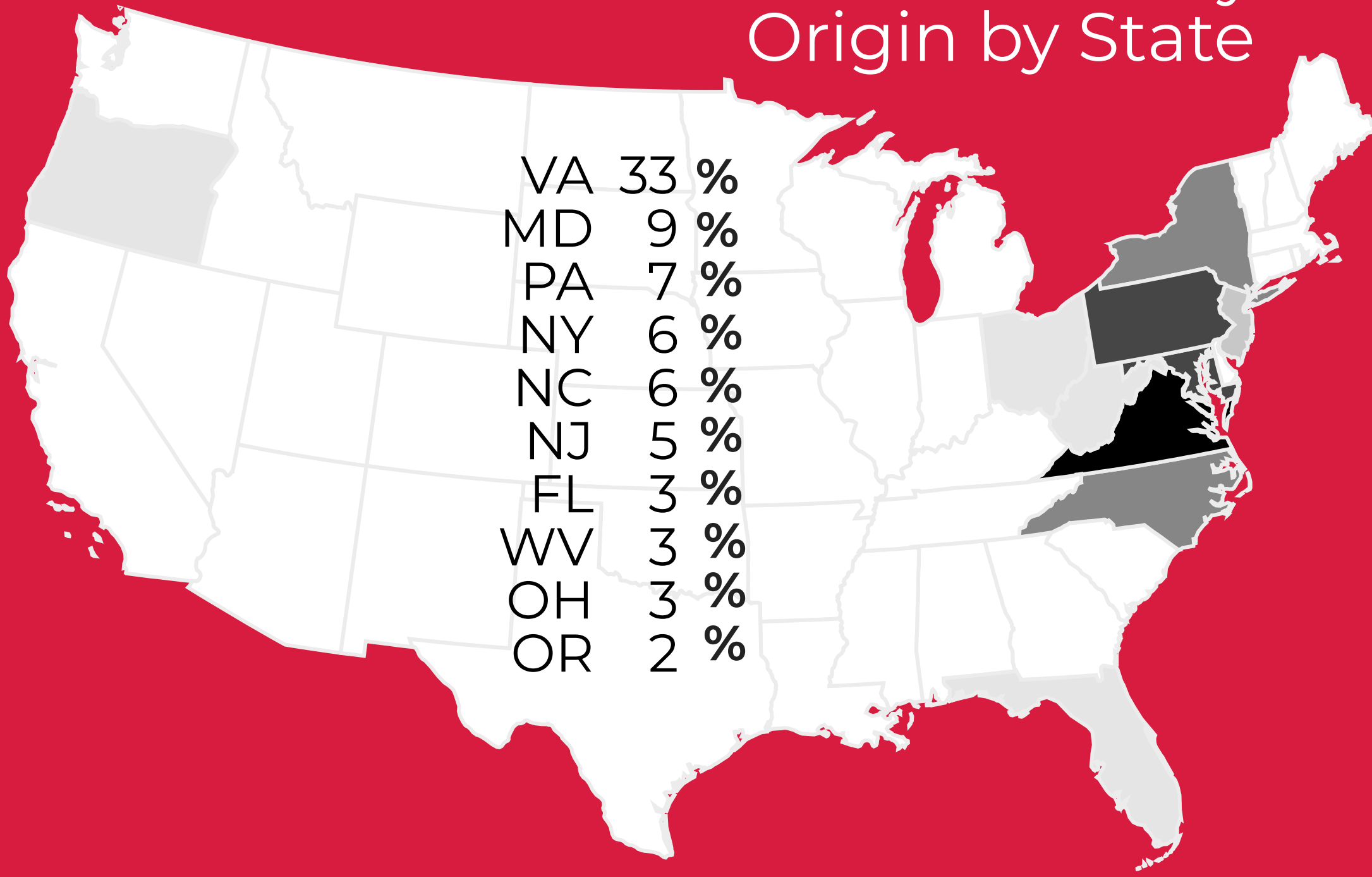
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

