



International Travelers to Virginia 2023



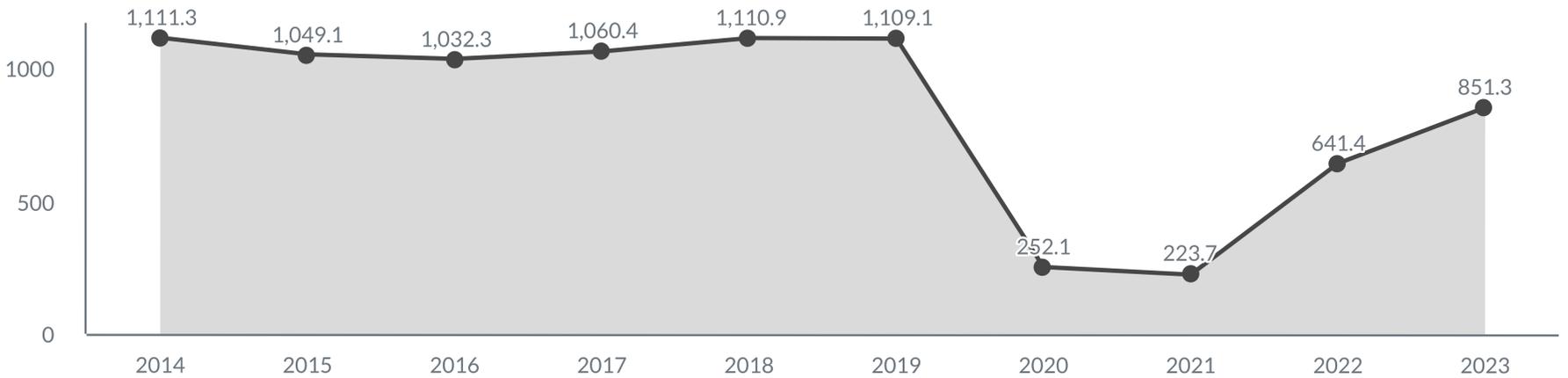
851,300
International
Visitors



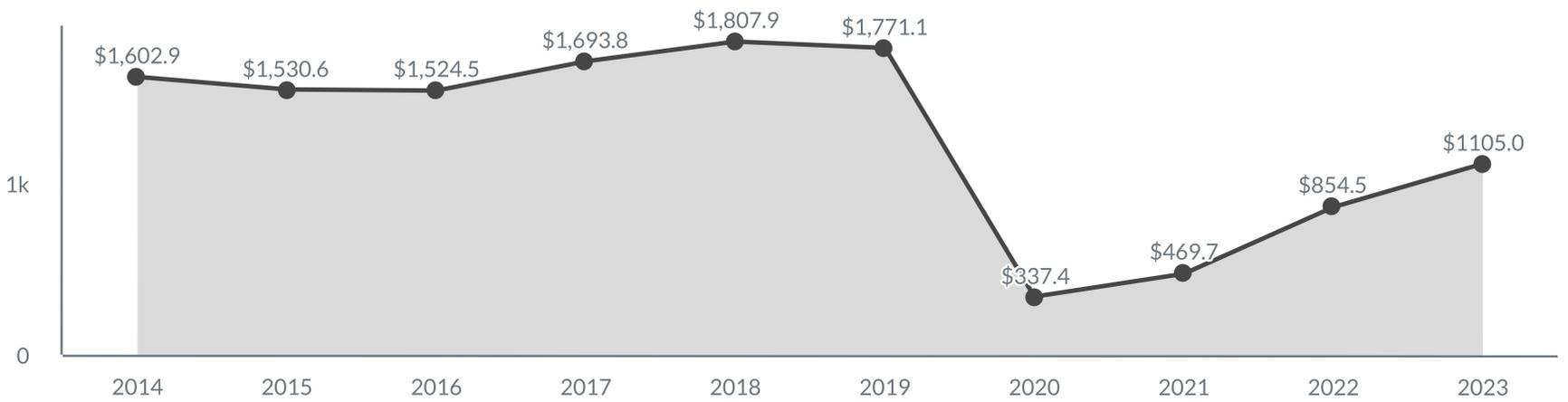
\$1.1 Billion
International
Traveler Spending

- International visitation has recovered to 77% of pre-pandemic levels, while spending has been slower to recover, reaching only 62% of 2019 levels in 2023.
- Virginia's overseas visitation is projected to fully recover by 2026, while international spending is expected to take a longer time to return to pre-pandemic levels.

Visits (in 000s)



Spending (in millions)



Top Markets

Canada 381,084	United Kingdom 53,704	India 53,037	Germany 38,170	South Korea 24,243
France 19,543	Mexico 16,861	China 14,689	Brazil 12,442	Netherlands 10,901
Israel 10,166	Australia 8,653	Italy 8,417	Japan 8,374	Ireland 7,867