



# Overseas Travelers to Virginia 2018



**586,000**

Overseas Visitors

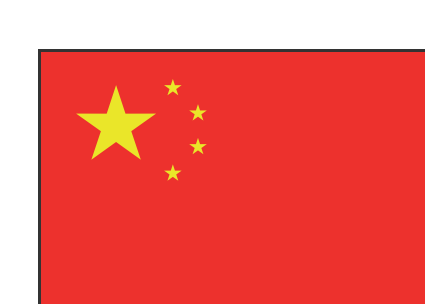
**1.7 B**

Overseas Traveler Spending

## Primary Target Markets



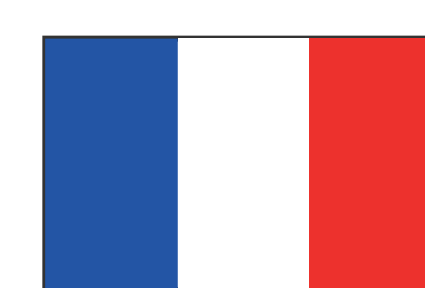
United Kingdom  
83,235



China  
39,988



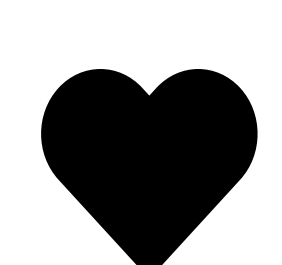
Germany  
37,092



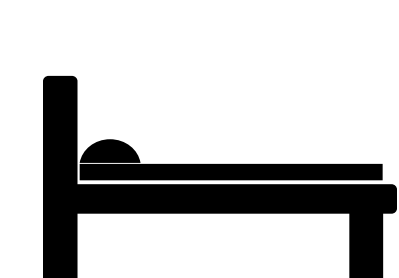
France  
27,171



**\$1,794** Spending per visitor per trip



**56%** Virginia as a Main Destination

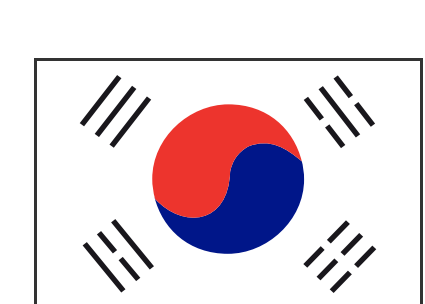


**14.1** Nights  
Average Length of Stay

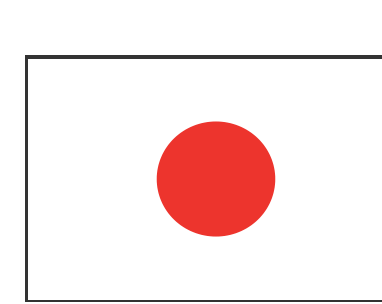
## Secondary Target Markets



India  
32,971



South Korea  
20,407



Japan  
24,481



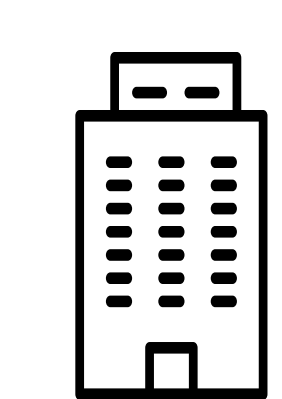
Australia  
12,935



**2.6** Average number of States visited



**40%** Virginia as Main Port of Entry

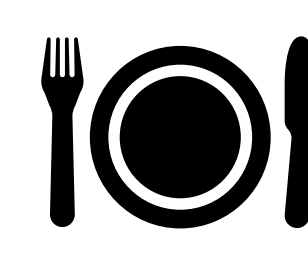


**48%** Stayed in Hotels

## Spending Categories



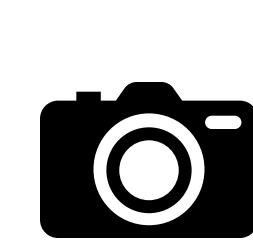
**26%** Lodging



**23%** Food/ Beverages



**21%** Shopping



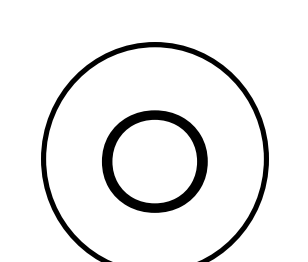
**10%** Entertainment/ Recreation



**10%** Ground Transportation



**5%** Additional Air Transportation



**2%** Other

## Top Activities

**84%** shopping

**78%** sightseeing

**56%** national parks/ monuments

**53%** historical locations

**50%** art galleries/ museums

**47%** small towns/ countryside

**33%** fine dining

**28%** cultural/ethnic heritage sites

**24%** guided tours

**22%** amusement parks

**14%** concert/play/ musical

**11%** nightclub/ dancing

**10%** sporting event

**6%** Casino/ Gamble

**6%** water sports

## Traveler Demographics



**\$86,175**  
Average Household Income

## Traveler Occupation

**45%** management/business /science/arts

**14%** student

**10%** retired

## Main Purpose

**37%** Friends & Family

**36%** Vacation

**12%** Business

**5%** Convention

**8%** Study

## Travel Information Sources

**51%** Airline

**34%** Online Travel Agency

**30%** Personal Recommendation

**17%** Travel Agency Office

**8%** Corporate Travel Department

**7%** Travel Guide

**6%** National/State/ City Travel Office

**6%** Other

**4%** Tour Operator/ Travel Club

## Travel Parties

**70%** Solo

**18%** Couples

**13%** Travel with family/relatives

**9%** Travel with children