



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

Main Purpose

34%
Friends & Family

53%
Vacation

9%
Business

3%
Convention

2%
Study

Traveler Demographics

\$96,381
Average Household Income

Traveler Occupation

35%
management/
business/science/arts

17%
Service
Occupations

15%
Student

\$1,395
Spending per
visitor per trip

51% Stayed in Hotels

Spending categories

38%
Lodging

21%
Food/Beverages

16%
Shopping

6%
Entertainment/
Recreation

9%
Ground
Transportation

7%
Additional Air
Transportation

1%
Other

Top Activities

80%
shopping

80%
sightseeing

61%
small towns/
countryside

57%
national parks/
monuments

57%
historical
locations

52%
art galleries/
museums

34%
fine dining

27%
guided
tours

27%
cultural/ethnic
heritage sites

21%
amusement
parks

13%
Camping/
Hiking

12%
sporting
events

8%
Nightclub/
Dancing

8%
concert/play/
musical

7%
Golfing/
Tennis

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

29%
Travel Agency
Office

29%
Personal
Recommendation

12%
Travel Guide

9%
Corporate
Travel
Department

8%
Other

5%
Tour Operator/
Travel Club

2%
National/State/
City Travel Office

Travel Parties

61%
Solo

21%
Couples

21%
Travel with
family/relatives

14%
Travel with
children