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% Family/Relatives
28% Business
13% Convention
8% Study

Spending per visitor per trip
$1,693

Traveler Demographics

63% Stayed in Hotels

Traveler Occupation

32% management/business/finance
16% food/beverages
10% retired

Traveler Occupation
63%

Spending categories

47% Lodging
22% Ground Transportation
8% Entertainment/Recreation
6% Food/Beverages
10% Shopping
2% Additional Air Transportation
4% Other

Top Activities

75% Shopping
73% Sightseeing
43% Historical Locations
33% Fine Dining
30% National Parks/Scenics

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

Travel Parties

74% Solo
10% Couples
8% Travel with family/relatives
5% Travel with children

Sources: National Travel & Tourism Office; Travel Market Insights, Inc; Tourism Economics (n=191)