



# UK Travelers to Virginia 2018



## #1 Overseas Market

**83,000**  
UK Travelers

**12.4** Nights  
Average Length of Stay

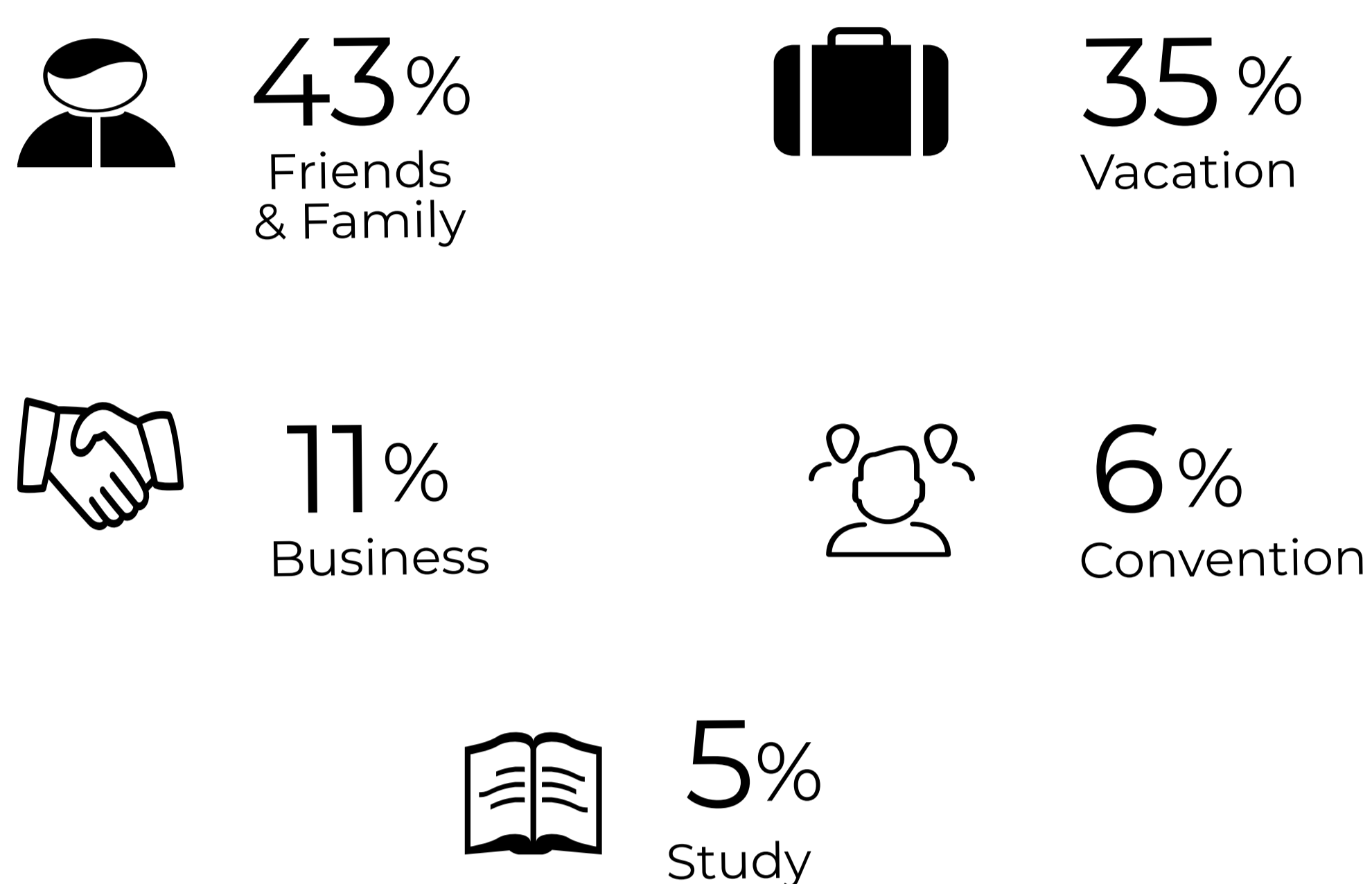
