



Indian Travelers to Virginia 2024



#1 Overseas Market

69,200

Indian Travelers
to Virginia

\$124 Million

in Visitor spending



16.8 Nights

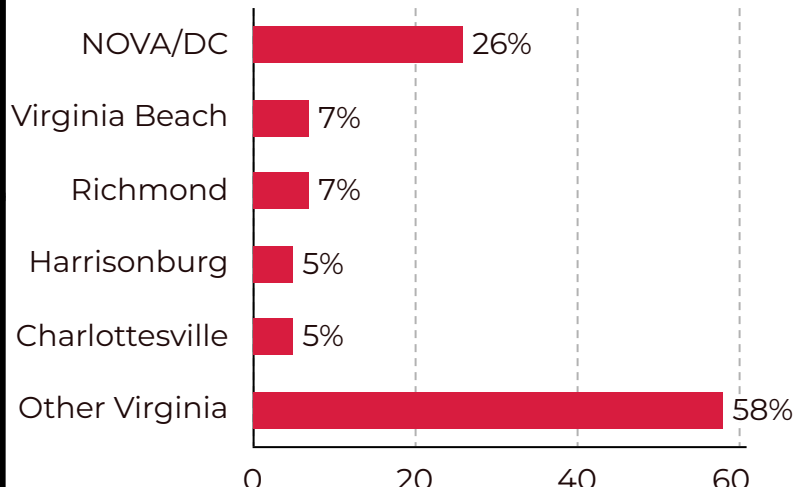
Average Length of Stay



53%

Traveled to the U.S.
prior to this trip

Top Virginia MSAs visited



Main Purpose



37%
Friends
& Family



41%
Vacation



11%
Business



11%
Education



\$1,793

Spending per visitor
in Virginia



12%*
Stayed in
Hotels

*Low sample size. Please use data for directional insights only.

Spending categories



25%
Lodging



12%
Food/
Beverages



50%
Shopping



1%*
Entertainment/
Recreation



0%*
Ground
Transportation



0%*
Additional Air
Transportation



10%
Other

*Low sample size. Please use data for directional insights only.

Traveler Demographics



\$70,236
Average Household
Income



2.0
Travel Party
Size



86%
Male



15%
Female

Share of Survey Respondents

Low sample size. Please use data for directional insights only.

Top Activities



88%
sightseeing



80%
shopping



59%
national parks/
monuments



38%
guided
tours



35%
Nightclub/
Dancing



16%
historical
locations



13%
art galleries/
museums



11%
small towns/
countryside



11%
fine
dining



8%
Camping
/Hiking



8%
Environmental/
Eco. Excursions



7%
Casino/
Gamble



5%
concert/play/
musical



4%
water
sports



3%
American
Indian
Communities

Trip Planning



67 Days

Prior to departure

29%

1 Month

56%

2 Months

39%

3 Months

3%

4 Months

6%

More than 4
Months

Transportation used on the trip



57%

Air travel
between
U.S. Cities



50%

Private
Auto



50%

Taxicab/
Limousine



38%

City Subway/
Tram/Bus



36%

Cruise Ship/
River Boat 1+
nights

Travel Information Sources

65%

Personal
Recommendation

43%

Online Travel
Agency

42%

Airline

9%

Travel Agency
Office

7%

Corporate Travel
Department

Travel Parties



42%

Solo



34%

Spouse/
Partner



23%

Travel with
family/relatives



15%

Travel with
Friends