



German Travelers to Virginia 2017



Third Largest Overseas Market

36,000
German Travelers

39% Virginia as a Main Destination

25% Washington D.C. as Main Port of Entry

5.6 Nights Average Length of Stay

3.0 Average number of States visited

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

Main Purpose

37% Friends & Family

46% Vacation

13% Business

1% Convention

2% Study

Traveler Demographics

\$94,010
Average Household Income

Traveler Occupation

40% management/business /science/arts

16% Service occupations

15% students

\$1,563
Spending per visitor per trip

54% Stayed in Hotels

Spending categories

32% Lodging

25% Food/Beverages

19% Shopping

8% Entertainment/ Recreation

5% Ground Transportation

4% Additional Air Transportation

5% Other

Top Activities

90% shopping

83% sightseeing

65% national parks/monuments

64% small towns/countryside

60% historical locations

46% art galleries/museums

36% fine dining

30% guided tours

26% cultural/ethnic heritage sites

20% amusement parks

12% sporting events

10% nightclub/dancing

7% concert/play/musical

6% Camping/Hiking

6% water sports

Trip Planning

135 Days
Prior to departure

20%
1 Month

14%
2 Months

14%
3 Months

11%
4 Months

41%
More than 4 Months

Month of Travel

15% Spring

44% Fall

27% Summer

14% Winter

Travel Information Sources

44% Airline

44% Online Travel Agency

26% Personal Recommendation

23% Travel Agency Office

13% Travel Guide

9% Corporate Travel Department

8% Other

8% National/State/City Travel Office

6% Tour Operator/Travel Club

Travel Parties

49% Solo

29% Couples

25% Travel with family/relatives

17% Travel with children