



# German Travelers to Virginia 2016



## Third Largest Overseas Market

**32,691**  
German Travelers

**41%** Virginia as a Main Destination

**36%** Washington D.C. as Main Port of Entry

**10.5** Average Length of Stay  
Nights

**2.8** Average number of States visited

**83%** Traveled to the U.S. prior to this trip

### Main Purpose

**42%**  
Friends & Family

**40%**  
Vacation

**8%**  
Business

**6%**  
Convention

**3%**  
Study

### Traveler Demographics

**\$82,886**  
Average Household Income

### Traveler Occupation

**37%**  
management/business / science/arts

**19%**  
Student

**15%**  
Service occupations

**\$714**  
Spending per visitor per trip

**51%** Stayed in Hotels

### Spending categories

**32%**  
Lodging

**30%**  
Food/Beverages

**14%**  
Shopping

**9%**  
Entertainment/ Recreation

**5%**  
Ground Transportation

**5%**  
Air Transportation

**2%**  
Other

### Top Activities

**92%**  
shopping

**85%**  
sightseeing

**69%**  
small towns/ countryside

**65%**  
historical locations

**59%**  
national parks/ monuments

**51%**  
art galleries/ museums

**43%**  
fine dining

**34%**  
guided tours

**22%**  
cultural/ethnic heritage sites

**20%**  
amusement parks

**19%**  
nightclub/ dancing

**16%**  
concert/play/ musical

**13%**  
sporting events

**11%**  
Camping/ Hiking

**7%**  
water sports

### Trip Planning

**136 Days**  
Prior to departure

**21%**  
1 Month

**12%**  
2 Months

**14%**  
3 Months

**11%**  
4 Months

**43%**  
More than 4 Months

### Month of Travel

**25%**  
Spring

**31%**  
Fall

**35%**  
Summer

**10%**  
Winter

### Travel Information Sources

**47%**  
Airline

**42%**  
Online Travel Agency

**23%**  
Personal Recommendation

**22%**  
Travel Agency Office

**14%**  
Travel Guide

**9%**  
Corporate Travel Department

**8%**  
Other

**8%**  
National/State/ City Travel Office

**6%**  
Tour Operator/ Travel Club

### Travel Parties

**59%**  
Solo

**22%**  
Couples

**18%**  
Travel with family/relatives

**13%**  
Travel with children