

Australian Travelers to Virginia 2019



13,500 Australian Travelers



37% Virginia as a Main Destination

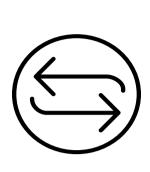


Virginia as Main Port of Entry

12.3 Average Average Length of Stay

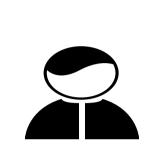


Average number of States visited



Traveled to the U.S prior to this trip

Main Purpose



24% Friends & Family



59% Vacation



Business



7% Convention



Study

Traveler Demographics



\$83,584 Average Household Income

Traveler Occupation

management/business/ science/arts

student

Service occupations



\$2,736

Spending per visitor per trip



52% Stayed in Hotels

Spending categories



39% Lodging



23% Food/ Beverages



Shopping

77% Entertainment/

Recreation

Transportation



5% Ground Transportation



Top Activities



sightseeing





small towns/ countryside



historical locations



national parks/ monuments



fine dining



art galleries/ museums



guided tours



heritage sites

Communities



events







Camping/ Hiking



amusement parks

concert/play/

musical

Trip Planning



dancing

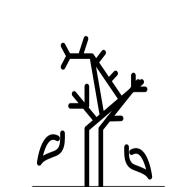
132 Days

Prior to departure





Month of Travel



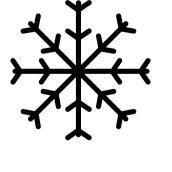


15% 2 Months

19% 3 Months

14% 4 Months

39% More than 4 Months



Travel Information Sources

Airline

4%

Tour Operator/

Travel Club

Travel Agency Office

Personal Recommendation

33%

26% Online Travel Agency

Other

2%

Travel

Guide

()%

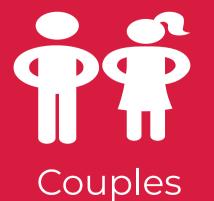
Corporate

Travel Department

National/State/ City Travel Office

Travel Parties







Travel with

family/relatives

children