

Overseas Leisure Travelers to Virginia 2022

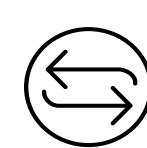




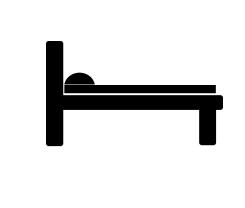
Average Length of Stay



Average number of States visited



Traveled to the U.S prior to this trip



4.9
Number of Nights in hotel



43%

Virginia as a Main Destination



Virginia as Main Port of Entry

Main Purpose



Friends & Family



Vacation



Business



Convention



3% Study

Demographics

Traveler

\$74,143 Average Household

Income

33 Years

Median Age

Traveler Occupation

4 % Management/

Business/

Science/Arts

12% Student

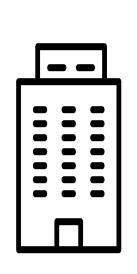
12% Retired

10% Service Occupations

Sales and Office



\$1,706 Spending per visitor per trip



4/% Stayed in Hotels

Spending categories



Lodging



Food/Beverages



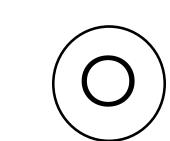
Shopping

Transportation

Entertainment/ Recreation







Other

Top Activities







National Parks/ Monuments



Small Towns/ Countryside



Historical Locations



53% Art Galleries/ Museums



Dining



Amusement Parks















Trip Planning



Prior to departure

20% 1 Month

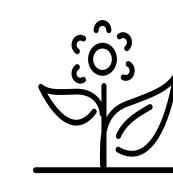
26% 2 Months

16% 3 Months

16% 4 Months

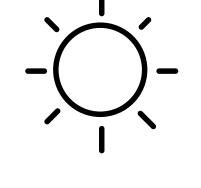
More than 4 Months

Month of Travel











Travel Information Sources

58% 34% Airline

Online Travel Agency

16%

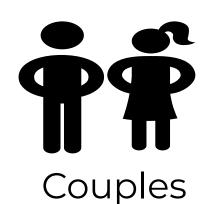
28% Personal Recommendation

> 9% Tour Operator/

5% Travel Guide

Travel Parties





19% Travel Agency Office

9%

Other

City Travel Office

Corporate Travel

Department

National/State/

Travel Club

Travel with Family/Relatives

