Overseas Leisure Travelers to Virginia 2022

- **Average Length of Stay**: 17.0 Nights
- **Number of Nights in Hotel**: 4.9 Nights
- **Average number of States visited**: 2.8
- **83%** Traveled to the U.S. prior to this trip
- **43%** Virginia as a Main Destination
- **40%** Virginia as Main Port of Entry
- **$1,706** Spending per visitor per trip
- **47%** Stayed in Hotels

**Traveler Demographics**
- **$74,143** Average Household Income
- **33 Years** Median Age

**Traveler Occupation**
- **41%** Management/Professional
- **12%** Retired
- **12%** Student
- **10%** Service Occupations
- **10%** Sales and Office

**Spending categories**
- **35%** Lodging
- **22%** Food/Beverages
- **20%** Shopping
- **10%** Ground Transportation
- **9%** Additional Air Transportation
- **2%** Other

**Top Activities**
- **84%** Shopping
- **83%** Sightseeing
- **60%** National Parks/ Monuments
- **60%** Small Towns/Country visits
- **59%** Historical Locations
- **53%** Art Galleries/Museums
- **33%** Fine Dining
- **30%** Amusement Parks
- **28%** Concerts/Plays/Musicals
- **28%** Cultural/Ethnic Heritage Sites
- **23%** Sporting Events
- **19%** Nightclub/Dancing
- **18%** Guided Tours
- **16%** Camping/Hiking
- **8%** Yoga/Sports

**Trip Planning**
- **113 Days** Prior to departure
- **20%** 1 Month
- **26%** 2 Months
- **16%** 3 Months
- **16%** 4 Months
- **23%** More than 4 Months

**Month of Travel**
- **28%** Fall
- **10%** Spring
- **41%** Summer
- **21%** Winter

**Travel Information Sources**
- **58%** Airline
- **34%** Online Travel Agency
- **28%** Personal Recommendation
- **19%** Travel Agency Office
- **16%** National/Worl City/ Travel Office
- **9%** Tour Operator/Travel Club
- **9%** Corporate Travel Department
- **8%** Other
- **5%** Travel Guide

**Travel Parties**
- **65%** Solo
- **23%** Couples
- **16%** Travel with Family/Relatives
- **9%** Travel with Children

- **Source**: National Travel & Tourism Office, Travel Market Insights, Inc.; Tourism Economics (n=272)