



# Japanese Travelers to Virginia 2019



**28,000**  
Japanese Travelers

**79%** Virginia as a Main Destination

**44%** Virginia as Main Port of Entry

**13.4** Nights Average Length of Stay

**1.9** Average number of States visited

**94%** Traveled to the U.S. prior to this trip

## Main Purpose

**41%** Friends & Family

**9%** Vacation

**29%** Business

**9%** Convention

**6%** Study

## Traveler Demographics

**\$96,421**  
Average Household Income

## Traveler Occupation

**29%**  
management/  
business/  
science/arts

**19%**  
Prod., trans.,  
& material  
moving

**11%**  
homemaker

**\$1,842**  
Spending per visitor per trip

**56%** Stayed in Hotels

## Spending categories

**42%** Lodging

**8%** Food/ Beverages

**11%** Shopping

**10%** Entertainment/ Recreation

**20%** Ground Transportation

**2%** Additional Air Transportation

**5%** Other

## Top Activities

**79%** Shopping

**69%** Sightseeing

**39%** Historical locations

**31%** Small towns/ countryside

**30%** National parks/ Monuments

**30%** Fine dining

**24%** Art galleries/ museums

**14%** Nightclub/ dancing

**12%** Amusement parks

**10%** Guided Tour(s)

**8%** Golfing/ Tennis

**7%** Water sports

**6%** Camping/ Hiking

**6%** Cultural/Ethnic heritage sites

**3%** Sporting event

## Trip Planning

**76 Days**  
Prior to departure

**41%**  
1 Month

**30%**  
2 Months

**11%**  
3 Months

**2%**  
4 Months

**16%**  
More than 4 Months

## Month of Travel

**22%** Spring

**23%** Fall

**32%** Summer

**23%** Winter

## Travel Information Sources

**36%** Airline

**32%** Travel Agency Office

**25%** Online Travel Agency

**17%** Personal Recommendation

**6%** Corporate Travel Department

**5%** Other

**4%** Tour Operator/ Travel Club

**3%** Travel Guide

**1%** National/State/ City Travel Office

## Travel Parties

**72%** Solo

**9%** Couples

**10%** Travel with family/relatives

**8%** Travel with children