



# Japanese Travelers to Virginia 2023

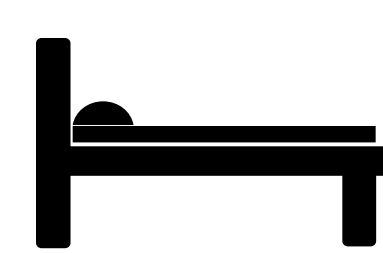


**8,300**

Japanese Travelers

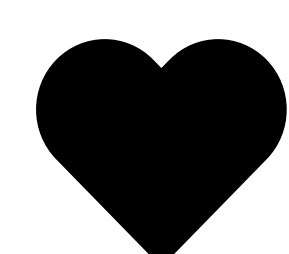
**\$13 Million**

in visitor spending



**12.3**  
Nights

Average Length of Stay



**79%**

Virginia as a Main Destination



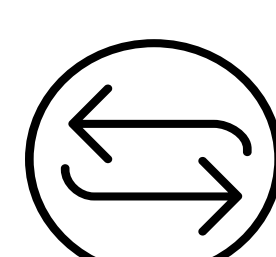
**1.4**

Average number of States visited



**34%**

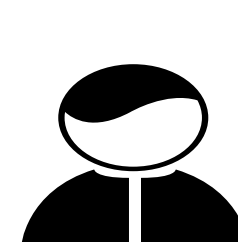
Virginia as Main Port of Entry



**77%**

Traveled to the U.S prior to this trip

## Main Purpose



**65%**

Friends & Family



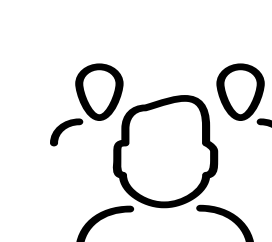
**7%**

Vacation



**20%**

Business



**4%**

Convention



**4%**

Study

## Traveler Demographics



**\$70,200**

Average Household Income

## Traveler Occupation

**42%**

management/  
business/ science/arts

**21%**

homemaker

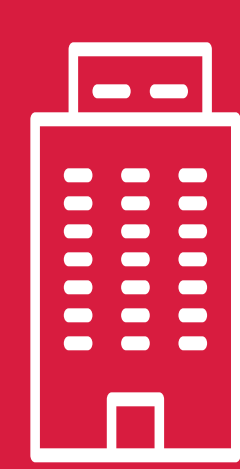
**20%**

service occupations



**\$1,129**

Spending per visitor per trip



**57%**

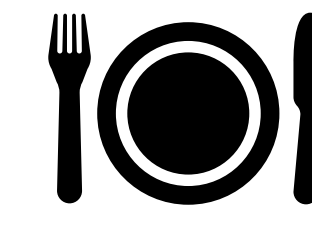
Stayed in Hotels

## Spending categories



**27%**

Lodging



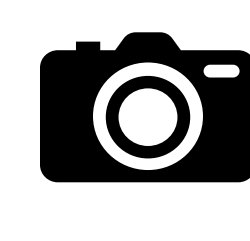
**10%**

Food/  
Beverages



**43%**

Shopping



**4%**

Entertainment/  
Recreation



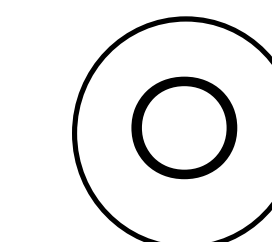
**5%**

Ground Transportation



**9%**

Additional Air Transportation



**1%**

Other

## Top Activities



**50%**

Shopping



**30%**

Small towns/  
countryside



**29%**

Historical locations



**28%**

Sightseeing



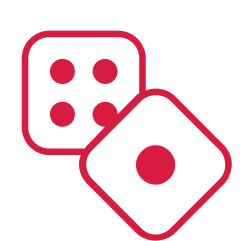
**24%**

Art galleries/  
museums



**15%**

Fine dining



**13%**

Casino/  
Gamble



**9%**

National parks/  
Monuments



**8%**

Amusement parks



**8%**

Eco.  
Excursions



**6%**

Cultural/Ethnic heritage sites



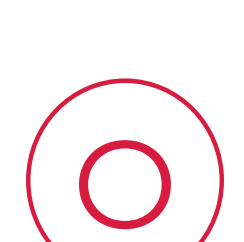
**6%**

Snow Sports



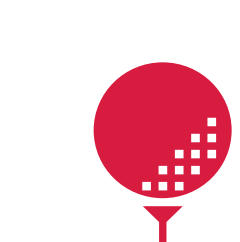
**3%**

concert/play/  
musical



**3%**

Other



**2%**

Golfing/  
Tennis

## Trip Planning



**75 Days**

Prior to departure

**25%**

1 Month

**42%**

2 Months

**4%**

3 Months

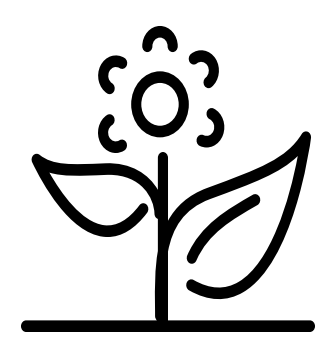
**22%**

4 Months

**7%**

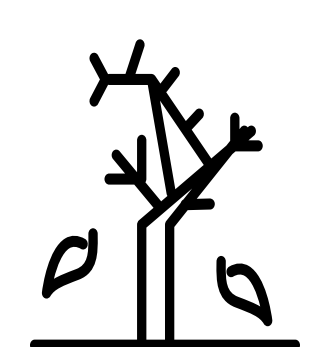
More than 4 Months

## Month of Travel



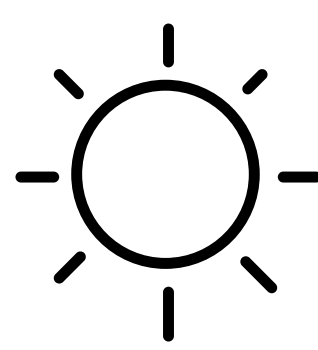
**10%**

Spring



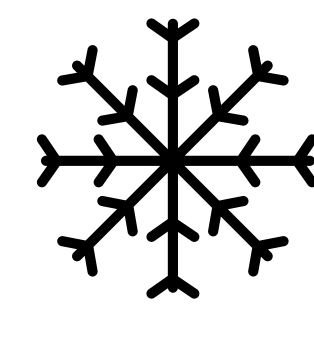
**23%**

Fall



**26%**

Summer



**41%**

Winter

## Travel Information Sources

**56%**

Airline

**31%**

Online Travel Agency

**29%**

Travel Agency Office

**10%**

Corporate Travel Department

**8%**

National/State/  
City Travel Office

**4%**

Other

**4%**

Personal Recommendation

**4%**

Travel Guide

## Travel Parties



**83%**

Solo



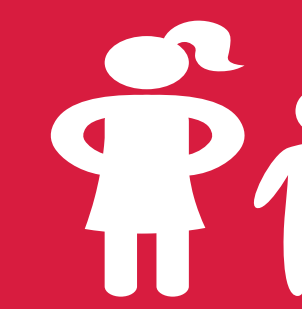
**5%**

Couples



**4%**

Travel with family/relatives



**4%**

Travel with children