

Japanese Travelers to Virginia 2019





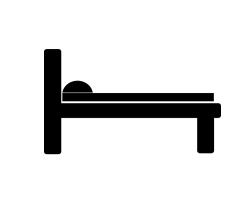
Japanese Travelers



Virginia as a Main Destination



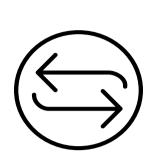
Virginia as Main Port of Entry



13.4 Nights Average Length of Stay



Average number of States visited



Traveled to the U.S prior to this trip

Main Purpose



4]% Friends & Family



Vacation



Business



Convention



Study

Traveler Demographics



\$96,421 Average Household Income

Traveler Occupation

management/ business/science/arts Prod., trans.,

& material

moving

homemaker





\$1,842 Spending per visitor per trip



Stayed in Hotels

Spending categories



Lodging

Food/ Beverages





Entertainment/ Recreation







Top Activities



Sightseeing



Historical locations



Small towns/ countryside

National parks/ Monuments



dining



Art galleries/ museums



Nightclub/ dancing



parks





Golfing/ Tennis



Water sports



Camping/ Hiking



heritage sites



Trip Planning



76 Days Prior to departure



30% 2 Months

% 3 Months

2% 4 Months

16% More than 4 Months

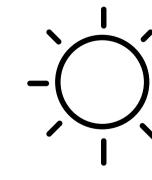
Month of Travel



22% Spring



23% Fall





23% Winter

Travel Information Sources

36% Airline

32% Travel Agency Office

25% Online Travel Agency

17% Personal Recommendation

4%

Tour

Operator/

Travel Club

Corporate Travel Department

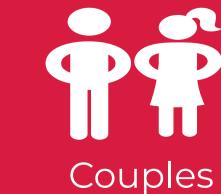
5% Other

3% Travel Guide

% National/State/ City Travel Öffice

Travel Parties





Travel with family/relatives Travel with children

Sources: National Travel & Tourism Office; Travel Market Insights, Inc; Tourism Economics (n=201)