



Australian & New Zealand Travelers to Virginia 2024



12,400

Australian & New Zealand Travelers to Virginia

\$29 Million

in Visitor spending



9.9 Nights

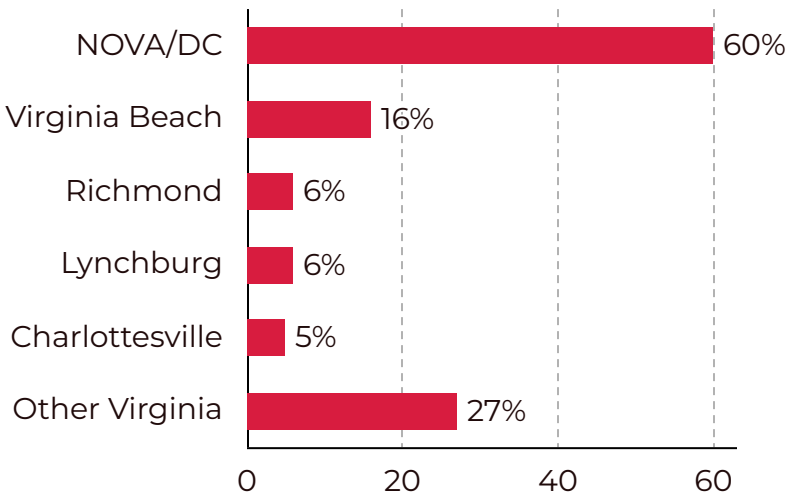
Average Length of Stay



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/ Travel Club

3%

Travel Guide

Travel Parties



50 %

Solo



40%

Spouse/ Partner



16 %

Travel with family/relatives



0.5 %

Travel with Friends