Coastal Virginia - Hampton Roads Region Travel Profile

Average travel party spending:
- $694 per trip in Virginia
- 2.8 Nights per trip

Primary Purpose of Trip
- Visit friends/relatives: 12%
- Outdoor recreation: 10%
- Entertainment/sightseeing: 17%
- Business: 10%
- Other: 2%

Top Activities:
- Visiting relatives: 29%
- Shopping: 26%
- Beach: 21%
- Historic sites/Churches: 20%
- Fine dining: 15%
- Museums: 12%
- Rural sightseeing: 12%
- Visiting friends: 11%
- Theme/Amusement park: 10%
- Urban sightseeing: 10%

Travel Party Spending
- $1 to less than $100: 21%
- $100 to less than $250: 20%
- $250 to less than $500: 18%
- $500 to less than $750: 17%
- $750 to less than $1000: 15%
- $1000+: 13%

Average travel party size: 2.7
Average household income of 100K or more: 36%
Married: 61%
Traveling with Children: 31%

Planning Sources
- Search engine: 22%
- Destination website: 13%
- Travel provider website (airline, hotel, etc.): 11%
- Use information from friends and relatives: 29%

Planning Time
- 43% consider visiting Virginia less than a month before their visit
- 52% decide visiting Virginia less than a month before their visit
- 61% Married
- 31% Traveling with Children

Month of Travel
- January: 9%
- February: 6%
- March: 11%
- April: 12%
- May: 11%
- June: 12%
- July: 11%
- August: 11%
- September: 8%
- October: 7%
- November: 9%
- December: 15%

Top 10 Most Visited Cities
- Virginia Beach: 19%
- Williamsburg: 18%
- Norfolk: 17%
- Richmond: 16%
- Washington, D.C.: 14%
- Alexandria: 14%
- Chesapeake: 12%
- Newport News: 10%
- Chesapeake: 10%
- Newport News: 10%

Top 10 States Plan to Visit
- Virginia: 44%
- Florida: 30%
- North Carolina: 26%
- South Carolina: 25%
- Maryland: 24%
- Pennsylvania: 17%
- Tennessee: 16%
- California: 14%
- New York: 14%
- New Jersey: 12%

COASTAL VIRGINIA HAMPTON ROADS REGION TRAVEL PROFILE
Source: TNS-TravelTrakAmerica, VA Module, FY2019 (N=893)
Locality names: Charles City, Chesapeake City, Franklin City, Hampton City, Isle of Wight, James City, New Kent, Newport News City, Norfolk City, Hampton Roads, Portsmouth City, Southampton, Suffolk, VA, Virginia Beach City, Williamsburg City, York.

Top 10 States Plan to Visit for Leisure in Next 2 Years
- Virginia: 44%
- Florida: 30%
- North Carolina: 26%
- South Carolina: 25%
- Maryland: 24%
- Pennsylvania: 17%
- Tennessee: 16%
- California: 14%
- New York: 14%
- New Jersey: 12%

Travel by plane: 85%
Travel by owned auto or rental cars: 9%