



Australian Travelers to Virginia 2018



13,000
Australian Travelers

49% Virginia as a Main Destination

5% Virginia as Main Port of Entry

16.4 Nights
Average Length of Stay

4.0 Average number of States visited

82% Traveled to the U.S prior to this trip

Main Purpose

24%
Friends & Family

51%
Vacation

10%
Business

8%
Convention

7%
Study

Traveler Demographics

\$98,632
Average Household Income

Traveler Occupation

35%
management/business/
science/arts

24%
student

16%
Service
occupations

\$3,089
Spending per
visitor per trip

60%
Stayed in
Hotels

Spending categories

41%
Lodging

23%
Food/Beverages

12%
Shopping

11%
Entertainment/
Recreation

5%
Ground
Transportation

7%
Additional Air
Transportation

Top Activities

90%
sightseeing

86%
shopping

83%
small towns/
countryside

73%
historical
locations

72%
art galleries/
museums

70%
national parks/
monuments

58%
fine dining

55%
guided tours

39%
cultural/ethnic
heritage sites

38%
sporting
events

31%
concert/play/
musical

24%
nightclub/
dancing

18%
Camping/
Hiking

14%
amusement
parks

13%
American
Indian
Communities

Trip Planning

131 Days
Prior to departure

13%
1 Month

12%
2 Months

18%
3 Months

22%
4 Months

35%
More than 4
Months

Month of Travel

15%
Spring

49%
Fall

24%
Summer

13%
Winter

Travel Information Sources

53%
Airline

50%
Travel Agency
Office

38%
Personal
Recommendation

33%
Online Travel
Agency

8%
Other

5%
Tour Operator/
Travel Club

4%
Corporate
Department

3%
Travel Guide

0%
National/State/
City Travel
Office

Travel Parties

65%
Solo

21%
Couples

13%
Travel with
family/relatives

4%
Travel with
children