



# French Travelers to Virginia 2023



## Fifth Largest Overseas Market

**19,500**  
French Travelers

**\$26 Million**  
in visitor spending



**12.9**  
Nights  
Average Length of Stay



**28%** Virginia as a Main Destination



**3.2** Average number of States visited



**49%** Virginia as Main Port of Entry



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

### Main Purpose



**49%**  
Friends & Family



**28%**  
Vacation



**13%**  
Business



**6%**  
Convention



**4%**  
Study

### Traveler Demographics



**\$69,661**  
Average Household Income

### Traveler Occupation

**40%**

management/  
business/science/arts

**31%**

retired

**11%**

sales and office



**\$1,709**  
Spending per visitor per trip



**46%**  
Stayed in Hotels

### Spending categories



**29%**  
Lodging



**25%**  
Food/  
Beverages



**9%**  
Shopping



**9%**  
Entertainment/  
Recreation



**10%**  
Ground  
Transportation



**13%**  
Additional Air  
Transportation



**5%**  
Other

### Top Activities



**81%**  
shopping



**79%**  
sightseeing



**65%**  
art galleries/  
museums



**63%**  
small towns/  
countryside



**52%**  
national parks/  
monuments



**40%**  
cultural/ethnic  
heritage sites



**36%**  
historical  
locations



**36%**  
fine dining



**35%**  
guided  
tours



**20%**  
concert/play/  
musical



**20%**  
sporting  
events



**19%**  
Camping/  
Hiking



**10%**  
water  
sports



**8%**  
amusement  
parks



**7%**  
American  
Indian  
Communities

### Trip Planning



**97 Days**  
Prior to departure

**23%**  
1 Month

**29%**  
2 Months

**14%**  
3 Months

**11%**  
4 Months

**24%**  
More than 4  
Months

### Month of Travel



**16%**  
Spring



**14%**  
Fall



**34%**  
Summer



**37%**  
Winter

### Travel Information Sources

**76%**

Airline

**50%**

Personal  
Recommendation

**35%**

Online Travel  
Agency

**33%**

Travel Guide

**21%**

Corporate Travel  
Department

**17%**

National/  
State/City  
Travel Office

**13%**

Travel Agency  
Office

**8%**

Tour Operator/  
Travel Club

**6%**

Tour Operator/  
Travel Club

### Travel Parties



**73%**

Solo



**15%**

Couples



**13%**

Travel with  
family/relatives



**9%**

Travel with  
children