Overseas Leisure Travelers to Virginia

2019

- **Average Length of Stay**: 11.2 Nights
- **Average number of States visited**: 3.1
- **Trawled to the U.S prior to this trip**: 80%

**Main Purpose**

- **Vacation**: 64%
- **Family**: 29%
- **Business**: 1%
- **Convenience**: 1%
- **Study**: 3%

**Spending categories**

- **Lodging**: 26%
- **Food/Beverages**: 21%
- **Ground Transportation**: 9%
- **Entertainment/Recreation**: 6%
- **Other**: 1%

**Top Activities**

- **Sightseeing**: 88%
- **National parks/museums**: 64%
- **Art galleries/museums**: 59%
- **Cultural/ethnic heritage sites**: 29%
- **Lodging**: 57%

**Trip Planning**

- **Prior to departure**: 129 Days
- **1 Month**: 12%
- **4 Months**: 8%
- **18 Months**: 39%
- **3 Months**: 23%
- **2 Months**: 18%

**Month of Travel**

- **Winter**: 33%
- **Summer**: 37%
- **Spring**: 17%
- **Fall**: 14%

**Travel Information Sources**

- **Airline**: 52%
- **Online Travel Agency**: 41%
- **Personal Recommendation**: 31%
- **Travel Agency**: 16%
- **Travel Guide**: 10%
- **National/State/City Travel Office**: 7%
- **Travel Information Office**: 6%
- **Tour Operator/Travel Club**: 4%
- **Corporate Travel Department**: 3%

**Travel Parties**

- **Solo**: 62%
- **Couples**: 21%
- **Travel with family/relatives**: 19%
- **Travel with children**: 14%

**Traveler Demographics**

- **Average Household Income**: $67,572
- **Number of Nights in Hotel**: 8.0 Nights
- **Average Length of Stay**: 11.2 Nights
- **Average number of States visited**: 3.1
- **Trawled to the U.S prior to this trip**: 80%

**Traveler Occupation**

- **Management/Science/Arts**: 45%
- **Service occupations**: 14%
- **Student**: 12%
- **Corporate Travel Department**: 3%

**Traveler Information Sources**

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Sources: National Travel & Tourism Office, Travel Market Insights, Inc; Tourism Economics (p=572)