



# French Travelers to Virginia 2017



## Fifth Largest Overseas Market

**27,000**  
French Travelers

**63%** Virginia as a Main Destination

**46%** Washington D.C. as Main Port of Entry

**12.4** Nights Average Length of Stay

**2.7** Average number of States visited

**86%** Traveled to the U.S prior to this trip

### Main Purpose

**42%**  
Friends & Family

**25%**  
Vacation

**12%**  
Business

**7%**  
Convention

**11%**  
Study

### Traveler Demographics

**\$79,958**  
Average Household Income

### Traveler Occupation

**45%**  
management/business / science/arts

**22%**  
retired

**14%**  
Service occupations

**\$1524**  
Spending per visitor per trip

**55%** Stayed in Hotels

### Spending categories

**41%**  
Lodging

**17%**  
Food/Beverages

**13%**  
Shopping

**10%**  
Entertainment/ Recreation

**13%**  
Ground Transportation

**5%**  
Additional Air Transportation

### Top Activities

**90%**  
shopping

**79%**  
sightseeing

**63%**  
art galleries/ museums

**56%**  
national parks/ monuments

**51%**  
historical locations

**49%**  
small towns/ countryside

**45%**  
cultural/ethnic heritage sites

**41%**  
fine dining

**31%**  
concert/play/ musical

**16%**  
sporting events

**16%**  
guided tours

**15%**  
water sports

**12%**  
American Indian Communities

**11%**  
amusement parks

**10%**  
Environmental Excursions

### Trip Planning

**105 Days**  
Prior to departure

**24%**  
1 Month

**11%**  
2 Months

**21%**  
3 Months

**12%**  
4 Months

**31%**  
More than 4 Months

### Month of Travel

**20%**  
Spring

**39%**  
Fall

**17%**  
Summer

**25%**  
Winter

### Travel Information Sources

**55%**  
Airline

**28%**  
Online Travel Agency

**26%**  
Personal Recommendation

**19%**  
Corporate Travel Department

**17%**  
Travel Guide

**14%**  
Travel Agency Office

**10%**  
National/State/ City Travel Office

**7%**  
Tour Operator/ Travel Club

**6%**  
Other

### Travel Parties

**70%**  
Solo

**20%**  
Couples

**12%**  
Travel with family/relatives

**8%**  
Travel with children