



# Overseas Travelers to Virginia 2017



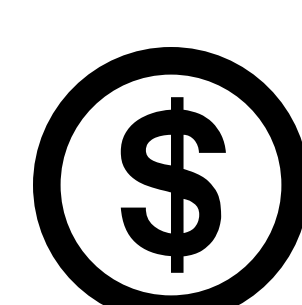
**560,000**

Overseas Visitors



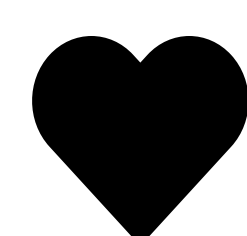
**1.6 B**

Overseas Traveler Spending



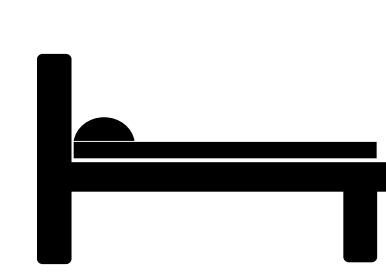
**\$1,759**

Spending per visitor per trip



**59%**

Virginia as a Main Destination



**15.6**  
Nights

Average Length of Stay

## Key Overseas Markets

**United Kingdom**  
79,948

**Germany**  
36,333

**France**  
26,516

**India**  
30,289

**China**  
41,362

**South Korea**  
20,672

**Japan**  
24,833

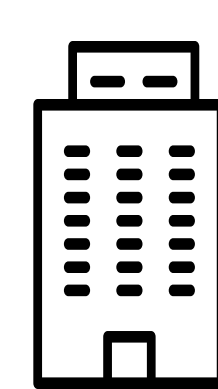
**Australia**  
11,987



**2.5** Average number of States visited



**42%** Washington D.C. as Main Port of Entry



**47%** Stayed in Hotels

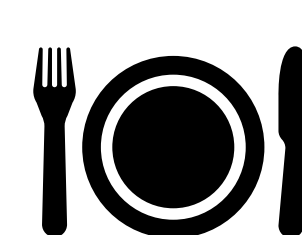
## Spending Categories



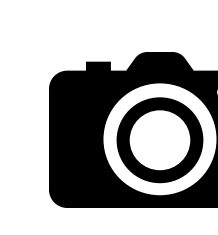
**33%**  
Lodging



**20%**  
Shopping



**20%**  
Food/ Beverages



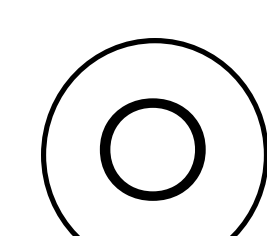
**9%**  
Entertainment/ Recreation



**8%**  
Ground Transportation



**5%**  
Additional Air Transportation



**3%**  
Other

## Top Activities

**85%**  
shopping

**77%**  
sightseeing

**55%**  
national parks/ monuments

**50%**  
historical locations

**49%**  
art galleries/ museums

**49%**  
small towns/ countryside

**32%**  
fine dining

**26%**  
cultural/ethnic heritage sites

**25%**  
amusement parks

**23%**  
guided tours

**14%**  
concert/play/ musical

**14%**  
sporting events

**13%**  
nightclub/ dancing

**11%**  
water sports

**10%**  
Camping/ Hiking

## Traveler Demographics



**\$84,636**  
Average Household Income

## Traveler Occupation

**44%**  
management/business /science/arts

**13%**  
student

**10%**  
retired

## Main Purpose

**45%**  
Friends & Family

**30%**  
Vacation

**12%**  
Business

**5%**  
Convention

**7%**  
Study

## Travel Information Sources

**50%**  
Airline

**35%**  
Online Travel Agency

**29%**  
Personal Recommendation

**16%**  
Travel Agency Office

**11%**  
Corporate Travel Department

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

**9%**  
Travel Guide

**7%**  
Other

**6%**  
Tour Operator/ Travel Club

## Travel Parties

**69%**  
Solo

**18%**  
Couples

**13%**  
Travel with family/relatives

**8%**  
Travel with children