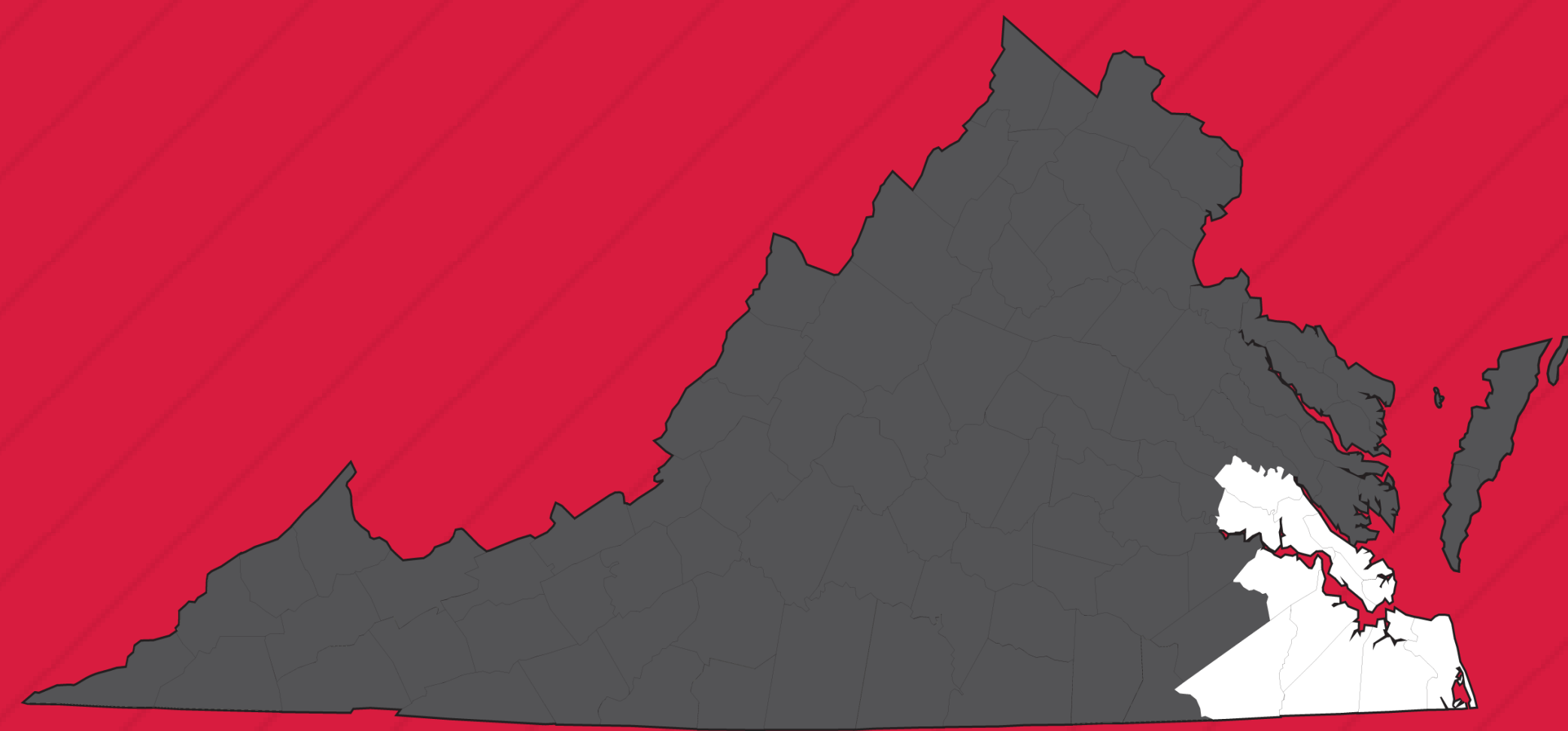


# Coastal Virginia - Hampton Roads Region



Average travel party spending:

