Overseas Leisure Travelers to Virginia 2018

- **Average Length of Stay**: 9.4 Nights
- **Average number of States visited**: 3.1
- **Toured the U.S prior to this trip**: 79%
- **Spending per visitor per trip**: $1,831
- **Average number of States visited**: 9.4
- **Average Length of Stay**: 5.2 Nights
- **Virginia as Main Port of Entry**: 47%
- **Virginia as Main Destination**: 35%
- **Spending per visitor per trip**: $76,556
- **Average Household Income**: $76,556
- **Traveler Occupation**: 46% management/business, 15% student, 10% retired
- **Main Purpose**: 22% Family, 67% Vacation
- **Traveler Demographics**: 4% Business, 1% Convention, 4% other
- **Travel Information Sources**: 52% Airline, 33% Online Travel Agency, 18% Travel Agency Office
- **Trip Planning**: 129 Days Prior to departure
- **Month of Travel**: 20% Spring, 35% Fall
- **Travel Parties**: 61% Solo, 25% Couples
- **Spending categories**: Lodging 24%, Food/Beverages 23%, Shopping 23%, Entertainment/Recreation 11%
- **Main Purpose**: 22% Family, 67% Vacation
- **Traveler Demographics**: 4% Business, 1% Convention, 4% other
- **Travel Information Sources**: 52% Airline, 33% Online Travel Agency, 18% Travel Agency Office
- **Trip Planning**: 129 Days Prior to departure
- **Month of Travel**: 20% Spring, 35% Fall
- **Travel Parties**: 61% Solo, 25% Couples
- **Spending categories**: Lodging 24%, Food/Beverages 23%, Shopping 23%, Entertainment/Recreation 11%
- **Main Purpose**: 22% Family, 67% Vacation
- **Traveler Demographics**: 4% Business, 1% Convention, 4% other
- **Travel Information Sources**: 52% Airline, 33% Online Travel Agency, 18% Travel Agency Office
- **Trip Planning**: 129 Days Prior to departure
- **Month of Travel**: 20% Spring, 35% Fall
- **Travel Parties**: 61% Solo, 25% Couples
- **Spending categories**: Lodging 24%, Food/Beverages 23%, Shopping 23%, Entertainment/Recreation 11%
- **Main Purpose**: 22% Family, 67% Vacation
- **Traveler Demographics**: 4% Business, 1% Convention, 4% other
- **Travel Information Sources**: 52% Airline, 33% Online Travel Agency, 18% Travel Agency Office
- **Trip Planning**: 129 Days Prior to departure
- **Month of Travel**: 20% Spring, 35% Fall
- **Travel Parties**: 61% Solo, 25% Couples
- **Spending categories**: Lodging 24%, Food/Beverages 23%, Shopping 23%, Entertainment/Recreation 11%
- **Main Purpose**: 22% Family, 67% Vacation
- **Traveler Demographics**: 4% Business, 1% Convention, 4% other
- **Travel Information Sources**: 52% Airline, 33% Online Travel Agency, 18% Travel Agency Office
- **Trip Planning**: 129 Days Prior to departure
- **Month of Travel**: 20% Spring, 35% Fall
- **Travel Parties**: 61% Solo, 25% Couples
- **Spending categories**: Lodging 24%, Food/Beverages 23%, Shopping 23%, Entertainment/Recreation 11%
- **Main Purpose**: 22% Family, 67% Vacation
- **Traveler Demographics**: 4% Business, 1% Convention, 4% other
- **Travel Information Sources**: 52% Airline, 33% Online Travel Agency, 18% Travel Agency Office
- **Trip Planning**: 129 Days Prior to departure
- **Month of Travel**: 20% Spring, 35% Fall
- **Travel Parties**: 61% Solo, 25% Couples
- **Spending categories**: Lodging 24%, Food/Beverages 23%, Shopping 23%, Entertainment/Recreation 11%
- **Main Purpose**: 22% Family, 67% Vacation
- **Traveler Demographics**: 4% Business, 1% Convention, 4% other
- **Travel Information Sources**: 52% Airline, 33% Online Travel Agency, 18% Travel Agency Office
- **Trip Planning**: 129 Days Prior to departure
- **Month of Travel**: 20% Spring, 35% Fall
- **Travel Parties**: 61% Solo, 25% Couples
- **Spending categories**: Lodging 24%, Food/Beverages 23%, Shopping 23%, Entertainment/Recreation 11%
- **Main Purpose**: 22% Family, 67% Vacation
- **Traveler Demographics**: 4% Business, 1% Convention, 4% other
- **Travel Information Sources**: 52% Airline, 33% Online Travel Agency, 18% Travel Agency Office
- **Trip Planning**: 129 Days Prior to departure
- **Month of Travel**: 20% Spring, 35% Fall
- **Travel Parties**: 61% Solo, 25% Couples
- **Spending categories**: Lodging 24%, Food/Beverages 23%, Shopping 23%, Entertainment/Recreation 11%

**Sources:** National Travel & Tourism Office, Travel Market Insights, Inc; Tourism Economics (n=610)