

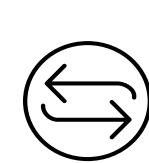
Overseas Leisure Travelers to Virginia 2019



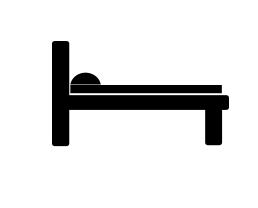




Average number of States visited



Traveled to the U.S prior to this trip



8.0
Number of Nights in hotel



Virginia as a Main Destination



34%

Virginia as Main Port of Entry

Main Purpose



Friends & Family





Business



Convention



3% Study





\$67,572 Average Household Income

Traveler Occupation

management/business /science/arts

14% service occupations

12% student



\$1,644 Spending per visitor per trip



48% Stayed in Hotels

Spending categories



26% Lodging

Food/Beverages



24% Shopping



12% Entertainment/ Recreation







Top Activities





sightseeing



national parks/ monuments



59% art galleries/ museums



historical locations



countryside





dining



amusement

parks







events



nightclub/ dancing



Casino/ Gamble



Trip Planning



129 Days Prior to departure

2% 1 Month

18% 2 Months

23% 3 Months

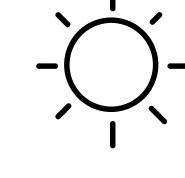
8% 4 Months

39% More than 4 Months

Month of Travel









Travel Information Sources

52% 41% Airline

Online Travel Agency

31% Personal Recommendation

16% Travel Agency Office

10% Travel Guide

7% National/State/

4% 6% Other Tour Operator/ Travel Club

City Travel Office 3%

Corporate Travel

Department

Travel Parties





Couples





children