



UK Travelers to Virginia 2017



#1 Overseas Market

80,000
UK Travelers

63% Virginia as a Main Destination

59% Washington D.C. as Main Port of Entry

14.7 Nights
Average Length of Stay

2.4 Average number of States visited

93% Traveled to the U.S prior to this trip

Main Purpose

41%
Friends & Family

37%
Vacation

11%
Business

6%
Convention

5%
Study

Traveler Demographics

\$96,355
Average Household Income

Traveler Occupation

34%
management/business /science/arts

22%
retired

12%
Student

\$1,118
Spending per visitor per trip

57% Stayed in Hotels

Spending categories

27%
Lodging

24%
Food/ Beverages

23%
Shopping

14%
Entertainment/ Recreation

8%
Ground Transportation

1%
Additional Air Transportation

2%
Other

Top Activities

86%
sightseeing

84%
shopping

62%
art galleries/ museums

60%
historical locations

60%
national parks/ monuments

54%
small towns/ countryside

37%
guided tours

31%
fine dining

29%
cultural/ethnic heritage sites

19%
amusement parks

16%
concert/play/ musical

15%
sporting events

13%
nightclub/ dancing

13%
Camping/ Hiking

12%
water sports

Trip Planning

125 Days
Prior to departure

20%
1 Month

17%
2 Months

19%
3 Months

11%
4 Months

33%
More than 4 Months

Month of Travel

12%
Spring

34%
Fall

27%
Summer

28%
Winter

Travel Information Sources

59%
Airline

27%
Online Travel Agency

23%
Personal Recommendation

10%
Travel Guide

9%
Corporate Travel Department

9%
Tour Operator/ Travel Club

5%
Travel Agency Office

4%
Other

2%
National/State/ City Travel Office

Travel Parties

71%
Solo

22%
Couples

8%
Travel with family/relatives

3%
Travel with children