



German Travelers to Virginia 2018



Third Largest Overseas Market

37,000
German Travelers

47% Virginia as a Main Destination

31% Virginia as Main Port of Entry

6.8 Nights Average Length of Stay

3.2 Average number of States visited

86% Traveled to the U.S. prior to this trip

Main Purpose

34%
Friends & Family

50%
Vacation

10%
Business

2%
Convention

3%
Study

Traveler Demographics

\$90,442
Average Household Income

Traveler Occupation

36%
management/business /science/arts

20%
Students

14%
Service Occupations

\$1,371
Spending per visitor per trip

51% Stayed in Hotels

Spending categories

35%
Lodging

24%
Food/Beverages

14%
Shopping

7%
Entertainment/ Recreation

9%
Ground Transportation

5%
Additional Air Transportation

3%
Other

Top Activities

87%
shopping

83%
sightseeing

66%
national parks/monuments

63%
small towns/countryside

62%
historical locations

49%
art galleries/museums

34%
guided tours

32%
fine dining

29%
cultural/ethnic heritage sites

25%
amusement parks

12%
sporting events

9%
Camping/Hiking

9%
water sports

8%
Golfing/Tennis

7%
concert/play/musical

Trip Planning

151 Days
Prior to departure

15%
1 Month

13%
2 Months

9%
3 Months

15%
4 Months

48%
More than 4 Months

Month of Travel

22%
Spring

40%
Fall

32%
Summer

6%
Winter

Travel Information Sources

47%
Airline

34%
Online Travel Agency

31%
Personal Recommendation

31%
Travel Agency Office

9%
Travel Guide

7%
Other

5%
National/State/City Travel Office

5%
Tour Operator/Travel Club

4%
Corporate Travel Department

Travel Parties

50%
Solo

27%
Couples

25%
Travel with family/relatives

18%
Travel with children