



Indian Travelers to Virginia 2018



Fourth Largest Overseas Market

33,000

Indian Travelers



72% Virginia as a Main Destination



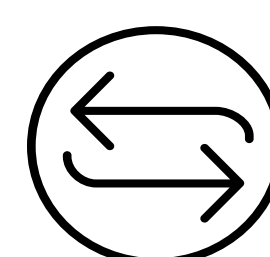
58% Virginia as Main Port of Entry



13.5 Average Length of Stay
Nights

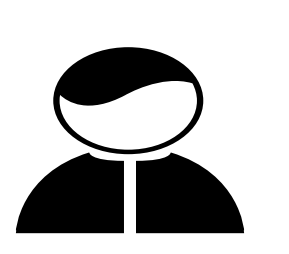


2.6 Average number of States visited



65% Traveled to the U.S prior to this trip

Main Purpose



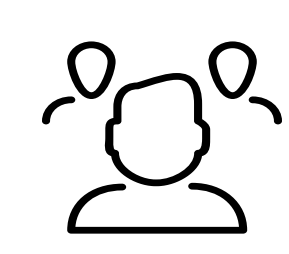
36% Friends & Family



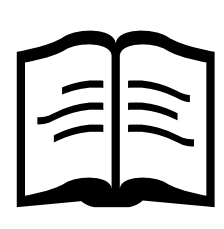
20% Vacation



35% Business



6% Convention



4% Study

Traveler Demographics



\$73,431 Average Household Income

Traveler Occupation

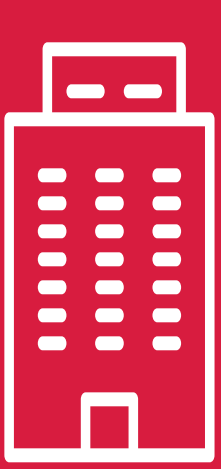
50% management/business / science/arts

17% Service occupations

10% Homemaker



\$1,891 Spending per visitor per trip

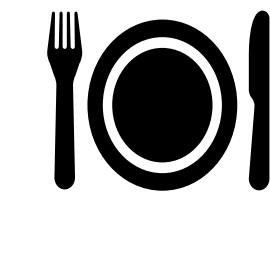


47% Stayed in Hotels

Spending categories



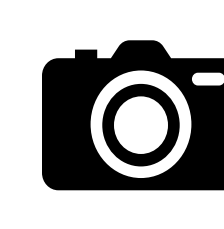
42% Lodging



16% Food/Beverages



13% Shopping



10% Entertainment/ Recreation



12% Ground Transportation



6% Additional Air Transportation

Top Activities



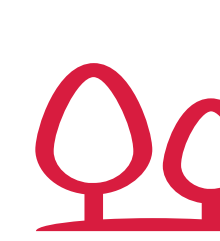
92% shopping



87% sightseeing



56% art galleries/ museums



53% national parks/ monuments



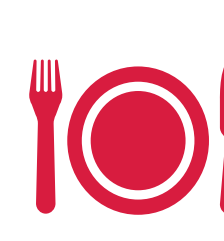
43% historical locations



38% small towns/ countryside



35% amusement parks



35% fine dining



28% cultural/ethnic heritage sites



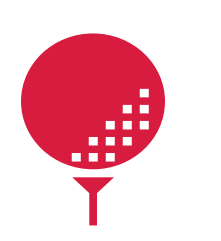
25% guided tours



18% nightclubbing/ dancing



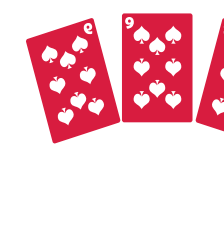
17% american Indian Communities



12% golfing/ tennis



11% concert/ play/ musical



11% casino/ gamble

Trip Planning



58 Days Prior to departure

48% 1 Month

23% 2 Months

8% 3 Months

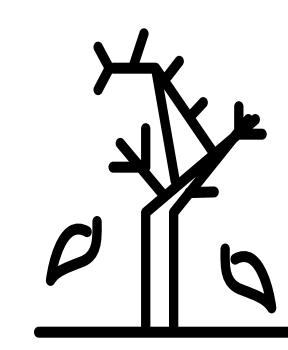
13% 4 Months

8% More than 4 Months

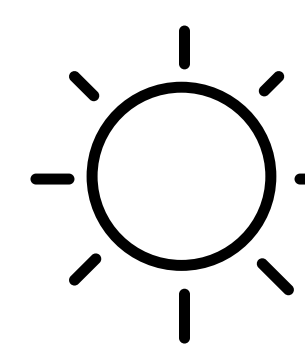
Month of Travel



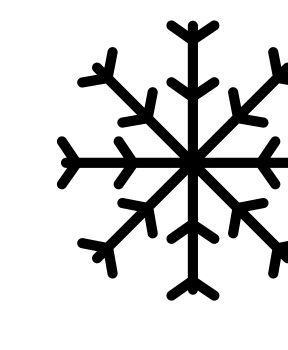
25% Spring



11% Fall



35% Summer



28% Winter

Travel Information Sources

50% Airline

32% Online travel agency

31% Corporate Travel Department

29% Personal Recommendation

25% Travel Agency Office

12% National/State/ City Travel Office

8% Tour Operator/ Travel Club

8% Travel Guide

6% Other

Travel Parties



70% Solo



13% Couples



12% Travel with family/relatives



6% Travel with children