



# Overseas Travelers to Virginia 2023



**453,000**

Overseas Visitors



**\$897 Million**

Overseas Traveler Spending

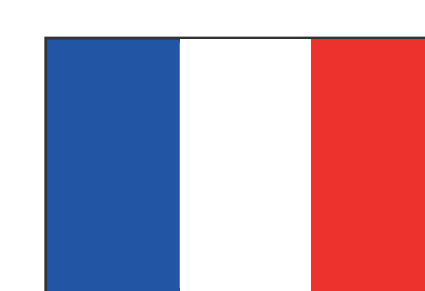
## Primary Target Markets



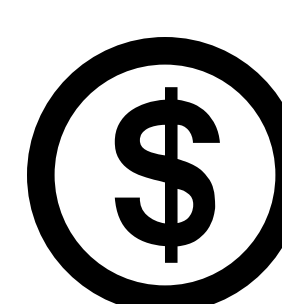
United Kingdom  
53,704



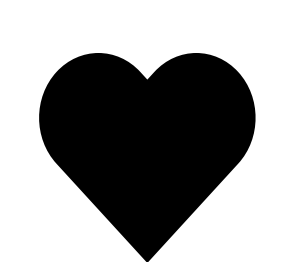
Germany  
38,170



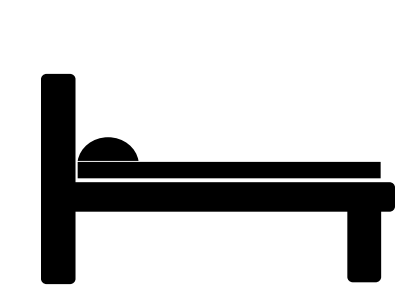
France  
19,543



**\$1,629** Spending per Visitor per Trip



**50%** Virginia as a Main Destination



**11.3** Nights  
Average Length of Stay

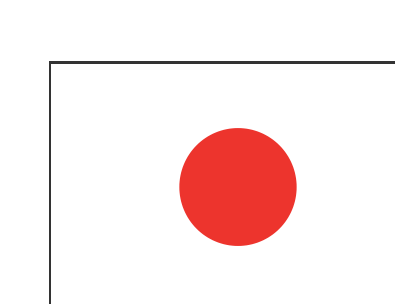
## Secondary Target Markets



India  
53,037



Australia  
8,653



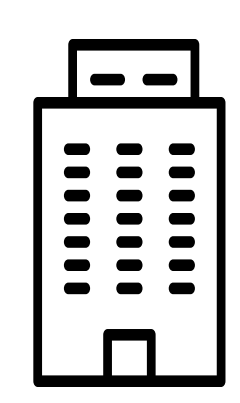
Japan  
8,374



**2.6** Average number of States visited



**51%** Virginia as Main Port of Entry

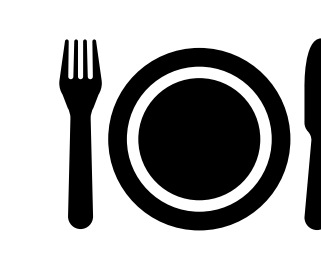


**32%** Stayed in Hotels

## Spending Categories



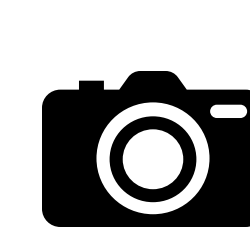
**25%** Lodging



**24%** Food/Beverages



**20%** Shopping



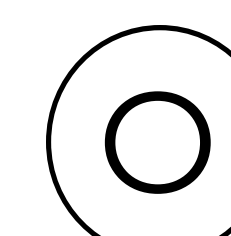
**15%** Entertainment/Recreation



**4%** Ground Transportation



**5%** Additional Air Transportation



**6%** Other

## Top Activities

**87%** Shopping

**79%** Sightseeing

**56%** National Parks/Monuments

**47%** Small Towns/Countryside

**45%** Historical Locations

**43%** Art Galleries/Museums

**28%** Fine Dining

**25%** Amusement Parks

**24%** Cultural/Ethnic Heritage Sites

**24%** Guided Tours

**20%** Nightclub/Dancing

**13%** Concert/Play/Musical

**13%** Sporting Event

**8%** Camping/Hiking

**5%** Eco. Excursions

## Main Purpose

**48%** Friends & Family

**39%** Vacation

**7%** Business

**2%** Convention

## Traveler Demographics

**\$86,929**

Average Household Income

**42 Years**

Median Age

## Traveler Occupation

**47%** Management/Business/Science/Arts

**14%** Management/Business/Science/Arts

**12%** Retired

**12%** Service Occupations

**6%** Student

## Travel Information Sources

**56%** Airline

**46%** Personal Recommendations

**32%** Online Travel Agency

**12%** Travel Agency Office

**7%** Travel Guide

**6%** Corporate Travel Department

**5%** National/State/City Travel Office

**4%** Other

**3%** Tour Operator

## Travel Parties

**68%** Solo

**16%** Couples

**15%** Travel with Family/Relatives

**9%** Travel with Children