**57%** Virginia as a Main Destination

**2.3** Average number of States visited

**56%** Virginia as Main Port of Entry

**92%** Traveled to the U.S. prior to this trip

### Main Purpose



### Traveler Demographics

**\$85,518**  
Average Household Income

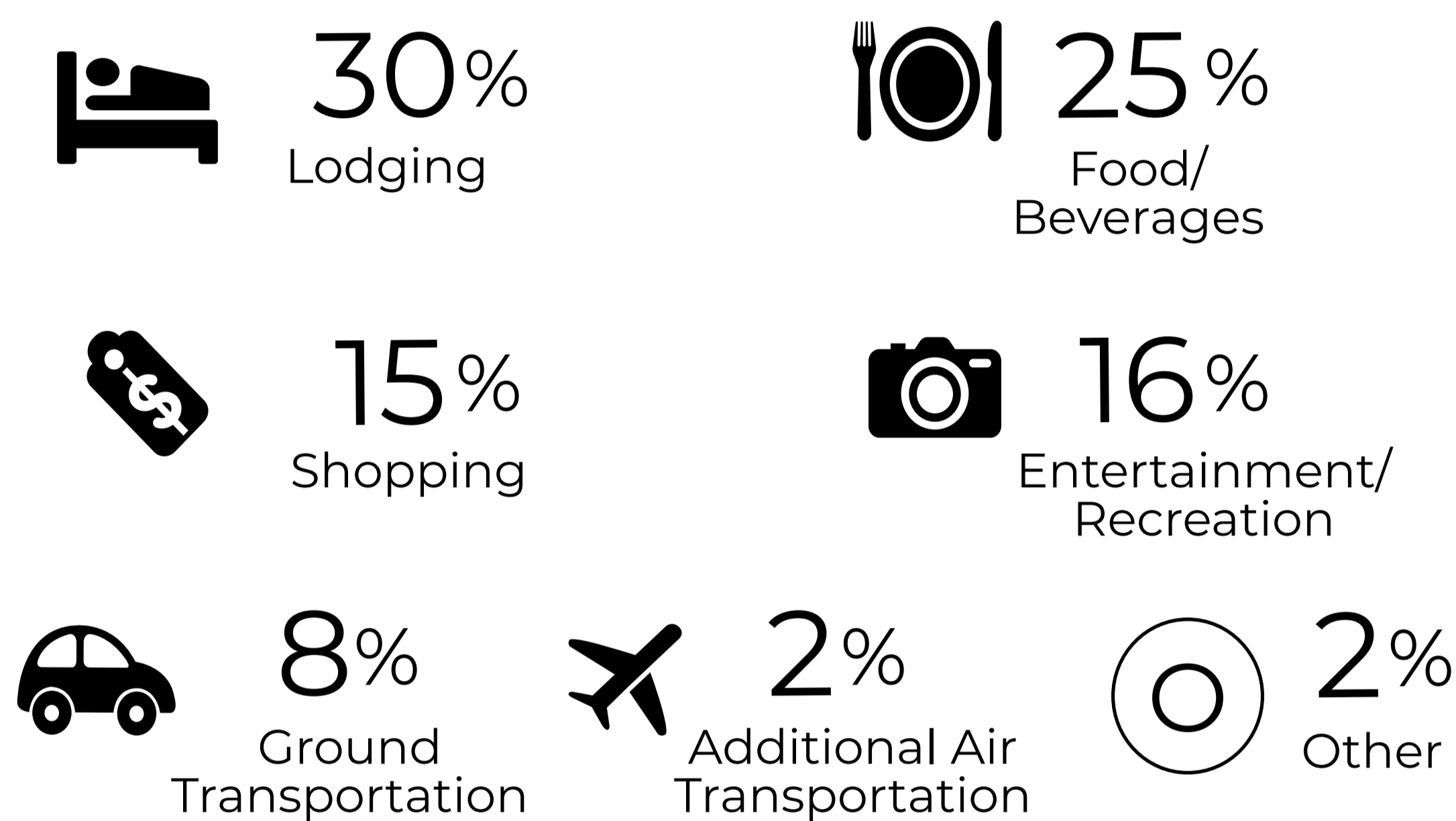
### Traveler Occupation



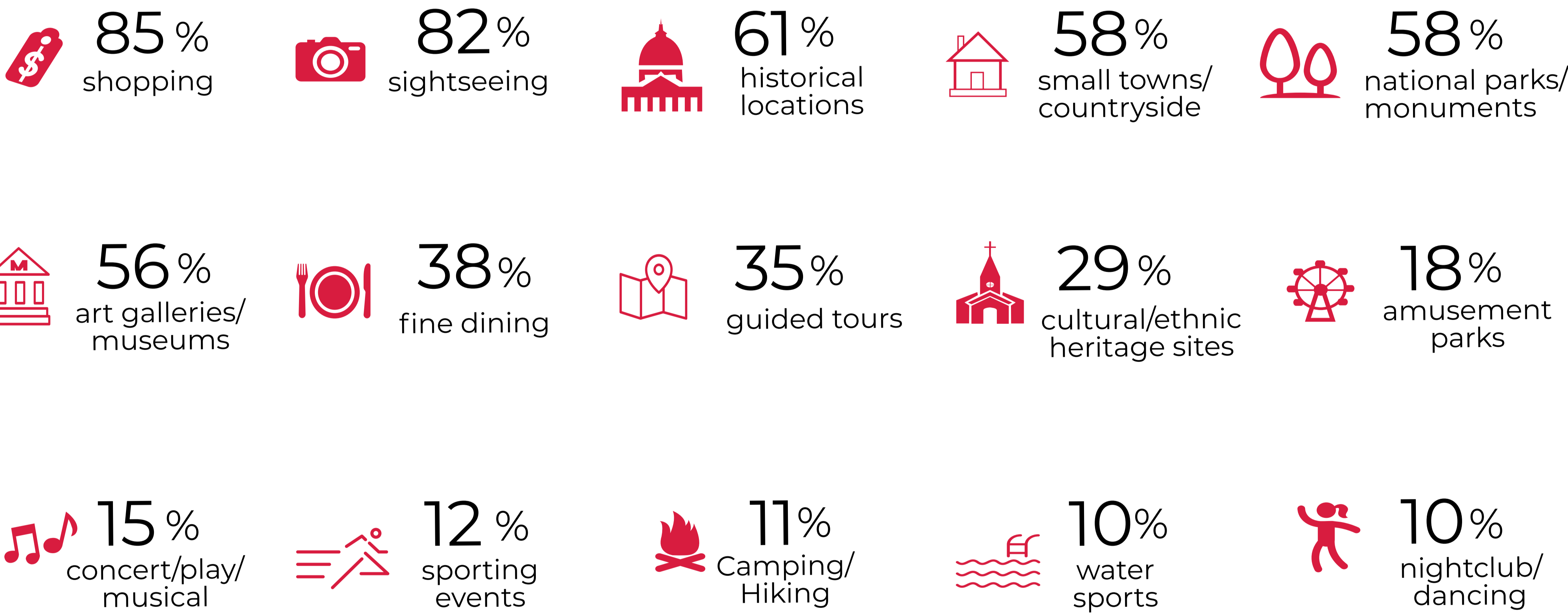
**\$1,300**  
Spending per visitor per trip

