

French Travelers to Virginia 2019



Sixth Largest Overseas Market





Virginia as a Main



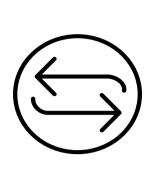
Destination







Average number of States visited



87% Traveled to the U.S prior to this trip

Main Purpose



Friends & Family

Business

34%



Vacation

Convention

31%



Study

Traveler Demographics



\$81,461 Average Household Income

Traveler Occupation

management/ business/science/arts retired

Service occupations



\$1,534

Spending per

visitor per trip

65%

Stayed in

Hotels

Spending categories



Lodging



Food/

Beverages



9% Shopping



10% Entertainment/ Recreation



14% Ground

Additional Air Transportation

Top Activities



sightseeing



shopping



national parks/ monuments



historical locations



art galleries/ museums



small towns/ countryside



cultural/ethnic heritage sites



guided tours







events



amusement parks



water sports





Trip Planning



134 Days Prior to departure

26% 1 Month

7% 2 Months

15% 3 Months

4 Months

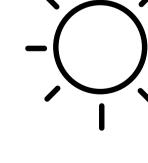
More than 4 Months

Month of Travel











Travel Information Sources

Airline

9%

Travel Agency

Office

26% Personal Recommendation

23% Online Travel Agency

0%

21% 14% **Travel Guide**

Other

National/ State/City

9% 6% Corporate Tour Operator/ Travel Travel Club Department

Travel Parties









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