



# Overseas Travelers to Virginia 2022



**357,000**

Overseas Visitors



**\$725 M**

Overseas Traveler  
Spending

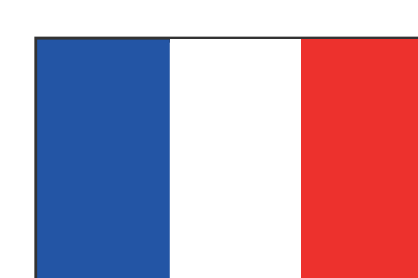
## Primary Target Markets



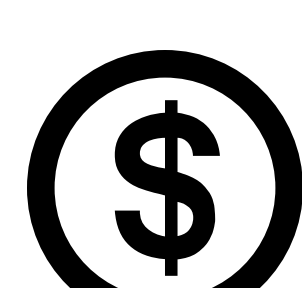
United  
Kingdom  
52,876



Germany  
31,526

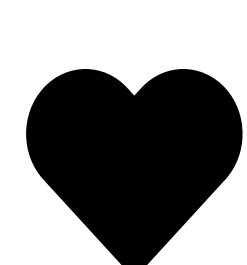


France  
12,713



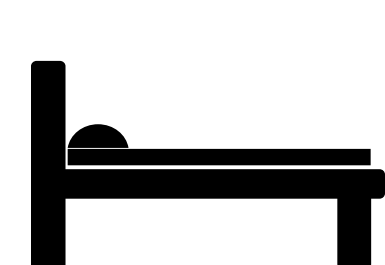
**\$1,795**

Spending per  
Visitor per Trip



**57 %**

Virginia as a  
Main Destination



**15.4  
Nights**

Average  
Length of Stay

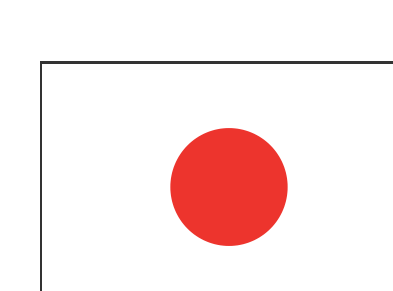
## Secondary Target Markets



India  
44,786



Australia  
5,675



Japan  
3,682



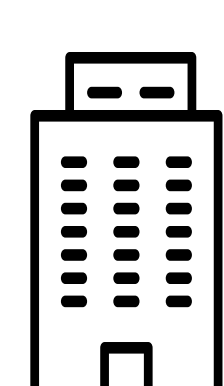
**2.6**

Average number  
of States visited



**44 %**

Virginia as Main  
Port of Entry



**44 %**

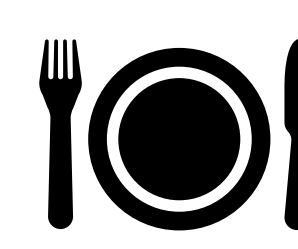
Stayed in  
Hotels

## Spending Categories



**29 %**

Lodging



**24 %**

Food/  
Beverages



**20 %**

Shopping



**11 %**

Entertainment/  
Recreation



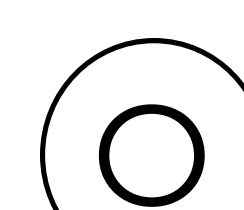
**8 %**

Ground  
Transportation



**6 %**

Additional Air  
Transportation



**4 %**

Other

## Top Activities



**80 %**

Shopping



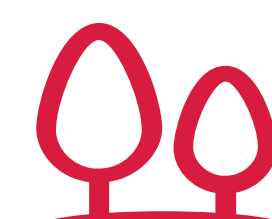
**75 %**

Sightseeing



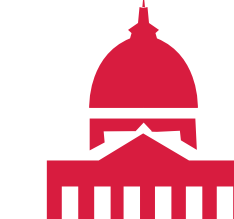
**54 %**

Small Towns/  
Countryside



**49 %**

National Parks/  
Monuments



**49 %**

Historical  
Locations



**44 %**

Art Galleries/  
Museums



**37 %**

Fine  
Dining



**25 %**

Amusement  
Parks



**24 %**

Cultural/Ethnic  
Heritage Sites



**19 %**

Concert/Play/  
Musical



**16 %**

Sporting  
Event



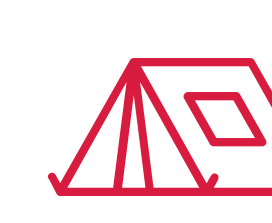
**15 %**

Nightclub/  
Dancing



**14 %**

Guided  
Tours



**12 %**

Camping/  
Hiking



**7 %**

Water  
Sports

## Main Purpose



**54 %**

Friends  
& Family



**27 %**

Vacation



**9 %**

Business



**4 %**

Convention



**5 %**

Study

## Traveler Demographics

**\$85,600**

Average Household  
Income

**40 Years**

Median Age

## Traveler Occupation

**47 %**

Management/  
Business/  
Science/Arts

**13 %**

Service  
Occupations

**12 %**

Retired

**10 %**

Student

**8 %**

Sales and Office

## Travel Information Sources

**53 %**

Airline

**31 %**

Personal  
Recommendation

**30 %**

Online Travel  
Agency

**21 %**

Travel Agency  
Office

**14 %**

National/State/  
City Travel Office

**12 %**

Corporate Travel  
Department

**8 %**

Tour Operator/  
Travel Club

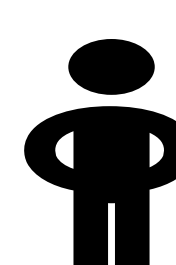
**6 %**

Travel Guide

**5 %**

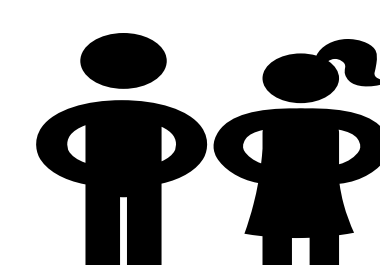
Other

## Travel Parties



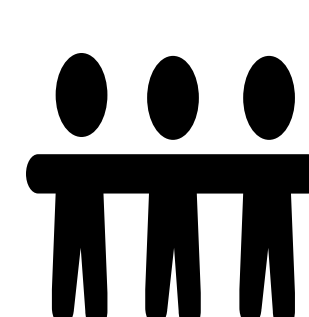
**75 %**

Solo



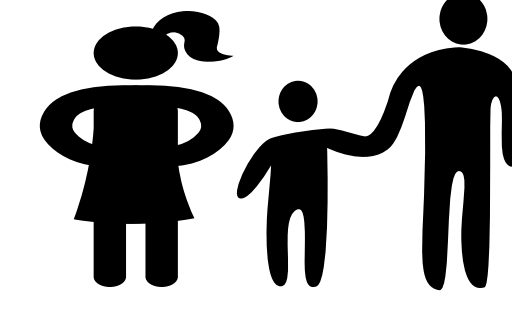
**16 %**

Couples



**10 %**

Travel with  
Family/Relatives



**5 %**

Travel with  
Children