



# Overseas Leisure Travelers to Virginia 2016



**13.1 Nights**  
Average Length of Stay

**3.1**  
Average number of States visited

**81%**  
Traveled to the U.S. prior to this trip

**41%**  
Virginia as a Main Destination

**35%**  
Washington D.C. as Main Port of Entry

## Main Purpose

**33%**  
Friends & Family

**58%**  
Vacation

**1%**  
Business

**2%**  
Convention

**5%**  
Study

## Traveler Demographics

**\$90,397**  
Average Household Income

## Traveler Occupation

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

**18%**  
student

**11%**  
retired

**\$760**  
Spending per visitor per trip

**47%**  
Stayed in Hotels

## Spending categories

**28%**  
Lodging

**25%**  
Food/Beverages

**20%**  
Shopping

**12%**  
Entertainment/ Recreation

**6%**  
Ground Transportation

**5%**  
Air Transportation

**4%**  
Other

## Top Activities

**91%**  
shopping

**84%**  
sightseeing

**66%**  
national parks/monuments

**61%**  
historical locations

**59%**  
small towns/countryside

**55%**  
art galleries/museums

**40%**  
fine dining

**30%**  
guided tours

**30%**  
cultural/ethnic heritage sites

**29%**  
amusement parks

**21%**  
concert/play/musical

**18%**  
sporting events

**15%**  
nightclub/dancing

**12%**  
water sports

**12%**  
Camping/Hiking

## Trip Planning

**127 Days**  
Prior to departure

**21%**  
1 Month

**17%**  
2 Months

**14%**  
3 Months

**15%**  
4 Months

**34%**  
More than 4 Months

## Month of Travel

**20%**  
Spring

**23%**  
Fall

**42%**  
Summer

**15%**  
Winter

## Travel Information Sources

**48%**  
Airline

**38%**  
Online Travel Agency

**36%**  
Personal Recommendation

**15%**  
Travel Guide

**14%**  
Travel Agency Office

**12%**  
National/State/City Travel Office

**8%**  
Other

**5%**  
Corporate Travel Department

**5%**  
Tour Operator/Travel Club

## Travel Parties

**59%**  
Solo

**21%**  
Couples

**21%**  
Travel with family/relatives

**14%**  
Travel with children