



Overseas Travelers to Virginia 2024



527,700

Overseas Travelers
to Virginia

\$1.2 Billion

in Visitor
spending



\$2,317

Spending per
visitor in Virginia



38%

Stayed in
Hotels



12.4 Nights

Average Length
of Stay

Key Overseas Target Markets



UK
56,295



Germany
40,250



France
19,882



India
69,216



Australia
9,758

Main Purpose



42 %

Friends
& Family



35 %

Vacation



7 %

Business



8 %

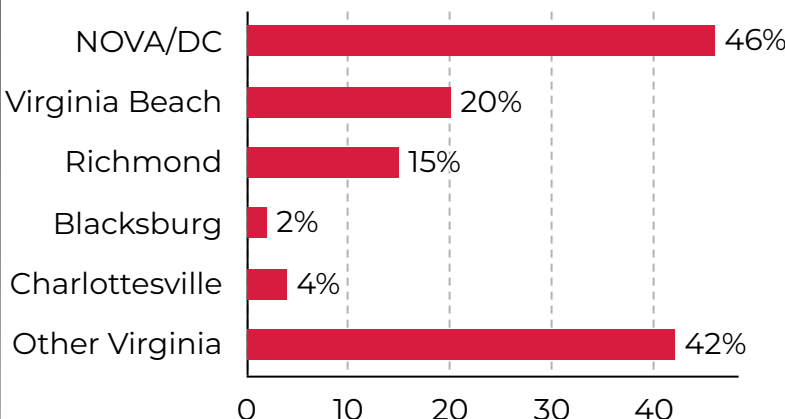
Convention



7 %

Education

Top Virginia MSAs visited



Spending categories



30 %

Lodging



16 %

Food/
Beverages



25 %

Shopping



13 %

Entertainment/
Recreation



5 %

Ground
Transportation



5 %

Additional Air
Transportation



5 %

Other

Traveler Demographics



\$73,281

Average Household
Income



1.5

Travel Party
Size



47 %

Male



53 %

Female

Share of Survey Respondents

Top Activities



87 %

shopping



78 %

sightseeing



53 %

national
parks/
monuments



42 %

historical
locations



41 %

small towns/
countryside



38 %

art
galleries/
museums



25 %

cultural/
ethnic heritage
sites



24 %

fine
dining



19 %

amusement
parks



17 %

guided
tours



17 %

sporting
events



12 %

concert/play/
musical



9 %

Camping
/Hiking



8 %

Nightclub/
Dancing



7 %

water
sports

Trip Planning



93 Days

Prior to departure

18 %

1 Month

21 %

2 Months

13 %

3 Months

7 %

4 Months

23 %

More than 4
Months

Transportation used on the trip



59 %

Private
Auto



32 %

Air travel
between
U.S. Cities



31 %

City Subway/
Tram/Bus



24 %

Rented
Auto



19 %

Ride-sharing
Service

Travel Information Sources

68 %

Airline

35 %

Personal
Recommendation

24 %

Online Travel
Agency

11 %

Travel
Agency Office

7 %

National/State/
City Travel
Office

7 %

Other

7 %

Corporate
Travel
Department

5 %

Travel
Guide

2 %

Tour
Operator/
Travel Club

Travel Parties



71 %

Solo



15 %

Spouse/
Partner



14 %

Travel with
family/relatives



3 %

Travel with
Friends