



Australian & New Zealand Travelers to Virginia 2023

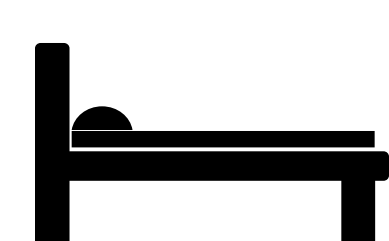


8,700

Australian Travelers

\$20 Million

in visitor spending



22.6
Nights

Average Length of Stay



56%

Virginia as a Main Destination



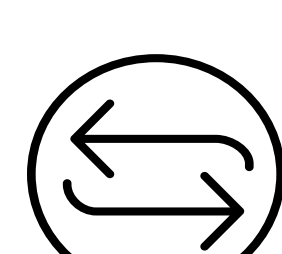
10%

Virginia as Main Port of Entry



2.9

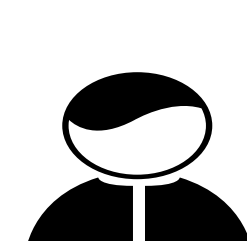
Average number of States visited



95%

Traveled to the U.S prior to this trip

Main Purpose



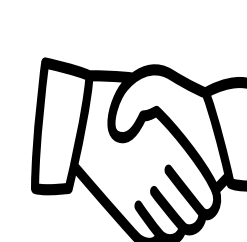
73%

Friends & Family



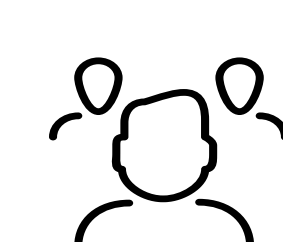
20%

Vacation



3%

Business



4%

Convention

Traveler Demographics



\$94,773

Average Household Income

Traveler Occupation

53%

management/business/science/arts

9%

retired

9%

Sales and Office



\$2,869

Spending per visitor per trip



35%

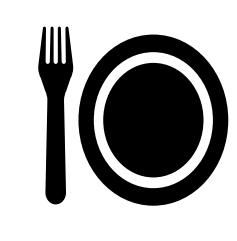
Stayed in Hotels

Spending categories



26%

Lodging



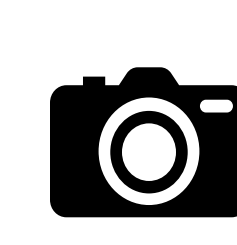
21%

Food/Beverages



14%

Shopping



18%

Entertainment/Recreation



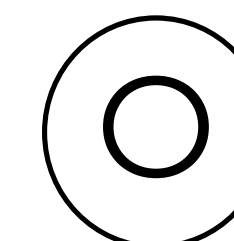
3%

Ground Transportation



15%

Additional Air Transportation



4%

Other

Top Activities



94%

sightseeing



90%

shopping



58%

art galleries/museums



58%

historical locations



47%

national parks/monuments



47%

small towns/countryside



39%

guided tours



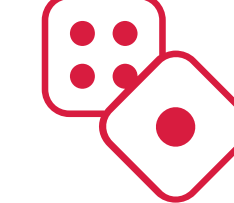
29%

cultural/ethnic heritage sites



28%

fine dining



14%

Casino/Gamble



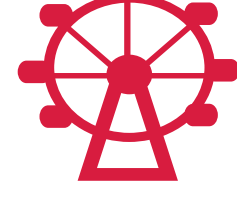
14%

sporting events



13%

concert/play/musical



13%

amusement parks



11%

Camping/Hiking



11%

American Indian Communities

Trip Planning



111 Days

Prior to departure

38%

1 Month

4%

2 Months

9%

3 Months

8%

4 Months

41%

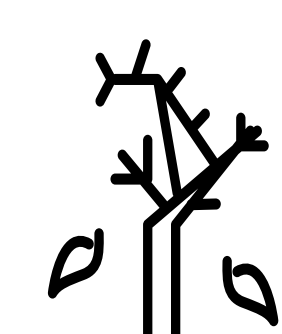
More than 4 Months

Month of Travel



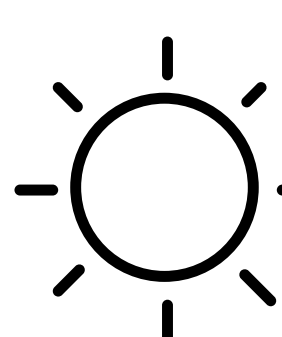
30%

Spring



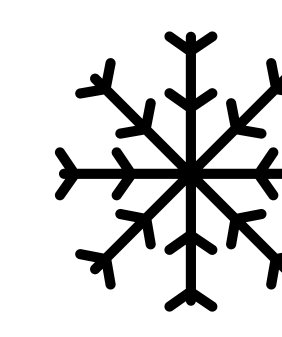
30%

Fall



34%

Summer



6%

Winter

Travel Information Sources

46%

Airline

39%

Travel Agency Office

34%

Personal Recommendation

20%

Online Travel Agency

8%

National/State/City Travel Office

7%

Corporate Travel Department

6%

Other

3%

Travel Guide

Travel Parties



68%

Solo



31%

Couples



3%

Travel with family/relatives



2%

Travel with children

Source: Tourism Economics, Travel Market Insights, Inc. Sample size 37: due to sample size, this data should be used for directional insights only.

In 2023 Oceania region visits totaled 11,128 with \$23 million in spending.