**51%** Stayed in Hotels

### Spending categories



### Top Activities

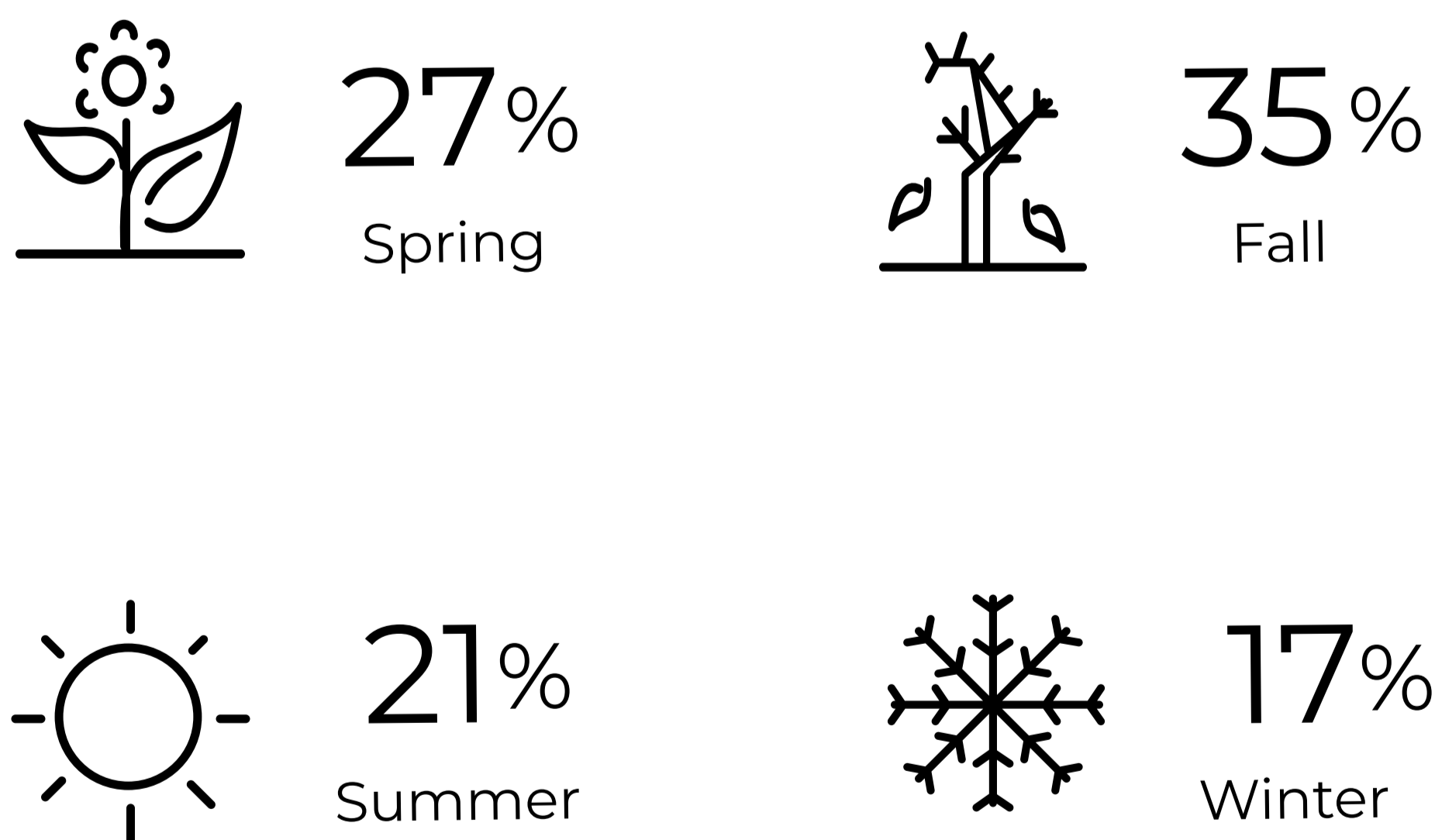


### Trip Planning