**\$694**  
per trip in Virginia

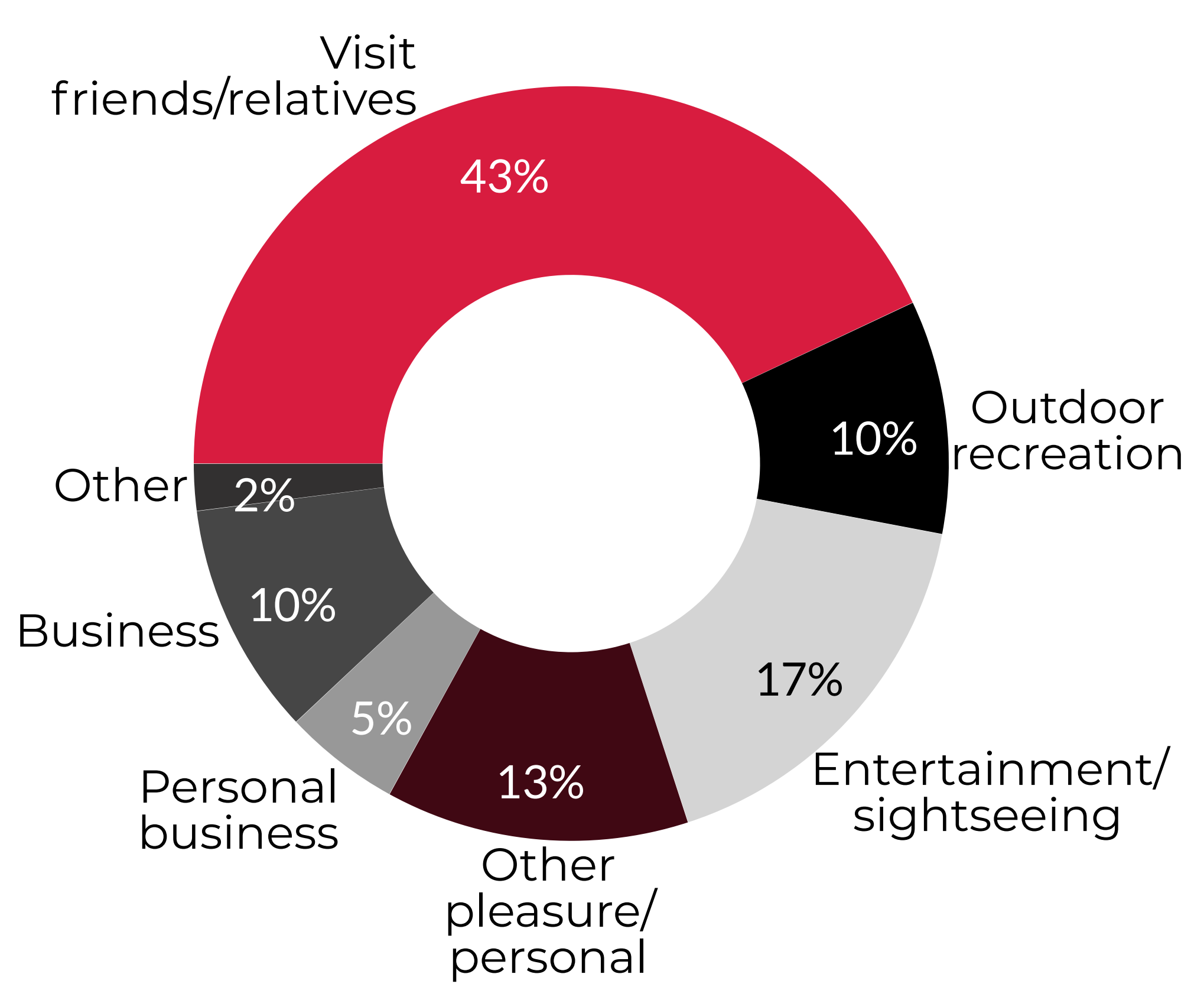
