



# UK Travelers to Virginia 2016



## #1 Overseas Market

**77,725**  
UK Travelers

**61%** Virginia as a Main Destination

**53%** Washington D.C. as Main Port of Entry

**9.6** Nights  
Average Length of Stay

**2.6** Average number of States visited

**92%** Traveled to the U.S prior to this trip

### Main Purpose

**42%**  
Friends & Family

**38%**  
Vacation

**14%**  
Business

**5%**  
Convention

**1%**  
Study

### Traveler Demographics

**\$99,972**  
Average Household Income

### Traveler Occupation

**40%**  
management/business /science/arts

**20%**  
retired

**9%**  
Service occupations

**\$624**  
Spending per visitor per trip

**65%** Stayed in Hotels

### Spending categories

**29%**  
Lodging

**25%**  
Food/Beverages

**22%**  
Shopping

**14%**  
Entertainment/ Recreation

**4%**  
Ground Transportation

**2%**  
Air Transportation

**3%**  
Other

### Top Activities

**87%**  
sightseeing

**86%**  
shopping

**61%**  
national parks/monuments

**59%**  
historical locations

**57%**  
small towns/countryside

**57%**  
art galleries/museums

**37%**  
guided tours

**33%**  
fine dining

**28%**  
cultural/ethnic heritage sites

**18%**  
amusement parks

**14%**  
sporting events

**13%**  
concert/play/musical

**12%**  
nightclub/dancing

**11%**  
water sports

**8%**  
Golfing/Tennis

### Trip Planning

**112 Days**  
Prior to departure

**26%**  
1 Month

**20%**  
2 Months

**15%**  
3 Months

**11%**  
4 Months

**28%**  
More than 4 Months

### Month of Travel

**21%**  
Spring

**36%**  
Fall

**30%**  
Summer

**13%**  
Winter

### Travel Information Sources

**58%**  
Airline

**27%**  
Online Travel Agency

**18%**  
Personal Recommendation

**13%**  
Travel Guide

**11%**  
Corporate Travel Department

**10%**  
Tour Operator/Travel Club

**8%**  
Travel Agency Office

**5%**  
Other

**3%**  
National/State/City Travel Office

### Travel Parties

**68%**  
Solo

**23%**  
Couples

**10%**  
Travel with family/relatives

**6%**  
Travel with children