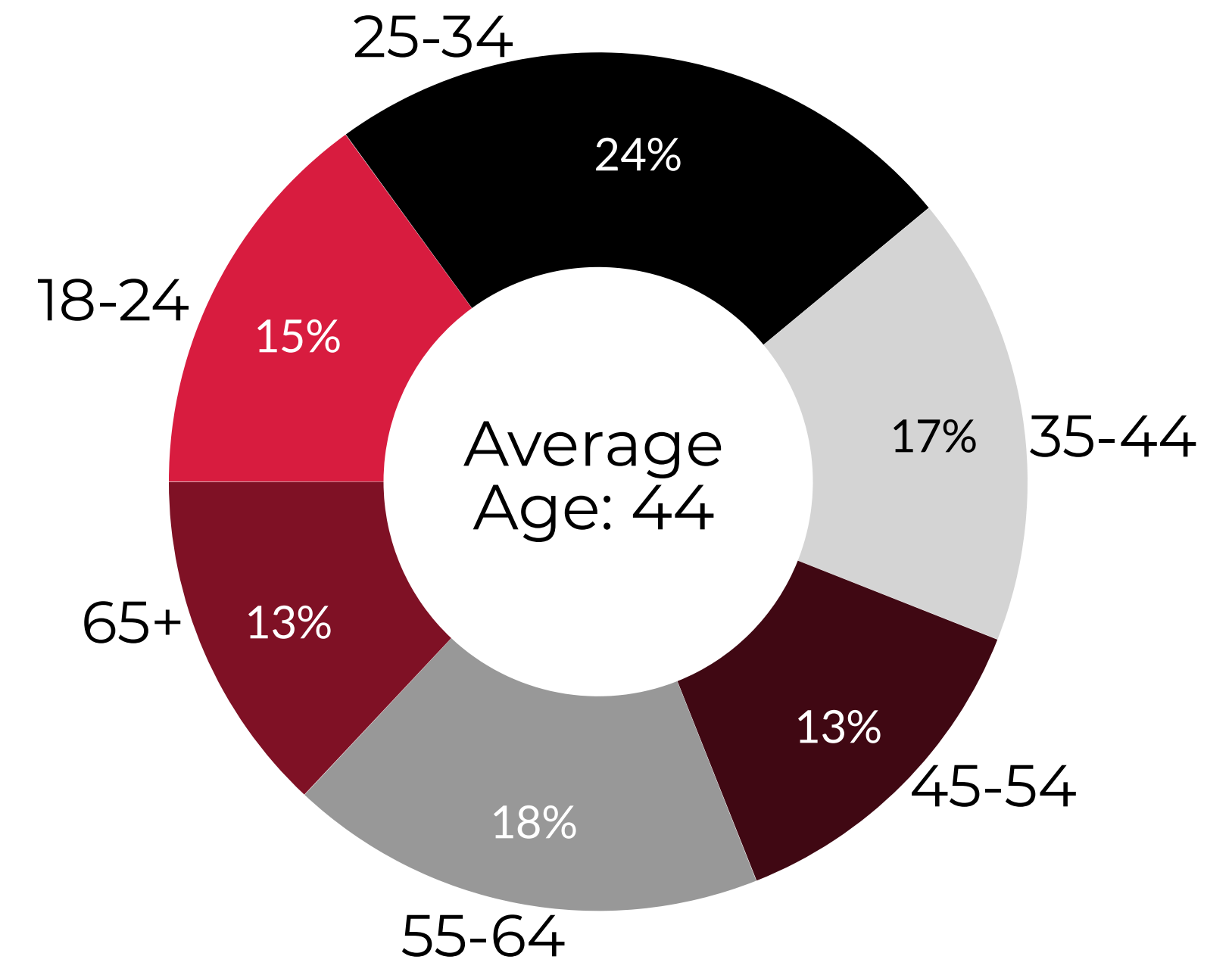
Norfolk-Portsmouth-Newport News	13 %
Washington, DC (Hagerstown)	13 %
Richmond-Petersburg	7 %
New York	6 %
Baltimore	6 %
Philadelphia	5 %
Roanoke-Lynchburg	4 %
Portland, OR	2 %
Columbus, OH	2 %
Raleigh-Durham (Fayetteville)	2 %

