



Overseas Travelers to Virginia 2022



423,000

Overseas Visitors

\$1.1 B

Overseas Traveler Spending

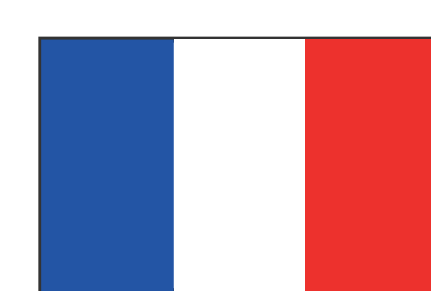
Primary Target Markets



United Kingdom
70,900



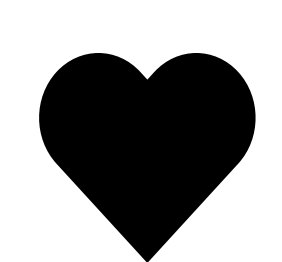
Germany
30,300



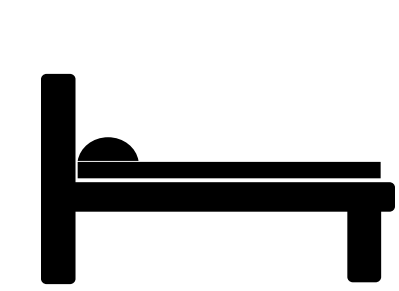
France
19,400



\$1,795 Spending per Visitor per Trip

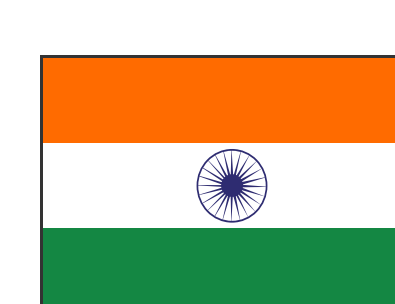


57% Virginia as a Main Destination



15.4 Nights
Average Length of Stay

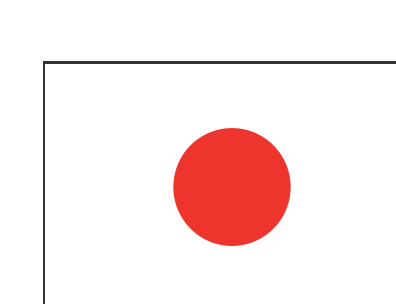
Secondary Target Markets



India
31,300



Australia
8,807



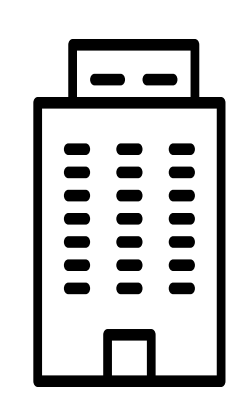
Japan
6,790



2.6 Average number of States visited



44% Virginia as Main Port of Entry

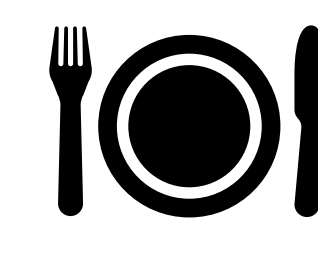


44% Stayed in Hotels

Spending Categories



29%
Lodging



24%
Food/
Beverages



20%
Shopping



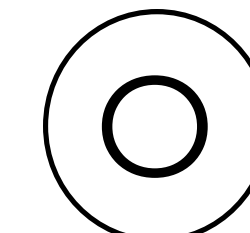
11%
Entertainment/
Recreation



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