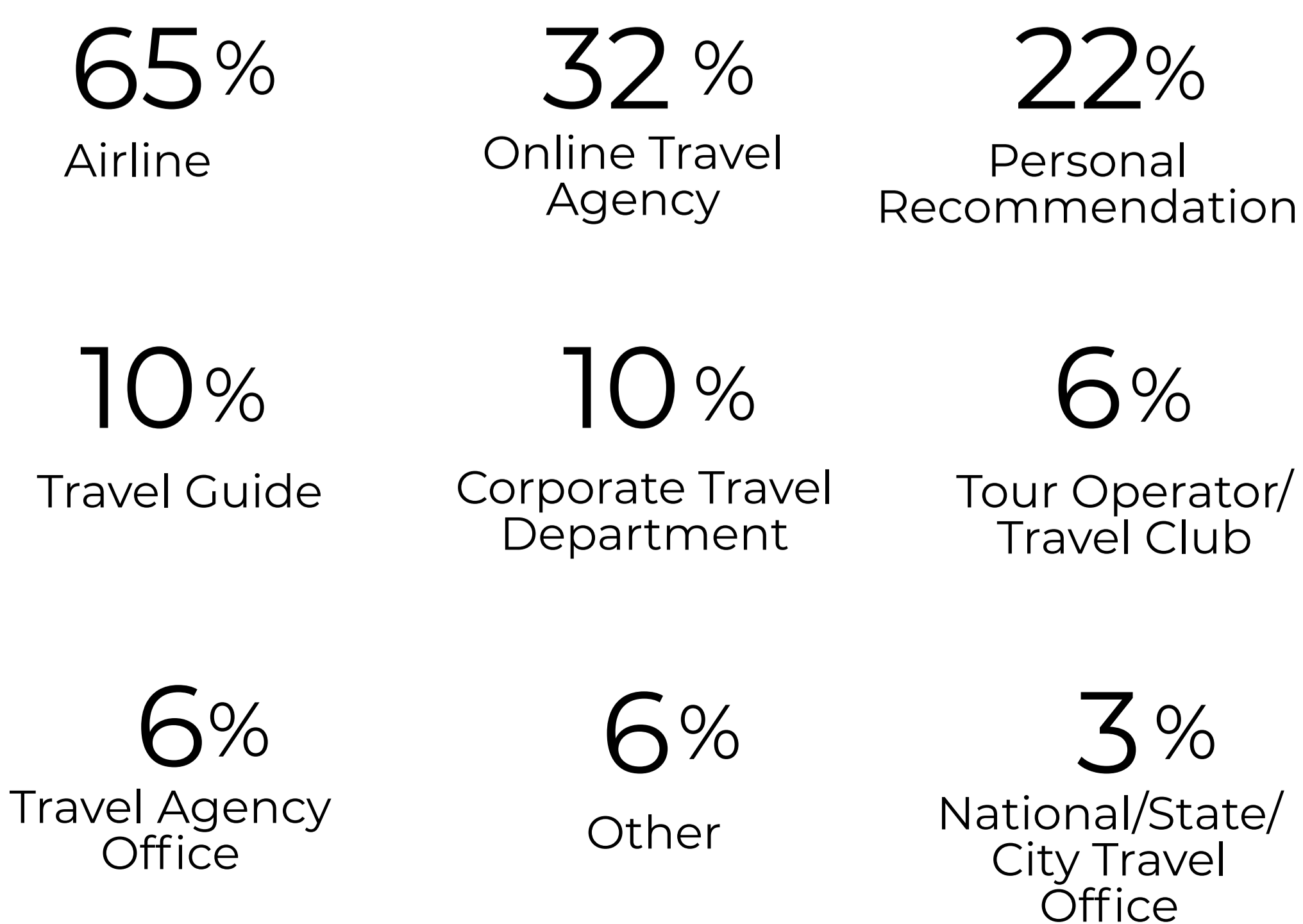
**119 Days**  
Prior to departure



### Month of Travel



### Travel Information Sources



### Travel Parties

