



German Travelers to Virginia 2023



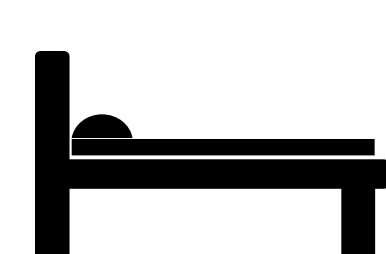
Third Largest Overseas Market

38,000

German Travelers

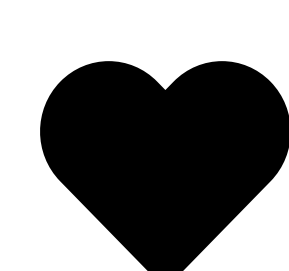
\$55 Million

in visitor spending



8.8
Nights

Average Length of Stay



46%

Virginia as a Main Destination



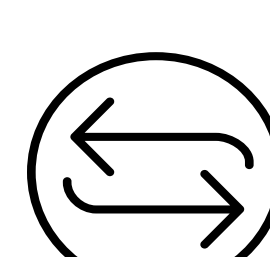
48%

Virginia as Main Port of Entry



2.8

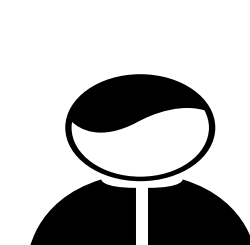
Average number of States visited



77%

Traveled to the U.S prior to this trip

Main Purpose



47%

Friends & Family



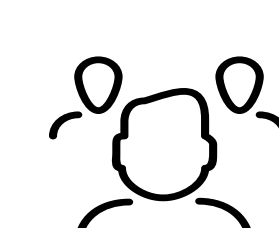
36%

Vacation



4%

Business



2%

Convention



1%

Study

Traveler Demographics



\$116,066

Average Household Income

Traveler Occupation

50%

management/business/science/arts

18%

Student

16%

Service Occupations



\$875

Spending per visitor per trip



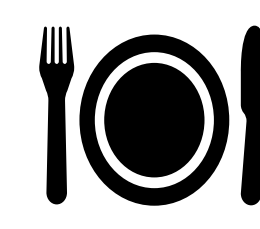
32% Stayed in Hotels

Spending categories



32%

Lodging



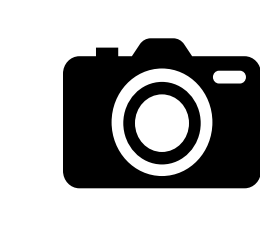
26%

Food/Beverages



15%

Shopping



10%

Entertainment/Recreation



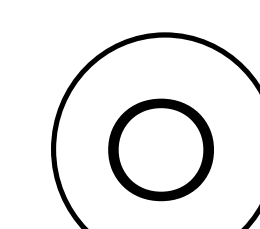
9%

Ground Transportation



6%

Additional Air Transportation



1%

Other

Top Activities



88%

shopping



91%

sightseeing



68%

small towns/countryside



62%

historical locations



57%

national parks/monuments



46%

art galleries/museums



27%

guided tours



26%

cultural/ethnic heritage sites



24%

fine dining



23%

sporting events



21%

concert/play/musical



18%

amusement parks



12%

Camping/Hiking



8%

water sports



5%

Nightclub/Dancing

Trip Planning



148 Days

Prior to departure

16%

1 Month

15%

2 Months

14%

3 Months

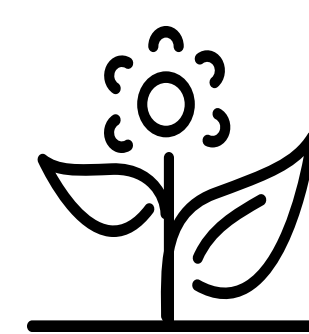
14%

4 Months

40%

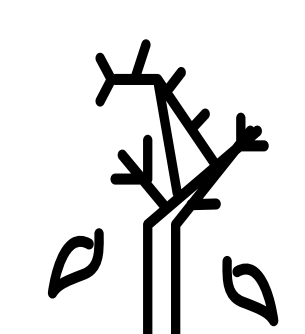
More than 4 Months

Month of Travel



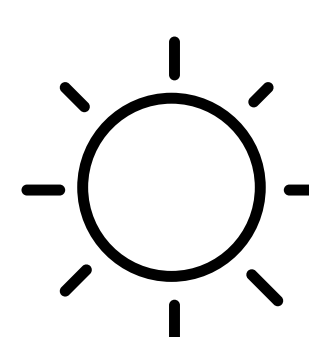
17%

Spring



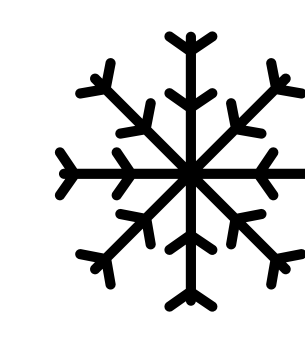
22%

Fall



47%

Summer



14%

Winter

Travel Information Sources

50%

Airline

34%

Online Travel Agency

28%

Travel Agency Office

28%

Personal Recommendation

11%

National/State/City Travel Office

11%

Corporate Travel Department

7%

Other

6%

Travel Guide

1%

Tour Operator/Travel Club

Travel Parties



61%

Solo



17%

Couples



21%

Travel with family/relatives



16%

Travel with children