55%
Married

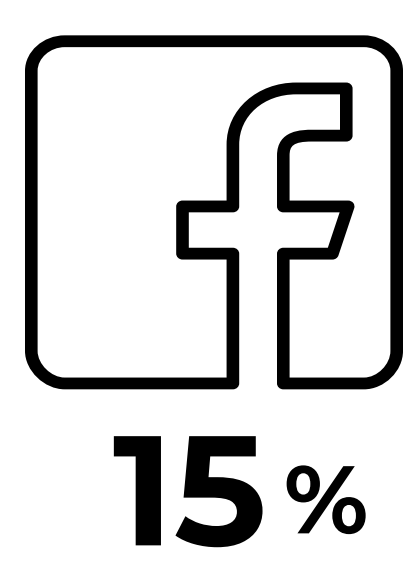
32%
Traveling with Children

2.9
Average travel party size

31%
Annual household income of 100K or more



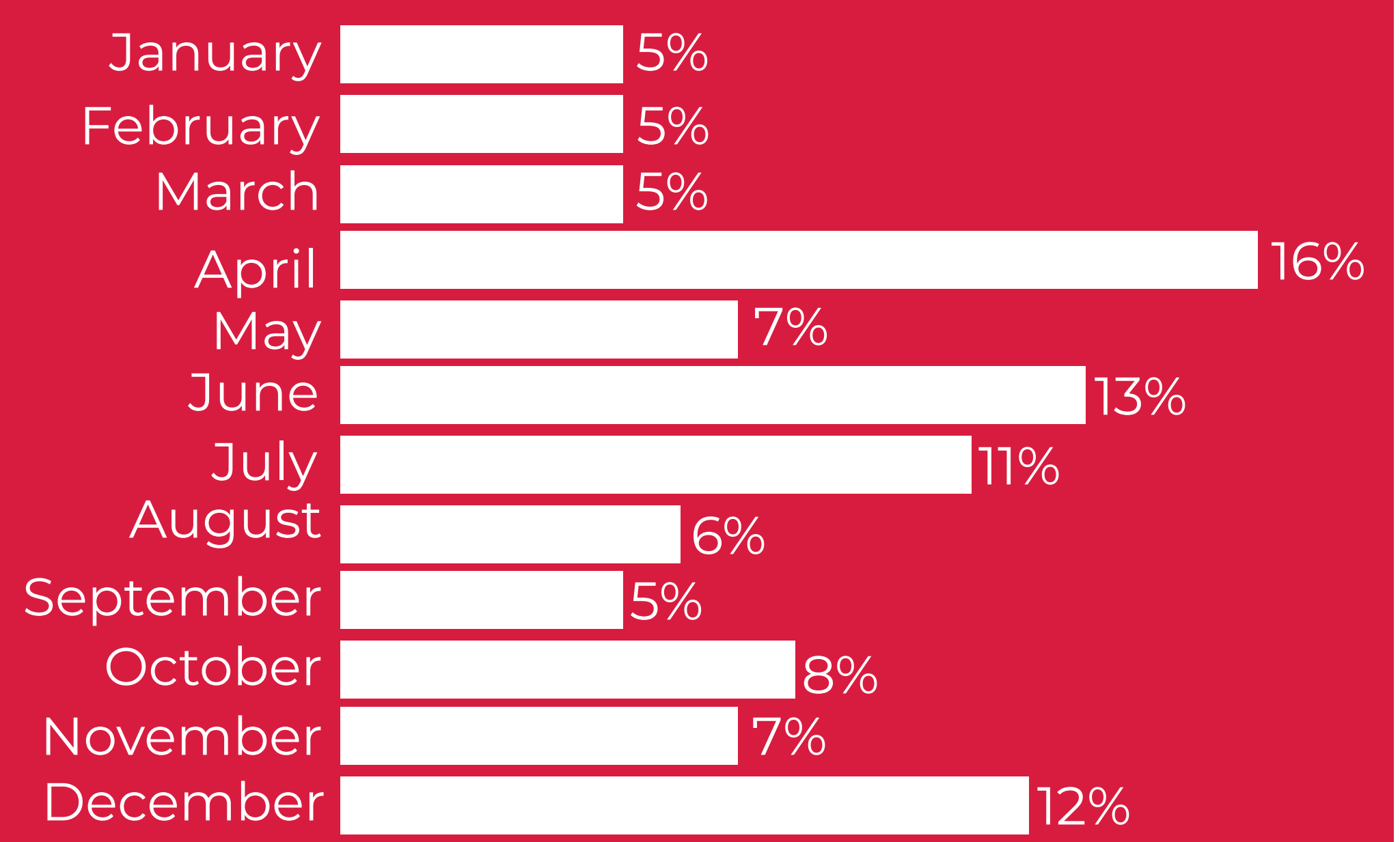
Planning Sources



32%
Use information from friends and relatives.



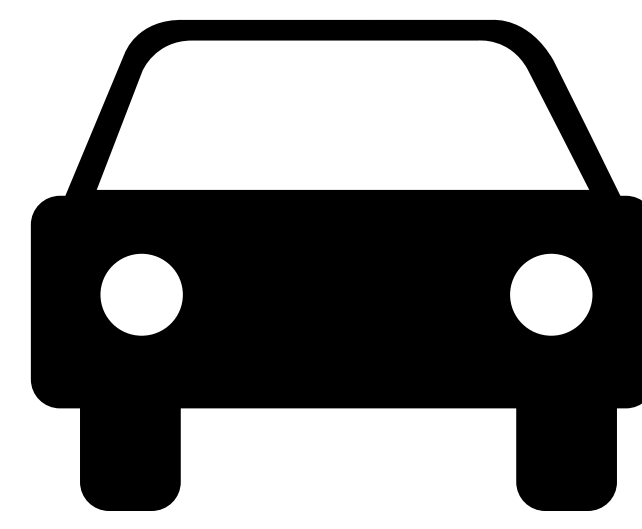
Month of Travel



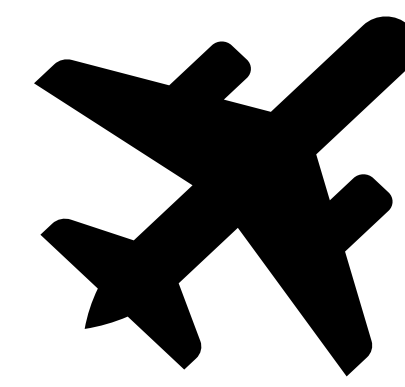
Planning Time



39% consider visiting Virginia less than a month before their visit
51% decide visiting Virginia less than a month before their visit

