**Overseas Travelers to Virginia 2022**

### Overseas Travelers

- **423,000** Overseas Visitors
- **$1.795** Overseas Traveler Spending

### Primary Target Markets

<table>
<thead>
<tr>
<th>Country</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>90,300</td>
</tr>
<tr>
<td>Germany</td>
<td>30,300</td>
</tr>
<tr>
<td>France</td>
<td>19,400</td>
</tr>
</tbody>
</table>

### Secondary Target Markets

<table>
<thead>
<tr>
<th>Country</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>6,300</td>
</tr>
<tr>
<td>Australia</td>
<td>4,900</td>
</tr>
<tr>
<td>Japan</td>
<td>4,790</td>
</tr>
</tbody>
</table>

### Spending per Visitor

- **57%** Virginia as a Main Destination
- **15.4 Nights** Average Length of Stay

### Spending Categories

- **29%** Lodging
- **24%** Beverages
- **20%** Shopping
- **11%** Entertainment & Recreation
- **8%** Ground Transportation
- **6%** Additional Air Transportation
- **4%** Other

### Main Purpose

- **54%** Friends & Family
- **27%** Vacation
- **9%** Business
- **4%** Convention
- **5%** Study

### Travel Demographics

- **$85,600** Average Household Income
- **40 Years** Median Age

### Traveler Occupation

- **47%** Management/Business
- **13%** Service Occupations
- **12%** Retired
- **10%** Student
- **8%** Sales & 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%** Travel Guide

### Travel Parties

- **75%** Solo
- **16%** Couples
- **10%** Travel with Family/Relatives
- **5%** Travel with Children

### Top Activities

- **80%** Shopping
- **75%** Sightseeing
- **64%** Restaurants
- **44%** Museums
- **37%** Fine Dining
- **25%** Amusement Parks
- **24%** Cultural/Anthropo.
- **19%** Concert/Musical
- **16%** Sporting Events
- **15%** Historical/Cultural
- **14%** Guided Tours
- **12%** Camping/Hiking
- **7%** Water Sports

### Traveler Demographics

- **Average Household Income**: $85,600
- **Median Age**: 40

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Sources: National Travel & Tourism Office; Travel Market Insights, Inc; Tourism Economics (n=489)