



Japanese Travelers to Virginia 2018



24,500
Japanese Travelers

80% Virginia as a Main Destination

46% Virginia as Main Port of Entry

13.4 Nights Average Length of Stay

1.9 Average number of States visited

93% Traveled to the U.S. prior to this trip

Main Purpose

33% Friends & Family

11% Vacation

28% Business

13% Convention

8% Study

Traveler Demographics

\$97,501
Average Household Income

Traveler Occupation

32% management/business / science/arts

16% Prod., trans., & material moving

10% retired

\$1,693
Spending per visitor per trip

63% Stayed in Hotels

Spending categories

47% Lodging

6% Food/Beverages

10% Shopping

8% Entertainment/Recreation

22% Ground Transportation

2% Additional Air Transportation

4% Other

Top Activities

75% Shopping

73% Sightseeing

43% Historical locations

33% Fine dining

30% National parks/Monuments

26% Art galleries/museums

26% Small towns/countryside

12% Amusement parks

11% Nightclub/dancing

9% Concert/play/Musical

9% Guided Tour(s)

7% Cultural/Ethnic heritage sites

7% Sporting event

6% Water sports

5% Golfing/Tennis

Trip Planning

80 Days
Prior to departure

36%
1 Month

28%
2 Months

14%
3 Months

5%
4 Months

17%
More than 4 Months

Month of Travel

27% Spring

23% Fall

30% Summer

19% Winter

Travel Information Sources

42% Airline

32% Travel Agency Office

22% Online Travel Agency

16% Personal Recommendation

12% Corporate Travel Department

5% Other

5% Travel Guide

2% National/State/City Travel Office

2% Tour Operator/Travel Club

Travel Parties

74% Solo

10% Couples

8% Travel with family/relatives

5% Travel with children