UK Travelers to Virginia 2018

#1 Overseas Market

- **83,000** UK Travelers
- **57%** Virginia as a Main Destination
- **56%** Virginia as Main Port of Entry
- **12.4 Nights** Average Length of Stay
- **2.3** Average number of States visited
- **92%** Traveled to the U.S. prior to this trip

Main Purpose

- **43%** Friends & Family
- **35%** Vacation
- **11%** Business
- **6%** Convention
- **5%** Study

Traveler Demographics

- **$85,518** Annual Household Income
- **$1,300** Spending per visitor per trip
- **51%** Stayed in hotels

Traveler Occupation

- **39%** management/business / chores
- **26%** retired
- **10%** Student

Spending categories

- **30%** Lodging
- **15%** Shopping
- **8%** Ground Transportation
- **2%** Entertainment / Recreation
- **25%** Food / Beverages
- **16%** Other

Top Activities

- **85%** shopping
- **82%** sightseeing
- **61%** historical locations
- **58%** small towns / countryside
- **58%** national parks / monuments
- **56%** art galleries / museums
- **38%** fine dining
- **35%** guided tours
- **29%** cultural/ethnic heritage sites
- **18%** amusement parks
- **15%** concert / play / musical
- **12%** sporting events
- **11%** Camping / Hiking
- **10%** water sports
- **10%** nightlife / dancing

Trip Planning

- **119 Days** Prior to departure
- **22%** 1 Month
- **22%** 2 Months
- **13%** 3 Months
- **9%** 4 Months
- **34%** More than 4 Months

Month of Travel

- **27%** Spring
- **35%** Fall
- **21%** Summer
- **17%** Winter

Travel Information Sources

- **65%** Airline
- **32%** Online Travel Agency
- **22%** Personal Recommendation
- **10%** Corporate Travel Department
- **6%** Tour Operator / Travel Club
- **6%** Travel Agency Office
- **6%** Other

Travel Parties

- **69%** Solo
- **24%** Couples
- **9%** Travel with family / relatives
- **6%** Travel with children

Travel Guide

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

Travel Information Sources:

- National Travel & Tourism Office
- Travel Market Insights, Inc
- Tourism Economics

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