

## Australian Travelers to Virginia 2018



#### 13,000 Australian Travelers



49% Virginia as a Main Destination Destination

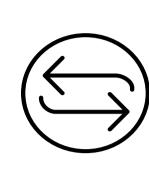


Virginia as Main Port of Entry

# 16.4 Nights Length of Stay



Average number of States visited



Traveled to the U.S prior to this trip

#### **Main Purpose**



24% Friends & Family



5]% Vacation



Business



8% Convention



Study

#### **Traveler Demographics**



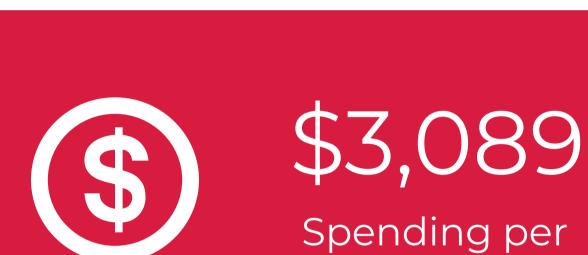
\$98,632 Average Household Income

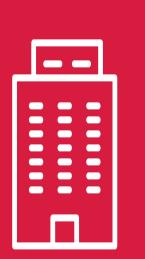
#### **Traveler Occupation**

management/business/ science/arts

student

Service occupations





Stayed in Hotels

visitor per trip

#### Spending categories



Lodging

23% Food/Beverages



Shopping

77% Entertainment/ Recreation





#### **Top Activities**







small towns/ countryside



historical locations





monuments







heritage sites



events

Communities



concert/play/ musical



dancing



Hiking



amusement parks



## **Trip Planning**



Prior to departure

13% 1 Month

2% 2 Months

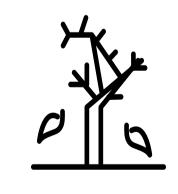
18% 3 Months

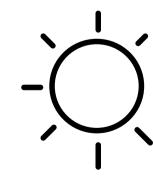
22% 4 Months

35% More than 4 Months

#### **Month of Travel**









Winter

#### **Travel Information Sources**

53% Airline

Travel Agency Office

Personal Recommendation

38%

33% Online Travel Agency

Other

5%

4% Corporate Travel Department

3% Travel Guide Tour Operator/ Travel Club

National/State/ City Travel Office

### **Travel Parties**







