Overseas Travelers to Virginia 2018

586,000 Overseas Visitors

1.7 B Overseas Traveler Spending

$1,794 Spending per visitor per trip

56% Virginia as a Main Destination

14.1 Nights Average Length of Stay

2.6 Average number of States visited

40% Virginia as Main Port of Entry

48% Shared In Hotel

Primary Target Markets

United Kingdom 63,235

China 39,988

Germany 37,092

France 27,711

Australia 12,935

Secondary Target Markets

India 10,871

South Korea 21,407

Japan 24,481

Australia 13,515

Overseas Traveler Spending

14% Nightclub/dancing

11% Nightclub/dancing

10% Sporting Event

5% Amusement Parks

5% Ground Transportation

5% Additional Air Transportation

2% Other

Spending Categories

21% Shopping

23% Total Beverages

26% Lodging

10% Entertainment/Recreation

10% Travel

22% Ground Transportation

5% Additional Air Transportation

6% Water Sports

6% Casino/Gamble

10% Guided Tours

53% National Locations

56% National Parks/monuments

10% Fine Dining

78% Sightseeing

47% Small Cities/county/district

14% Concert/Musical

11% Nightclub/Dancing

50% Art Galleries/Museums

Top Activities

84% Shopping

78% Sightseeing

56% National Parks/monuments

53% National Locations

50% Art Galleries/Museums

56% National Parks/monuments

47% Small Cities/county/district

33% Fine Dining

28% Cultural/ethnic heritage sites

24% Guided Tours

22% Amusement Parks

14% Concert/Musical

11% Nightclub/Dancing

10% Sporting Event

6% Casino/Gamble

6% Water Sports

5% Ground Transportation

5% Additional Air Transportation

2% Other

Main Purpose

37% Friends & Family

36% Vacation

12% Business

8% Study

5% Convention

Traveler Occupation

45% Management/Business/Scientists

14% Student

10% Retired

Traveler Demographics

$86,175 Average Household Income

Travel Information Sources

34% Online Travel Agency

17% Travel Agency

51% Airlines

30% Personal Recommendation

6% National/State/City Travel Office

8% Corporate Travel Department

6% Other

13% Tour Operator/Travel Club

18% Friends

70% Solo

18% Couple

Travel Parties

13% Travel with Family/Relatives

9% Travel with Children

8% Study

5% Convention

36% Vacation

12% Business

8% Travel Information Sources

45% Management/Business/Scientists

14% Student

10% Retired

Traveler Occupation

$86,175 Average Household Income

Sources: National Travel & Tourism Office; Travel Market Insights, Inc; Tourism Economics (n=1,155)