



Overseas Travelers to Virginia 2019



601,000

Overseas Visitors

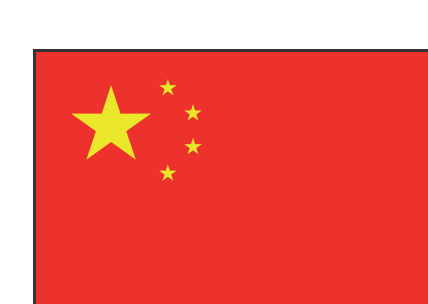
1.7 B

Overseas Traveler Spending

Primary Target Markets



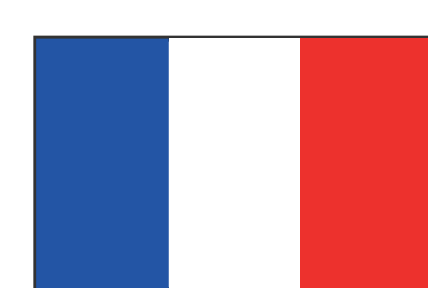
United Kingdom
88,046



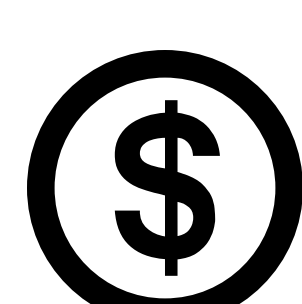
China
39,948



Germany
38,377



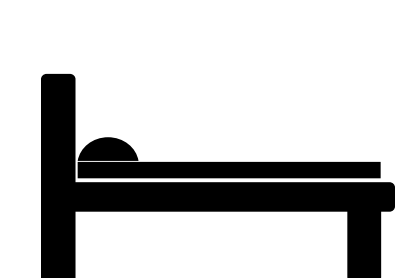
France
27,164



\$1,652 Spending per visitor per trip



55% Virginia as a Main Destination

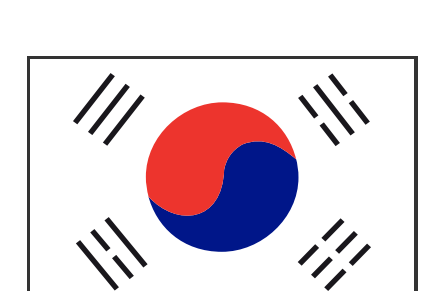


15.4 Nights
Average Length of Stay

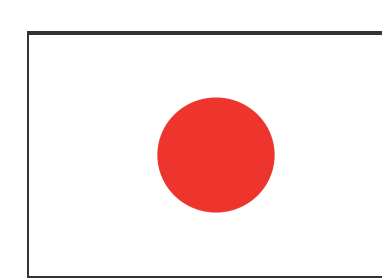
Secondary Target Markets



India
35,036



South Korea
20,589



Japan
27,827



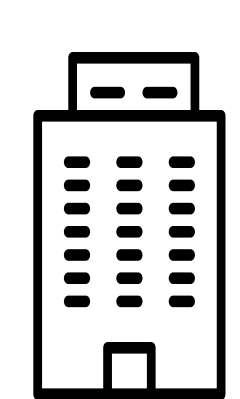
Australia
13,459



2.6 Average number of States visited



40% Virginia as Main Port of Entry

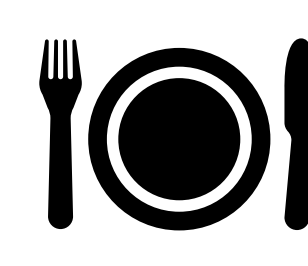


47% Stayed in Hotels

Spending Categories



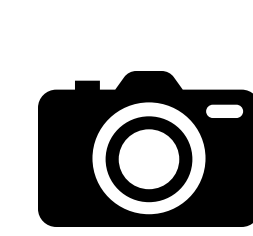
27% Lodging



23% Food/ Beverages



21% Shopping



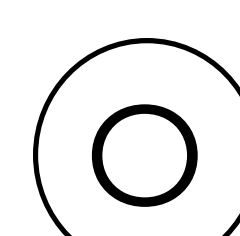
11% Entertainment/ Recreation



8% Ground Transportation



5% Additional Air Transportation



3% Other

Top Activities

86% shopping

77% sightseeing

54% national parks/ monuments

50% historical locations

49% art galleries/ museums

47% small towns/ countryside

32% fine dining

25% guided tours

23% cultural/ethnic heritage sites

23% amusement parks

14% concert/play/ musical

11% sporting event

10% nightclub/ dancing

5% Camping/ Hiking

4% Casino/ Gamble

Traveler Demographics



\$74,845
Average Household Income

Traveler Occupation

45% management/business /science/arts

12% student

12% service occupations

Main Purpose

40% Friends & Family

37% Vacation

10% Business

5% Convention

7% Study

Travel Information Sources

51% Airline

37% Online Travel Agency

28% Personal Recommendation

15% Travel Agency Office

9% Corporate Travel Department

8% Travel Guide

6% National/State/ City Travel Office

5% Tour Operator/ Travel Club

4% Other

Travel Parties

71% Solo

15% Couples

15% Travel with family/relatives

11% Travel with children