



UK Travelers to Virginia 2023



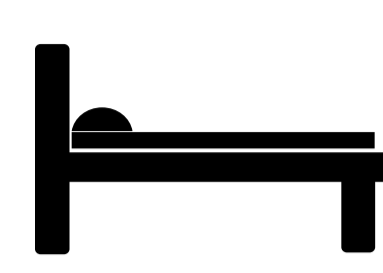
#1 Overseas Market

53,700

UK Travelers

\$85 Million

in visitor spending



7.9
Nights

Average Length of Stay



52%

Virginia as a Main Destination



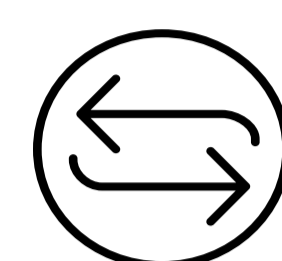
41%

Virginia as Main Port of Entry



2.6

Average number of States visited



92%

Traveled to the U.S prior to this trip

Main Purpose



57%

Friends & Family



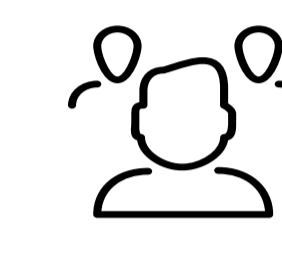
29%

Vacation



8%

Business



2%

Convention



2%

Study

Traveler Demographics



\$124,732

Average Household Income

Traveler Occupation

43%

management/
business/ science/arts

19%

retired

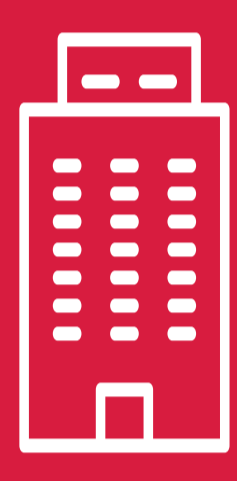
9%

Student



\$1,583

Spending per visitor per trip



52%

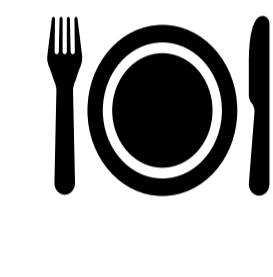
Stayed in Hotels

Spending categories



32%

Lodging



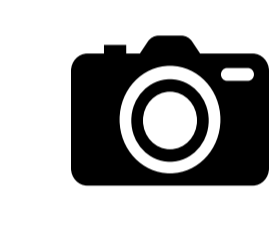
25%

Food/
Beverages



16%

Shopping



12%

Entertainment/
Recreation



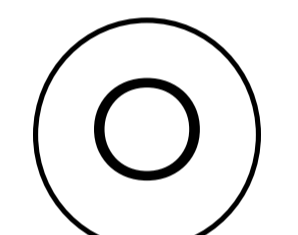
5%

Ground
Transportation



3%

Additional Air
Transportation



6%

Other

Top Activities



82%

sightseeing



78%

shopping



50%

small towns/
countryside



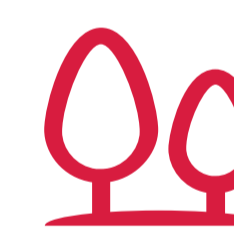
44%

art galleries/
museums



42%

fine dining



41%

national parks/
monuments



40%

historical
locations



24%

amusement
parks



22%

cultural/
ethnic heritage
sites



17%

sporting
events



12%

guided tours



11%

concert/play/
musical



9%

water
sports



8%

nightclub/
dancing



7%

American
Indian
communities

Trip Planning



111.1 Days

Prior to departure

30%

1 Month

18%

2 Months

17%

3 Months

12%

4 Months

23%

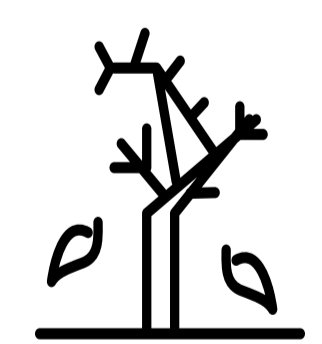
More than 4
Months

Month of Travel



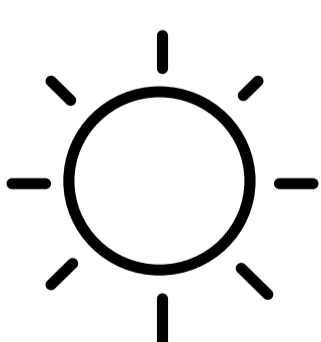
19%

Spring



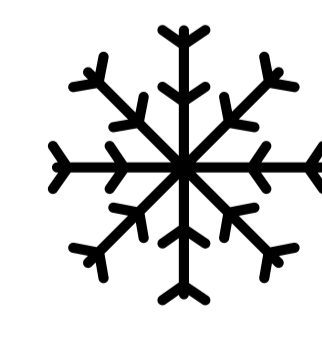
33%

Fall



37%

Summer



12%

Winter

Travel Information Sources

62%

Airline

43%

Online Travel
Agency

31%

Personal
Recommendation

10%

Travel Agency
Office

5%

National/State/
City Travel
Office

4%

Corporate
Travel
Department

4%

Other

2%

Tour Operator/
Travel Club

1%

Travel Guide

Travel Parties



58%

Solo



28%

Couples



13%

Travel with
family/relatives



8%

Travel with
children