



Indian Travelers to Virginia 2023



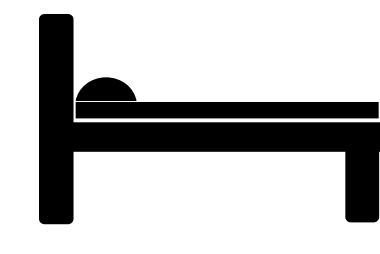
Second Largest Overseas Market

53,000

Indian Travelers

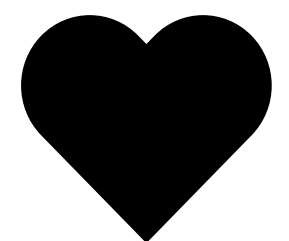
\$91 Million

in visitor spending



14.5
Nights

Average Length of Stay



40%

Virginia as a Main Destination



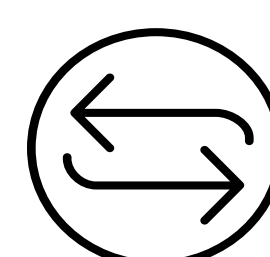
80%

Virginia as Main Port of Entry



2.5

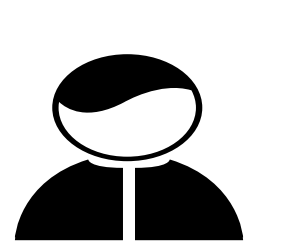
Average number of States visited



66%

Traveled to the U.S prior to this trip

Main Purpose



54%

Friends & Family



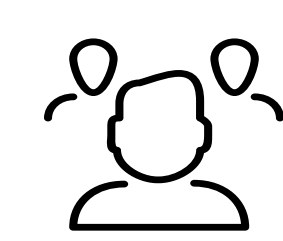
36%

Vacation



5%

Business



5%

Convention

Traveler Demographics



\$46,056

Average Household Income

Traveler Occupation

47%

Sales and Office

26%

Mgmt., Business, Science, & Arts

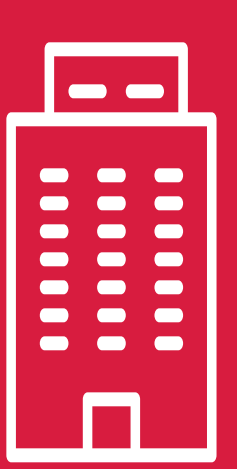
13%

Retired



\$1,772

Spending per visitor per trip



12%

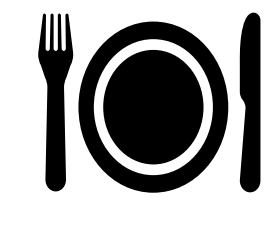
Stayed in Hotels

Spending categories



18%

Lodging



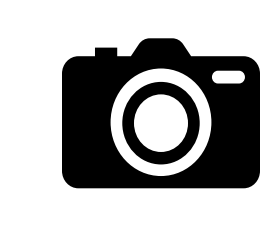
17%

Food/Beverages



24%

Shopping



8%

Entertainment/Recreation



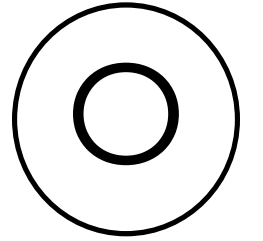
7%

Ground Transportation



16%

Additional Air Transportation



7%

Other

Top Activities



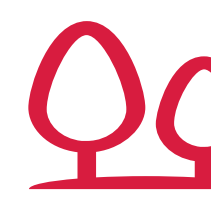
95%

sightseeing



86%

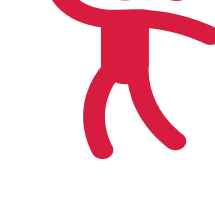
shopping



85%
national parks/
monuments



65%
guided
tours



49%
nightclubbing/
dancing



28%

art galleries/
museums



28%

small towns/
countryside



22%
historical
locations



22%
fine
dining



20%
amusement
parks



13%

cultural/ethnic
heritage sites



13%

concert/play/
musical



8%
Camping/
Hiking



8%
Eco.
Excursions



8%
Sporting
Event

Trip Planning



60 Days

Prior to departure

45%

1 Month

6%

2 Months

40%

3 Months

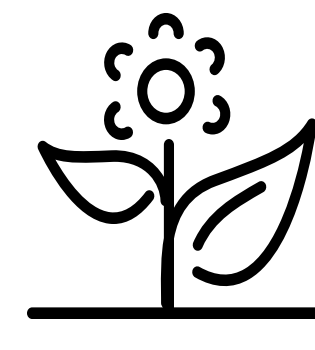
1%

4 Months

7%

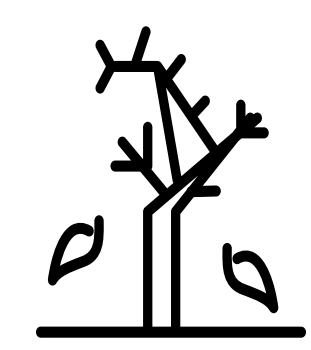
More than 4
Months

Month of Travel



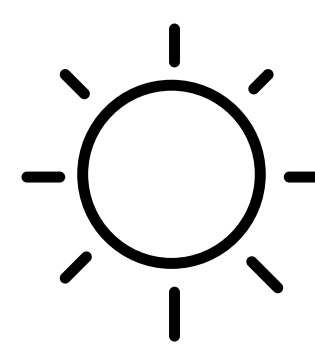
21%

Spring



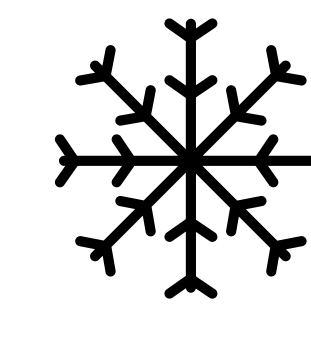
10%

Fall



69%

Summer



0%

Winter

Travel Information Sources

72%

Personal Recommendation

71%

Online Travel Agency

29%

Airline

8%

Travel Agency Office

4%

Travel Guide

4%

Corporate Travel Department

4%

National/State/
City Travel Office

4%

Tour Operator

4%

Other

Travel Parties



63%

Solo



23%

Couples



15%

Travel with
Family/Relatives



2%

Travel with
Children