**2.8**  
Nights  
per trip



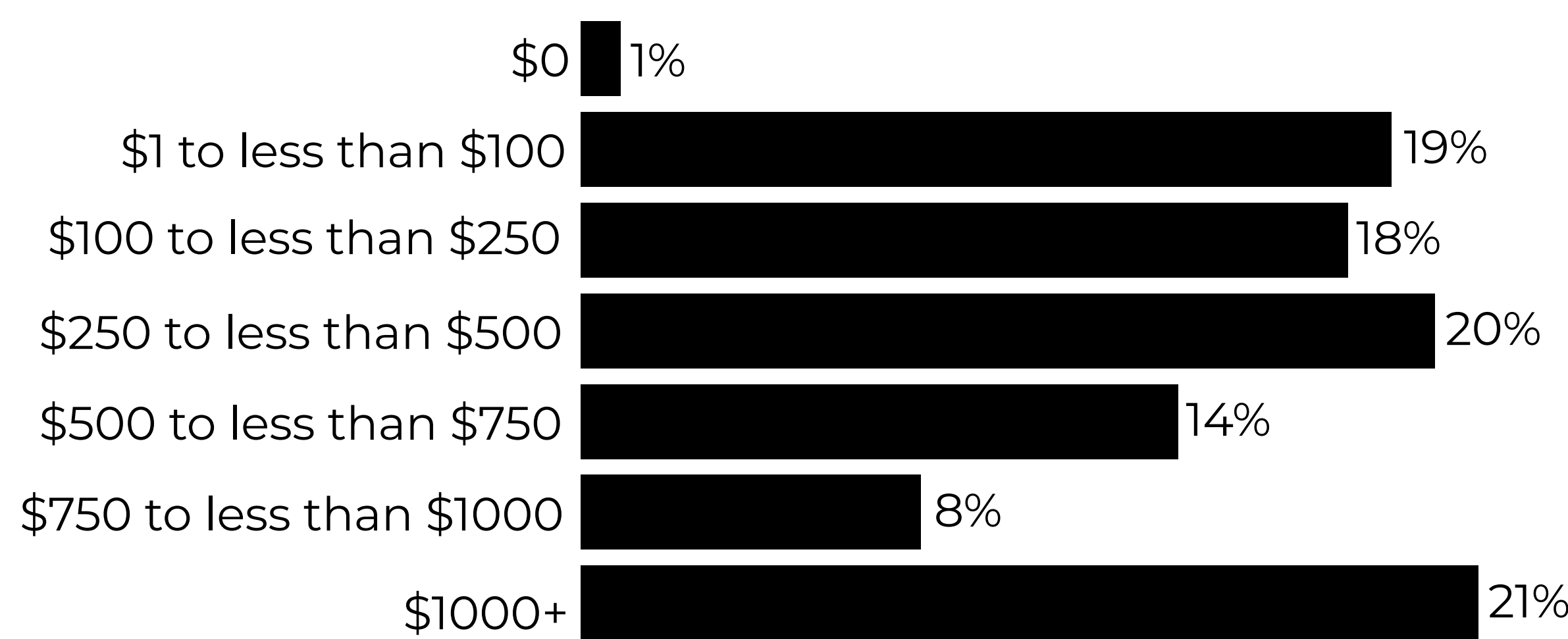
Top Activities:

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

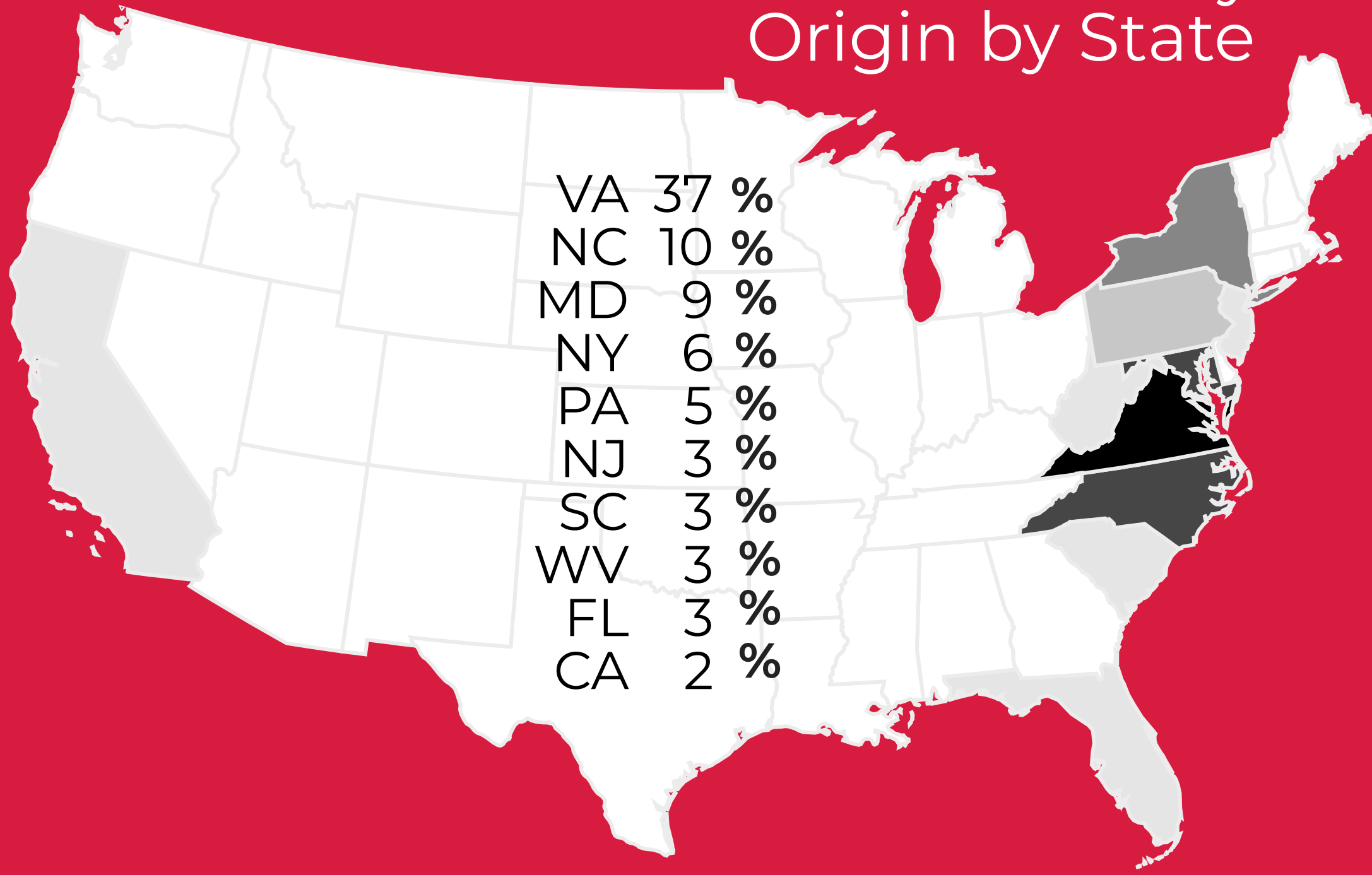
Primary Purpose of Trip



Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

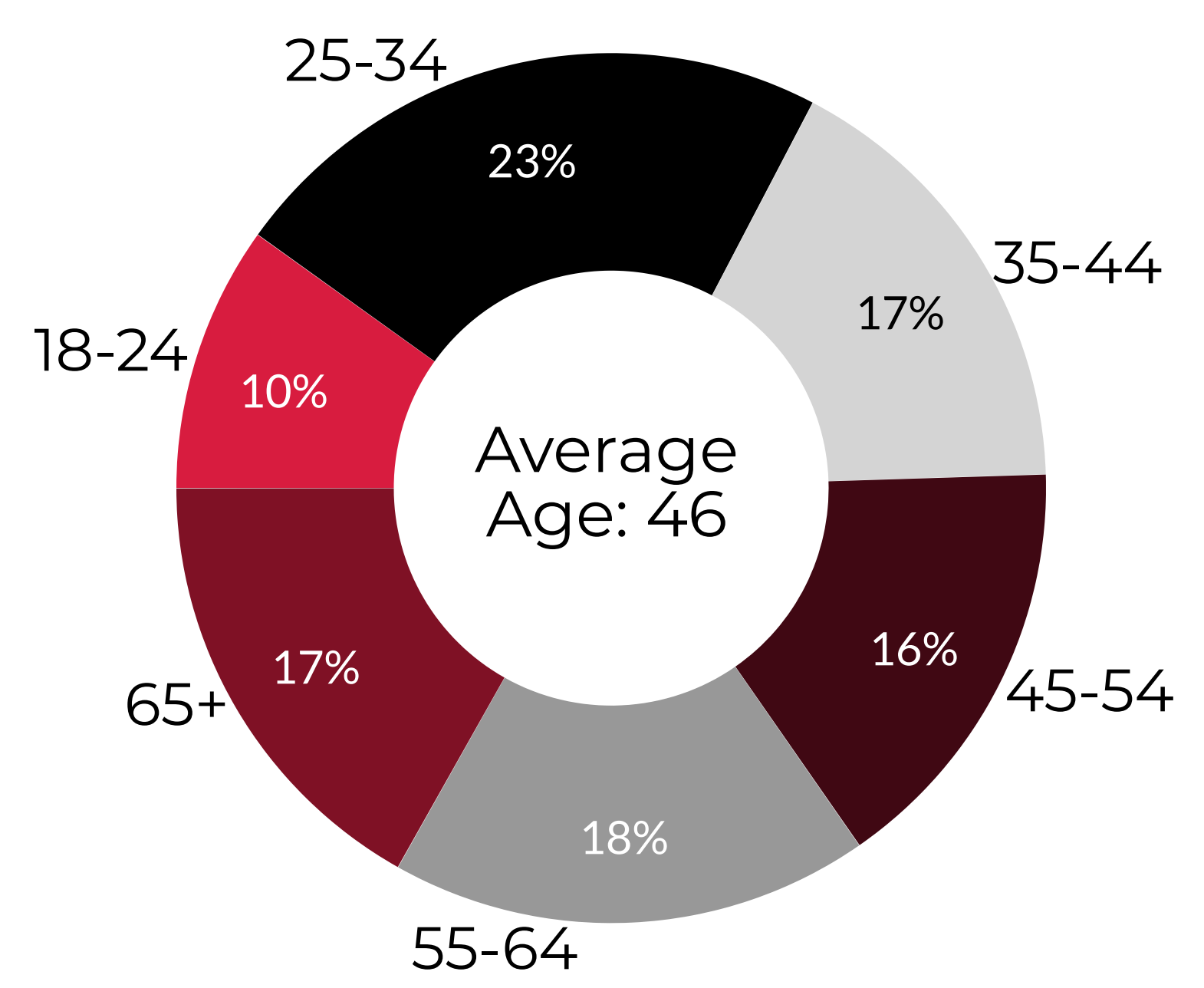
Washington, DC (Hagerstown)	19 %
Norfolk-Portsmouth-Newport News	13 %
Richmond-Petersburg	10 %
New York	6 %
Raleigh-Durham (Fayetteville)	4 %
Baltimore	4 %
Roanoke-Lynchburg	3 %
Philadelphia	3 %
Charlotte	2 %
Harrisburg-Lancaster-Lebanon-York	1 %

