



# Indian Travelers to Virginia 2019



## Fourth Largest Overseas Market

**35,000**  
Indian Travelers

**68%** Virginia as a Main Destination

**52%** Virginia as Main Port of Entry

**12.6** Nights  
Average Length of Stay

**3.1** Average number of States visited

**64%** Traveled to the U.S prior to this trip

### Main Purpose

**34%**  
Friends & Family

**24%**  
Vacation

**34%**  
Business

**3%**  
Convention

**6%**  
Study

### Traveler Demographics

**\$73,943**  
Average Household Income

### Traveler Occupation

**52%**  
management/business / science/arts

**25%**  
Service occupations

**9%**  
Homemaker

**\$1,786**  
Spending per visitor per trip

**50%** Stayed in Hotels

### Spending categories

**39%**  
Lodging

**15%**  
Food/Beverages

**12%**  
Shopping

**15%**  
Entertainment/ Recreation

**12%**  
Ground Transportation

**5%**  
Additional Air Transportation

### Top Activities

**89%**  
shopping

**88%**  
sightseeing

**66%**  
art galleries/ museums

**54%**  
national parks/ monuments

**48%**  
small towns/ countryside

**47%**  
historical locations

**45%**  
fine dining

**43%**  
amusement parks

**29%**  
cultural/ethnic heritage sites

**29%**  
guided tours

**21%**  
nightclubbing/ dancing

**14%**  
water sports

**14%**  
concert/play/ musical

**13%**  
golfing/ tennis

**13%**  
American Indian communities

### Trip Planning

**67 Days**  
Prior to departure

**45%**  
1 Month

**18%**  
2 Months

**6%**  
3 Months

**15%**  
4 Months

**16%**  
More than 4 Months

### Month of Travel

**33%**  
Spring

**9%**  
Fall

**37%**  
Summer

**22%**  
Winter

### Travel Information Sources

**45%**  
Airline

**35%**  
Personal Recommendation

**33%**  
Online travel agency

**33%**  
Corporate Travel Department

**20%**  
Travel Agency Office

**9%**  
National/State/ City Travel Office

**9%**  
Tour Operator/ Travel Club

**7%**  
Travel Guide

**6%**  
Other

### Travel Parties

**70%**  
Solo

**10%**  
Couples

**15%**  
Travel with family/relatives

**10%**  
Travel with children