

# Overseas Leisure Travelers to Virginia 2023

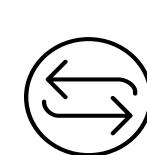




Average Length of Stay



Average number of States visited



Traveled to the U.S prior to this trip





39%

Virginia as a Main Destination



Virginia as Main Port of Entry

#### Main Purpose



36% Friends & Family



Vacation



Business





# Traveler Demographics

\$75,719

Average Household Income

39 Years

Median Age

#### Traveler Occupation

45% Management/

Business/

Science/Arts

19% Sales and Office

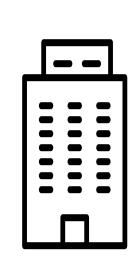
9 % Service Occupations

8 % Retired

% Student



\$1,784 Spending per visitor per trip



37% Stayed in Hotels

# Spending categories



Lodging



Food/Beverages



Shopping



Entertainment/ Recreation





Ground Transportation



#### **Top Activities**









Monuments



Small Towns/ Countryside



Art Galleries/ Museums



Tours



Dining















### **Trip Planning**



Prior to departure

20% 1 Month

26% 2 Months

16% 3 Months

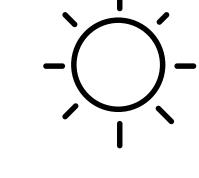
16% 4 Months

23% More than 4 Months

## **Month of Travel**









# **Travel Information Sources**

55% Airline

9%

Travel

Guide

Personal Recommendation

8%

Travel Agency

Office

Online Travel Agency

7% National/State/ City Travel Office

4% Other

2% Corporate Travel

Department

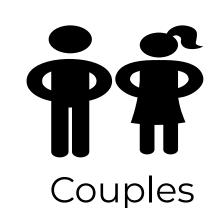
2%

Tour Operator/

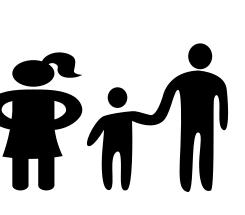
Travel Club

# **Travel Parties**









Travel with

Children