



UK Travelers to Virginia 2024



#2 Overseas Market

58,400

UK Travelers
to Virginia

\$95 Million

in Visitor spending



13.0 Nights

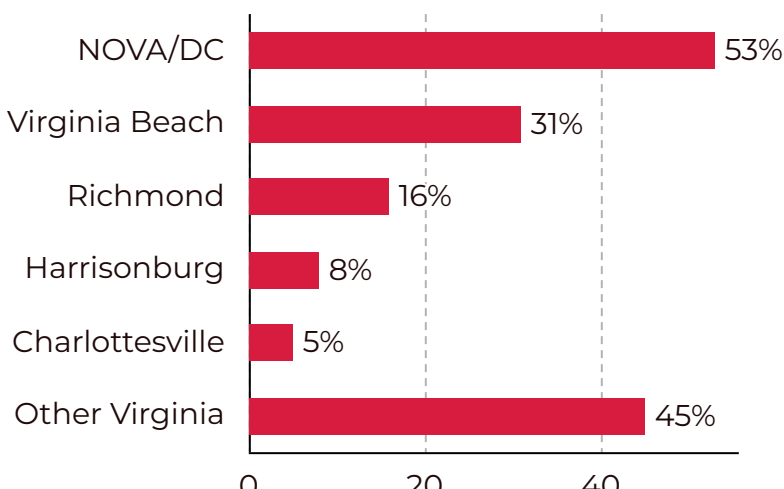
Average Length of Stay



88%

Traveled to the U.S.
prior to this trip

Top Virginia MSAs visited



Main Purpose



52 %

Friends
& Family



33 %

Vacation



7 %

Business



6 %

Convention



4%

Education



\$1,622

Spending per visitor
in Virginia



48%

Stayed in
Hotels

Spending categories



37%

Lodging



15 %

Food/
Beverages



13%

Shopping



23 %

Entertainment/
Recreation



2%

Ground
Transportation



2%

Additional Air
Transportation



10%

Other

Traveler Demographics



\$109,459

Average Household
Income



1.4

Travel Party
Size



36 %

Male



64%

Female

Share of Survey Respondents

Top Activities



92 %

shopping



84 %

sightseeing



64%

small towns/
countryside



54%

national
parks/
monuments



47 %

historical
locations



45%

art
galleries/
museums



27%

amusement
parks



25 %

cultural/
ethnic heritage
sites



22%

guided
tours



22%

fine
dining



14%

sporting
events



11%

concert/play/
musical



10%

water
sports



7 %

Camping
/Hiking



6%

Golfing/
Tennis

Trip Planning



105 Days

Prior to departure

32 %

1 Month

20%

2 Months

6 %

3 Months

11 %

4 Months

31 %

More than 4
Months

Transportation used on the trip



49%

Private
Auto



34%

Air travel
between
U.S. Cities



33 %

City Subway/
Tram/Bus



28%

Rented
Auto



22 %

Ride-sharing
Service

Travel Information Sources

68%

Airline

37 %

Personal
Recommendation

33%

Online Travel
Agency

10%

National/State
/City Travel
Office

6 %

Travel
Guide

5%

Corporate
Travel
Department

4%

Travel
Agency
Office

3%

Tour
Operator/
Travel Club

3%

Other

Travel Parties



75 %

Solo



12 %

Spouse/
Partner



10%

Travel with
family/relatives



4%

Travel with
Friends