



UK Travelers to Virginia 2019



#1 Overseas Market

88,000
UK Travelers

59% Virginia as a Main Destination

50% Virginia as Main Port of Entry

10.4 Nights
Average Length of Stay

2.4 Average number of States visited

92% Traveled to the U.S prior to this trip

Main Purpose

45%
Friends & Family

37%
Vacation

6%
Business

8%
Convention

4%
Study

Traveler Demographics

\$90,936
Average Household Income

Traveler Occupation

39%
management/
business/ science/arts

26%
retired

9%
Student

\$1,168
Spending per visitor per trip

51% Stayed in Hotels

Spending categories

29%
Lodging

26%
Food/
Beverages

14%
Shopping

16%
Entertainment/
Recreation

8%
Ground
Transportation

3%
Additional Air
Transportation

2%
Other

Top Activities

85%
shopping

81%
sightseeing

61%
national parks/
monuments

60%
historical
locations

55%
small towns/
countryside

52%
art galleries/
museums

38%
fine dining

32%
guided tours

29%
cultural/ethnic
heritage sites

16%
amusement
parks

16%
concert/play/
musical

11%
sporting
events

10%
nightclub/
dancing

9%
Camping/
Hiking

7%
water
sports

Trip Planning

128.9 Days
Prior to departure

20%
1 Month

19%
2 Months

12%
3 Months

8%
4 Months

40%
More than 4
Months

Month of Travel

26%
Spring

30%
Fall

28%
Summer

17%
Winter

Travel Information Sources

61%
Airline

40%
Online Travel
Agency

24%
Personal
Recommendation

10%
Travel Guide

9%
Corporate Travel
Department

8%
Travel Agency
Office

7%
Tour
Operator/
Travel Club

7%
National/State/
City Travel
Office

4%
Other

Travel Parties

65%
Solo

25%
Couples

11%
Travel with
family/relatives

8%
Travel with
children