**61%**  
Married

**31%**  
Traveling with Children

**2.7**  
Average travel party size

**36%**  
Annual household income of 100K or more



Planning Sources

**22%**  
Search engine

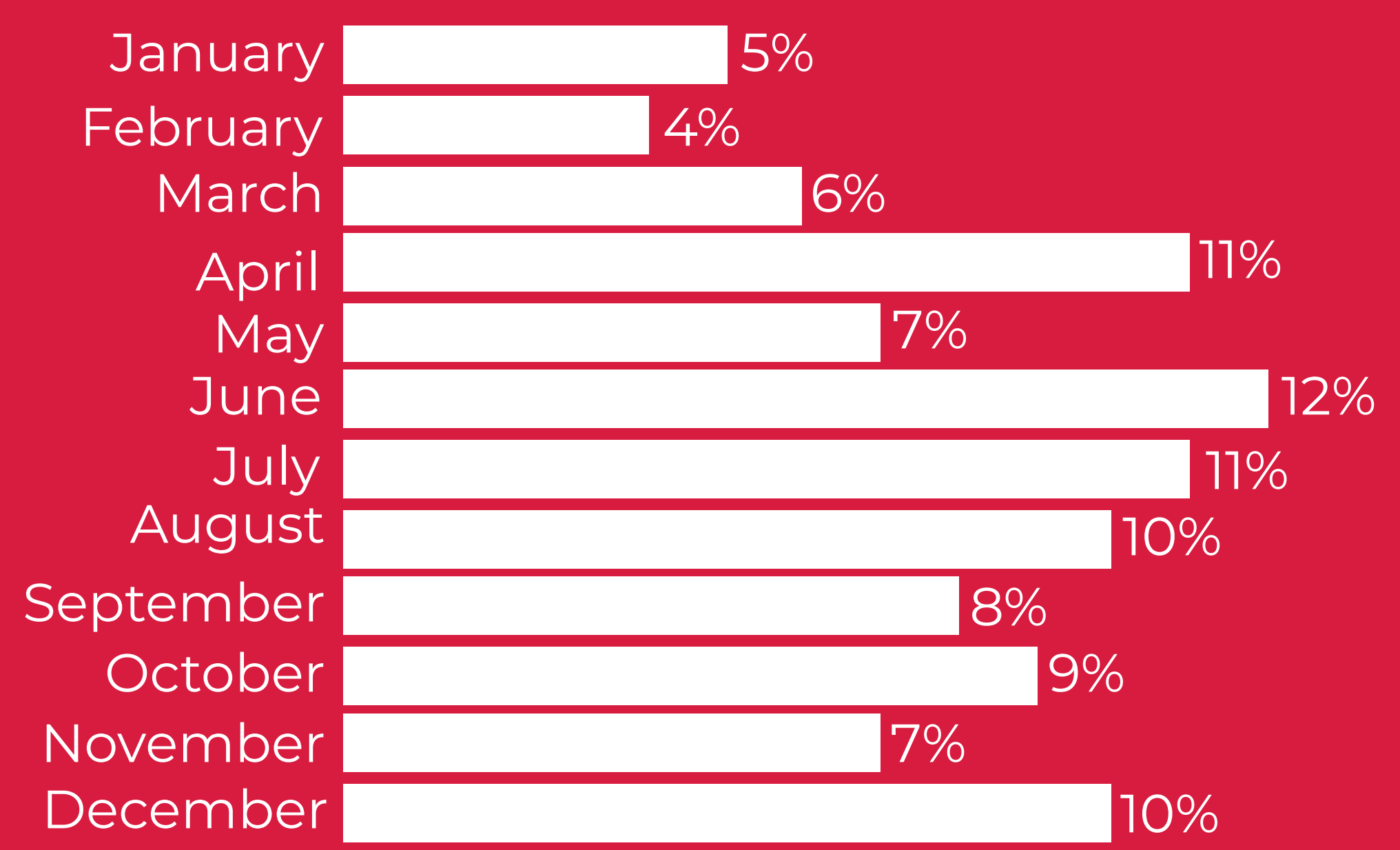
**13%**  
Destination website

**29%**  
Use information from friends and relatives.

**11%**

**11%**  
Travel provider website (airline, hotel, etc.)

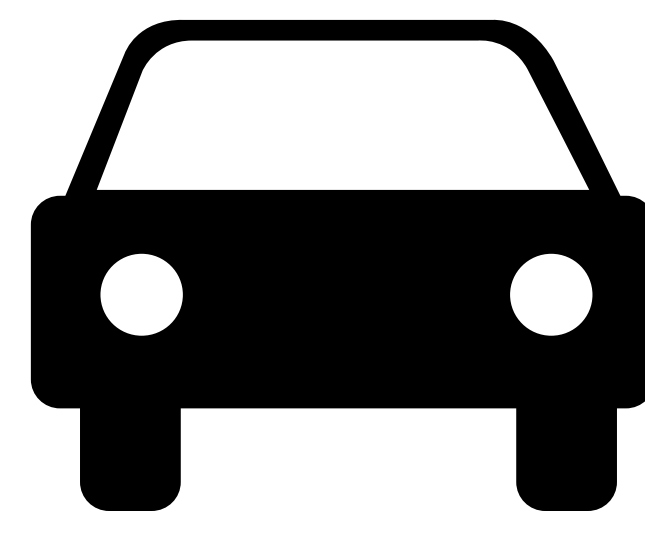
Month of Travel



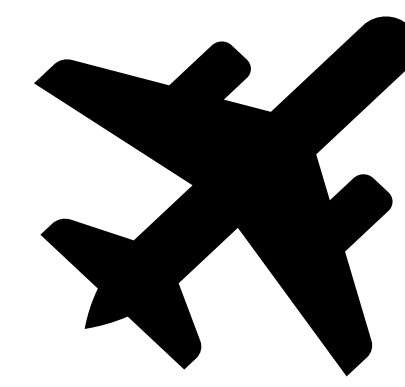
Planning Time



43% consider visiting Virginia less than a month before their visit  
52% decide visiting Virginia less than a month before their visit

