German Travelers to Virginia 2019
Third Largest Overseas Market

38,000
German Travelers

41% Virginia as a Main Destination
36% Virginia as Main Port of Entry

5.7 Nights
Average Length of Stay
3.2 Average number of States visited
83% Travelled to the U.S prior to the trip

Main Purpose
34% Friends & Family
9% Business
2% Study
53% Vacation
3% Convention

Traveler Demographics
$96,381 Average Household Income

Traveler Occupation
35% Management/Professional/Owners
17% Service Occupations
15% Student

Spending categories
38% Lodging
16% Shopping
6% Entertainment/Recreation
1% Other

$1,395 Spending per visitor per trip
51% Stayed in Hotels

Top Activities
80% Shopping
80% Sightseeing
61% Small Towns/Countryside
57% National Parks/Monuments
57% Historical Sites

Trip Planning
151 Days Prior to Departure
21% 1 Month
8% 2 Months
11% 3 Months
11% 4 Months
49% More than 4 Months

Month of Travel
17% Spring
48% Fall
31% Summer
4% Winter

Travel Information Sources
55% Airline
31% Online Travel Agency
9% Corporate Travel Department
8% Other

Travel Parties
61% Solo
21% Couples
21% Travel with Family/Spouse
14% Travel with Children

Sources: National Travel & Tourism Office; Travel Market Insights, Inc; Tourism Economics (n=160)