

Indian Travelers to Virginia 2019



Fourth Largest Overseas Market





60% Vi

68% Virginia as a Main Destination



52%

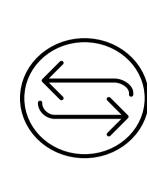
Virginia as Main Port of Entry





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



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6% Study

Traveler Demographics



\$73,943
Average Household Income

Traveler Occupation

DZ % management/business / science/arts

25% Service occupations 9% Homemaker







50% Stayed in Hotels

Spending per

Spending categories



39% Lodging







Recreation





Top Activities



89% shopping



88% sightseeing



art galleries/ museums 54%
national parks/
monuments



46% small towns/ countryside



4 %
historical locations



45% fine dining



43% amusement

parks



cultural/ethnic heritage sites



29% guided

tours





14% water sports



I4 % concert/play/ musical



golfing/ tennis



Trip Planning



O/ Days

Prior to departure

45%
1 Month

18% 2 Months

6%
3 Months

15% 4 Months 6%
More than 4
Months

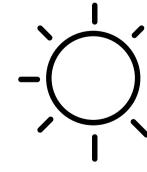
Month of Travel



33% Spring



9% Fall



Summer



ZZ%o Winter

Travel Information Sources

45% Airline

33%

Corporate Travel

Department

35% Personal Recommendation 33% Online travel agency

ZU%
Travel Agency
Office

9% ational/State

9%
Tour Operator/
Travel Club

7% Travel Guide National/State/ City Travel Office

6% Other

Travel Parties



/ **U**%





family/relatives



children