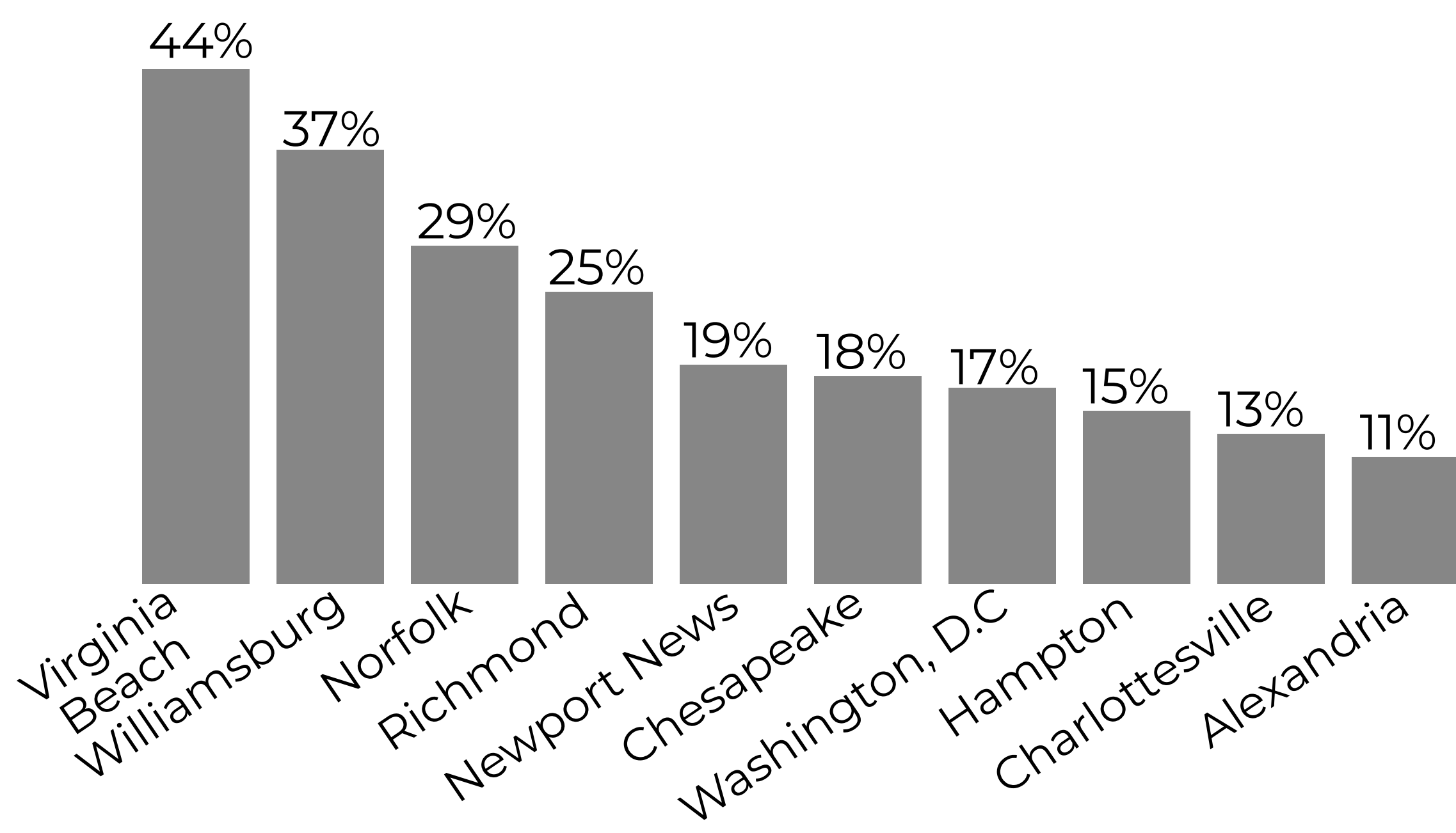


**85%**  
Travel by owned auto or rental cars



**9%**  
Travel by plane

Top 10 Most Visited Cities



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

