



Australian & New Zealand Travelers to Virginia 2024



12,400

Australian &
New Zealand
Travelers to
Virginia

\$29 Million

in Visitor
spending



9.9 Nights

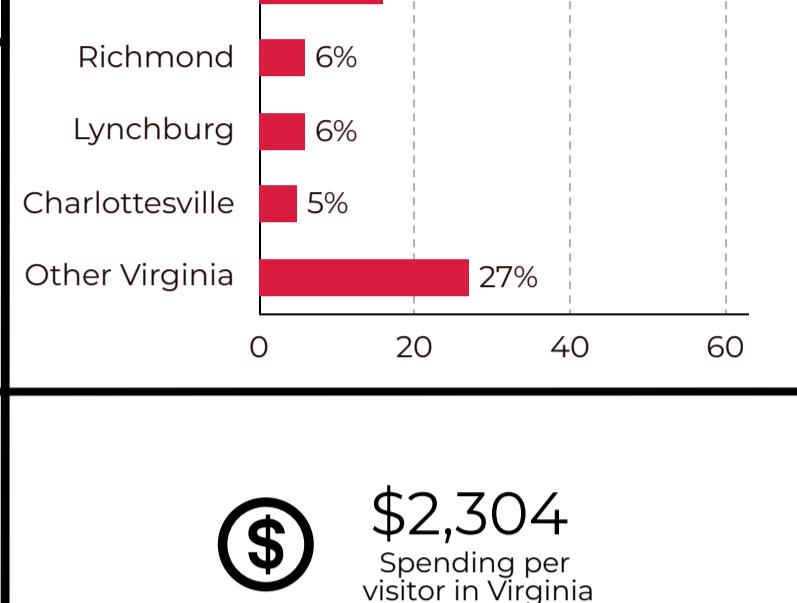
Average Length of Stay



90%

Traveled to the U.S.
prior to this trip

Top Virginia MSAs visited



Main Purpose

79%
Friends & Family

15%
Vacation

3%
Business

3%
Convention

\$2,304
Spending per
visitor in Virginia



31%
Stayed in
Hotels

Spending categories

35%
Lodging

21%
Food/
Beverages

12%
Shopping

16%
Entertainment/
Recreation

3%
Ground
Transportation

10%
Additional Air
Transportation

2%
Other

Traveler Demographics

\$98,400
Average Household
Income

1.6
Travel Party
Size

41%
Male

59%
Female

Share of Survey Respondents

Top Activities

90%
shopping

87%
sightseeing

49%
art galleries/
museums

48%
historical
locations

38%
national
parks/
monuments

33%
guided
tours

31%
small towns/
countryside

26%
cultural/
ethnic heritage
sites

24%
amusement
parks

22%
fine
dining

14%
concert/play/
musical

13%
sporting
events

9%
American
Indian
Communities

9%
Casino/
Gamble

9%
other

Trip Planning

164 Days
Prior to departure

24%

1 Month

2%

2 Months

5%

3 Months

5%

4 Months

64%

More than 4
Months

Transportation used on the trip

84%
Air travel
between
U.S. Cities

44%
Private
Auto

37%
Ride-sharing
Service

37%
Rented
Auto

22%
Railroad
between
cities

Travel Information Sources

56%

Airline

34%

Travel
Agency Office

28%

Personal
Recommendation

17%

Online Travel
Agency

9%

Other

9%

Corporate
Travel
Department

5%

National/State/
City Travel
Office

3%

Tour
Operator/
Club

3%

Travel
Guide

Travel Parties

50%

Solo

40%

Spouse/
Partner

16%

Travel with
family/relatives

0.5%

Travel with
Friends