



Australian Travelers to Virginia 2019



13,500
Australian Travelers

37% Virginia as a Main Destination

6% Virginia as Main Port of Entry

12.3 Nights
Average Length of Stay

4.1 Average number of States visited

83% Traveled to the U.S prior to this trip

Main Purpose

24%
Friends & Family

59%
Vacation

6%
Business

7%
Convention

4%
Study

Traveler Demographics

\$83,584
Average Household Income

Traveler Occupation

30%
management/business/
science/arts

23%
student

11%
Service occupations

\$2,736
Spending per visitor per trip

52%
Stayed in Hotels

Spending categories

39%
Lodging

23%
Food/
Beverages

14%
Shopping

11%
Entertainment/
Recreation

5%
Ground
Transportation

7%
Additional Air
Transportation

Top Activities

93%
sightseeing

90%
shopping

79%
small towns/
countryside

78%
historical
locations

68%
national parks/
monuments

65%
fine
dining

63%
art galleries/
museums

61%
guided
tours

36%
cultural/ethnic
heritage sites

36%
sporting
events

29%
concert/play/
musical

19%
nightclub/
dancing

18%
Camping/
Hiking

17%
American
Indian
Communities

16%
amusement
parks

Trip Planning

132 Days
Prior to departure

13%
1 Month

15%
2 Months

19%
3 Months

14%
4 Months

39%
More than 4
Months

Month of Travel

12%
Spring

48%
Fall

28%
Summer

12%
Winter

Travel Information Sources

60%
Airline

49%
Travel Agency
Office

33%
Personal
Recommendation

26%
Online Travel
Agency

10%
Other

8%
Corporate
Travel
Department

4%
Tour Operator/
Travel Club

2%
Travel
Guide

0%
National/State/
City Travel
Office

Travel Parties

61%
Solo

26%
Couples

11%
Travel with
family/relatives

2%
Travel with
children