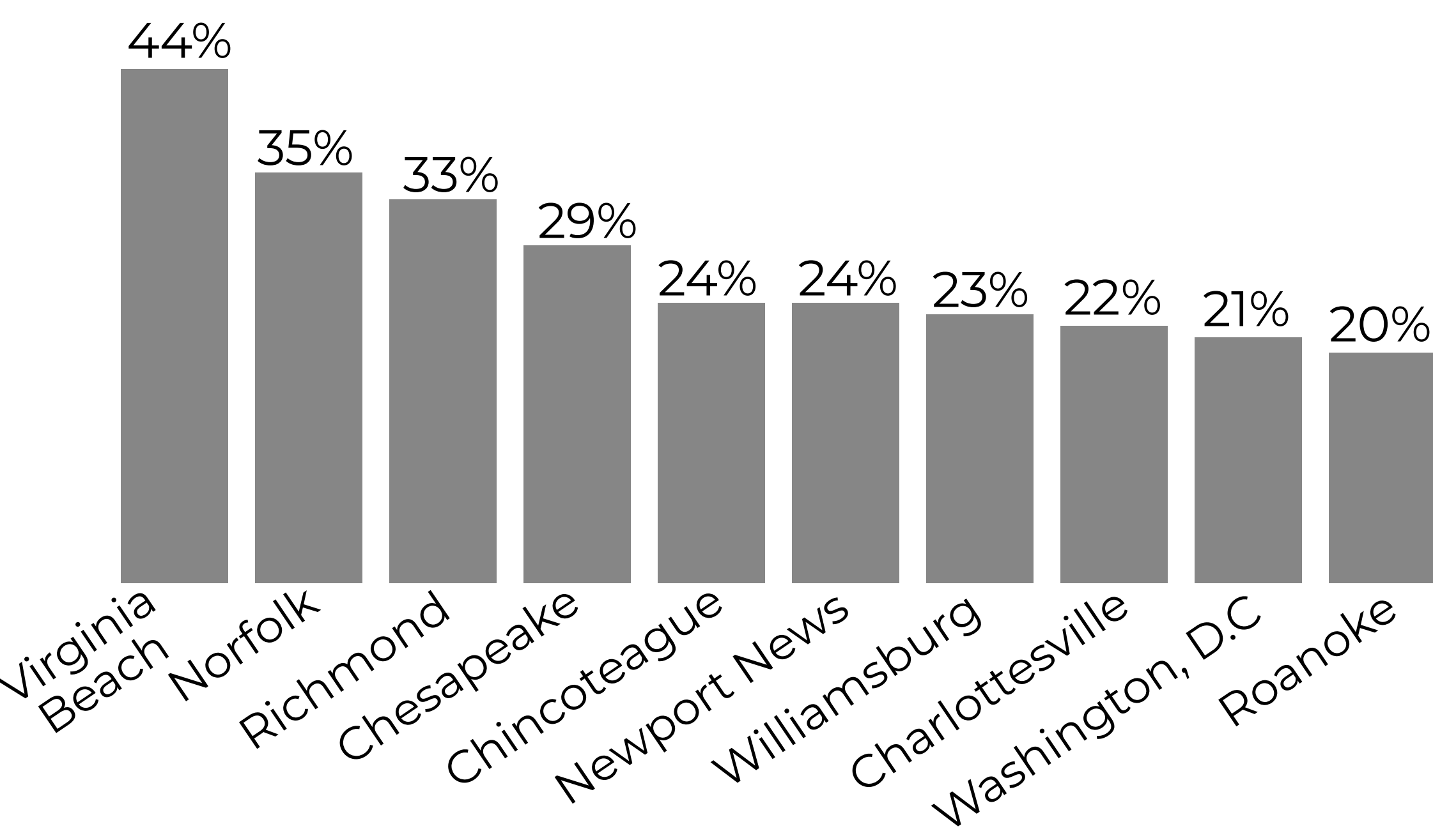


84%
Travel by owned auto or rental cars



8%
Travel by plane

Top 10 Most Visited Cities



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

