



Overseas Travelers to Virginia 2016



521,948

Overseas Visitors



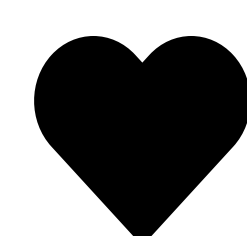
1.4 B

Overseas Traveler Spending



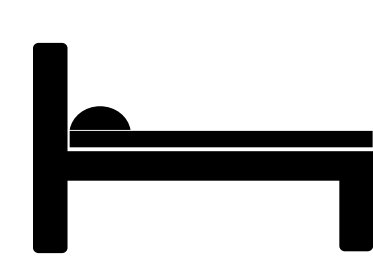
\$899

Spending per visitor per trip



58%

Virginia as a Main Destination



15.5

Nights

Average Length of Stay

Key Overseas Markets

United Kingdom
77,725

Germany
32,691

France
25,612

India
29,751

China
38,853

South Korea
16,354

Japan
22,991

Australia
11,063



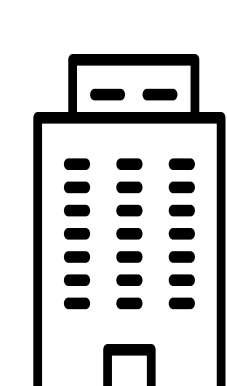
2.6

Average number of States visited



42%

Washington D.C. as Main Port of Entry



50%

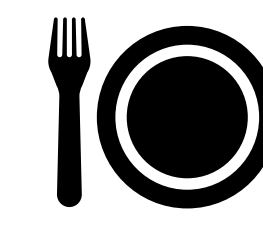
Stayed in Hotels

Spending Categories



31%

Lodging



23%

Food/Beverages



21%

Shopping



10%

Entertainment/Recreation



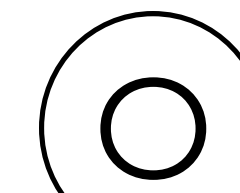
7%

Ground Transportation



5%

Air Transportation



4%

Other

Top Activities



86%

shopping



76%

sightseeing



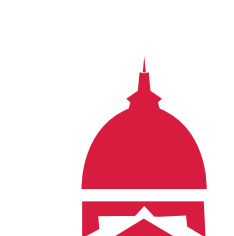
54%

national parks/monuments



52%

small towns/countryside



50%

historical locations



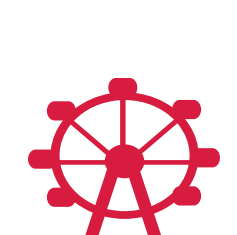
48%

art galleries/museums



37%

fine dining



25%

amusement parks



24%

cultural/ethnic heritage sites



22%

guided tours



17%

concert/play/musical



15%

sporting events



13%

nightclub/dancing



11%

water sports



10%

Camping/Hiking

Traveler Demographics



\$81,230

Average Household Income

Traveler Occupation

43%

management/business/science/arts

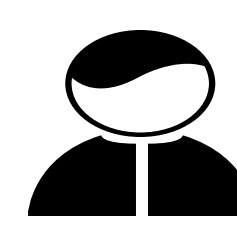
13%

student

11%

retired

Main Purpose



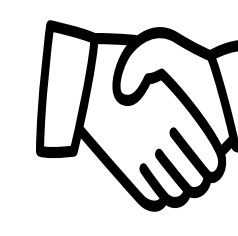
44%

Friends & Family



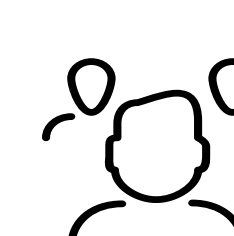
29%

Vacation



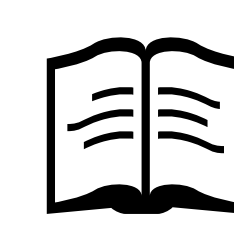
13%

Business



6%

Convention



7%

Study

Travel Information Sources

50%

Airline

33%

Online Travel Agency

28%

Personal Recommendation

16%

Travel Agency Online

12%

Corporate Travel Department

11%

Travel Guide

9%

National/State/City Travel Office

6%

Other

5%

Tour Operator/Travel Club

Travel Parties



70%

Solo



16%

Couples



14%

Travel with family/relatives



9%

Travel with children