



French Travelers to Virginia 2018



Fifth Largest Overseas Market

27,000
French Travelers

55% Virginia as a Main Destination

51% Virginia as Main Port of Entry

10.2 Nights Average Length of Stay

2.6 Average number of States visited

84% Traveled to the U.S prior to this trip

Main Purpose

34%
Friends & Family

27%
Vacation

14%
Business

10%
Convention

11%
Study

Traveler Demographics

\$76,992
Average Household Income

Traveler Occupation

52%
management/business / science/arts

21%
retired

9%
Service occupations

\$1,351
Spending per visitor per trip

63%
Stayed in Hotels

Spending categories

39%
Lodging

17%
Food/Beverages

14%
Shopping

10%
Entertainment/ Recreation

12%
Ground Transportation

5%
Additional Air Transportation

Top Activities

80%
shopping

75%
sightseeing

54%
art galleries/ museums

50%
national parks/ monuments

45%
historical locations

41%
small towns/ countryside

40%
cultural/ethnic heritage sites

34%
fine dining

32%
concert/play/ musical

19%
guided tours

16%
sporting events

10%
amusement parks

9%
water sports

8%
Camping/ Hiking

6%
Casino/ Gamble

Trip Planning

106 Days
Prior to departure

30%
1 Month

9%
2 Months

20%
3 Months

10%
4 Months

32%
More than 4 Months

Month of Travel

31%
Spring

24%
Fall

27%
Summer

17%
Winter

Travel Information Sources

54%
Airline

27%
Online Travel Agency

22%
Personal Recommendation

15%
Corporate Travel Department

17%
Travel Guide

9%
Travel Agency Office

7%
National/State/ City Travel Office

3%
Tour Operator/ Travel Club

10%
Other

Travel Parties

70%
Solo

21%
Couples

12%
Travel with family/relatives

9%
Travel with children