

French Travelers to Virginia 2023



Fifth Largest Overseas Market



\$26 Million

in visitor spending





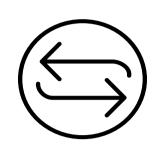
Virginia as a Main Destination



Average number of States visited



Virginia as Main Port of Entry



75% Traveled to the U.S prior to this trip

Main Purpose



Friends & Family



28% Vacation



\$69,661 Average Household Income



Business



Convention



management/ business/science/arts retired

sales and

office



Study

\$1,709

Spending per

visitor per trip

46%

Stayed in

Hotels





Lodging



Food/ Beverages



Shopping



9%



Entertainment/ Recreation



Ground



Other





shopping



sightseeing



art galleries/

museums



small towns/ countryside

national parks/ monuments



cultural/ethnic

heritage sites



historical locations





guided tours

concert/play/ musical



events





water sports



American Indian Communities





23%

1 Month

Prior to departure 29%

2 Months

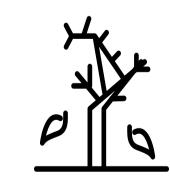
14% 3 Months

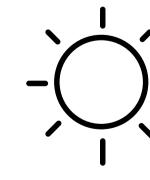
% 4 Months

24% More than 4 Months

Month of Travel









Travel Information Sources

76% Airline

13%

Travel Agency

Office

50% Personal Recommendation

35% Online Travel Agency

17%

27% Travel Guide Corporate Travel Department

National/ State/City Travel Office

8% 6% Tour Operator/ Tour Operator/ Travel Club Travel Club

Travel Parties







