



# 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%** Traveled to the U.S prior to this trip

### Main Purpose

**34%** Friends & Family

**31%** Vacation

**13%** Business

**9%** Convention

**9%** Study

### Traveler Demographics

**\$81,461**  
Average Household Income

### Traveler Occupation

**50%**  
management/business/science/arts

**22%**  
retired

**10%**  
Service occupations

**\$1,534**  
Spending per visitor per trip

**65%**  
Stayed in Hotels

### Spending categories

**40%**  
Lodging

**19%**  
Food/Beverages

**9%**  
Shopping

**10%**  
Entertainment/Recreation

**14%**  
Ground Transportation

**7%**  
Additional Air Transportation

### Top Activities

**89%** sightseeing

**83%** shopping

**64%** national parks/monuments

**60%** historical locations

**59%** art galleries/museums

**42%** small towns/countryside

**42%** cultural/ethnic heritage sites

**33%** guided tours

**30%** fine dining

**28%** concert/play/musical

**20%** sporting events

**10%** amusement parks

**10%** water sports

**9%** Camping/Hiking

**7%** American Indian Communities

### Trip Planning

**134 Days**  
Prior to departure

**26%**  
1 Month

**7%**  
2 Months

**15%**  
3 Months

**10%**  
4 Months

**43%**  
More than 4 Months

### Month of Travel

**24%**  
Spring

**28%**  
Fall

**38%**  
Summer

**10%**  
Winter

### Travel Information Sources

**48%**  
Airline

**26%**  
Personal Recommendation

**23%**  
Online Travel Agency

**21%**  
Travel Guide

**14%**  
Other

**10%**  
National/State/City

**9%**  
Travel Agency Office

**9%**  
Corporate Travel Department

**6%**  
Tour Operator/Travel Club

### Travel Parties

**63%**  
Solo

**25%**  
Couples

**15%**  
Travel with family/relatives

**10%**  
Travel with children