French Travelers to Virginia
2019
Sixth Largest Overseas Market

27,000 French Travelers

58% Virginia as a Main Destination
46% Virginia as Main Port of Entry

8.7 Nights Average Length of Stay
2.5 Average number of States visited
87% Travelled to the U.S prior to this trip

Main Purpose

34% Friends & Family
31% Vacation
13% Business
9% Convention
9% Studif

Traveler Demographics

$81,461 Average Household Income

Traveler Occupation

50% management/business/employers
22% retired
10% Service occupations

$1,534 Spending per visitor per trip

65% Shop the State
31% Lodging
9% Shopping
14% Ground Transportation
10% Additional Air Transportation

Spending categories

40% Lodging
19% Food/ Beverages
9% Shopping
14% Ground Transportation
7% Additional Air Transportation

Top Activities

89% sightseeing
83% shopping
64% national parks/monuments
60% historical locations
59% art galleries/museums

Month of Travel

24% Spring
28% Fall
38% Summer
10% Winter

Trip Planning

134 Days Prior to departure
26% 1 Month
7% 2 Months
15% 3 Months
10% 4 Months
43% More than 4 Months

Travel Information Sources

48% Airline
26% National Recommendation
23% Online Travel Agency
21% Travel Guide
14% Corporate Travel Department
9% Travel Agency Office
9% Tour Operator/ Travel Club

Travel Parties

63% Solo
25% Couples
15% Travel with Family/Relations
10% Travel with Children

Sources: National Travel & Tourism Office; Travel Market Insights, Inc; Tourism Economics (n=104)