



French Travelers to Virginia 2024



#4 Overseas Market

20,500

French Travelers
to Virginia

\$27 Million

in Visitor spending



14.2 Nights

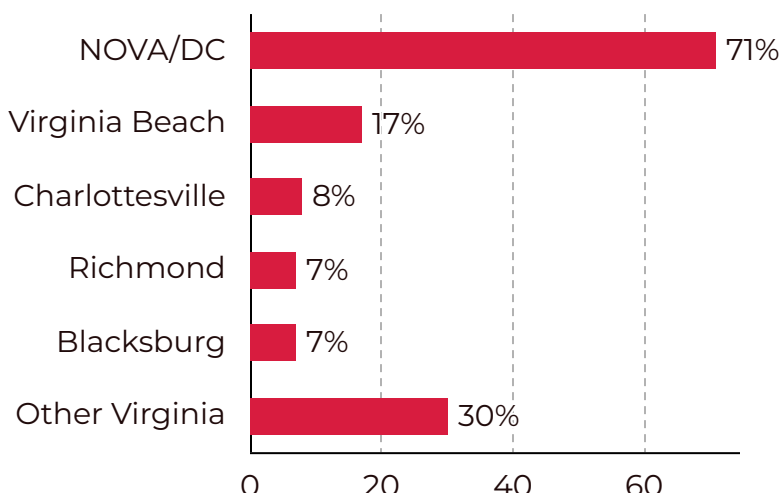
Average Length
of Stay



83%

Traveled to the U.S.
prior to this trip

Top Virginia MSAs visited



Main Purpose



60%
Friends
& Family



26%
Vacation



11%
Business



3%
Education



\$1,326

Spending per visitor
in Virginia



29%
Stayed in
Hotels

Spending categories



29%
Lodging



26%
Food/
Beverages



14%
Shopping



16%
Entertainment/
Recreation



5%
Ground
Transportation



3%
Additional Air
Transportation



7%
Other

Traveler Demographics



\$82,292

Average Household
Income



1.4

Travel Party
Size



54%
Male



46%
Female

Share of Survey Respondents

Top Activities



95%
shopping



87%
sightseeing



70%
art galleries/
museums



68%
small towns/
countryside



54%
national
parks/
monuments



42%
fine
dining



42%
historical
locations



42%
cultural/
ethnic heritage
sites



28%
guided
tours



22%
amusement
parks



22%
Camping
/Hiking



21%
concert/play/
musical



20%
sporting
events



8%
American
Indian
Communities



6%
Nightclub/
Dancing

Trip Planning



100 Days

Prior to departure

20%

1 Month

32%

2 Months

16%

3 Months

8%

4 Months

24%

More than 4
Months

Transportation used on the trip



70%

Private
Auto



32%

Air travel
between
U.S. Cities



57%

City Subway/
Tram/Bus



28%

Railroad
between
Cities



22%

Taxicab/
Limousine

Travel Information Sources

77%

Airline

40%

Personal
Recommendation

27%

Online Travel
Agency

24%

Travel
Guide

9%

Corporate
Travel
Department

4%

Other

6%

National/State/City
Travel Office

Travel Parties



84%

Solo



4%

Spouse/
Partner



3%

Travel with
family/relatives



10%

Travel with
business
associates