



French Travelers to Virginia 2024



#4 Overseas Market

20,500

French Travelers to Virginia

\$27 Million

in Visitor spending



14.2 Nights

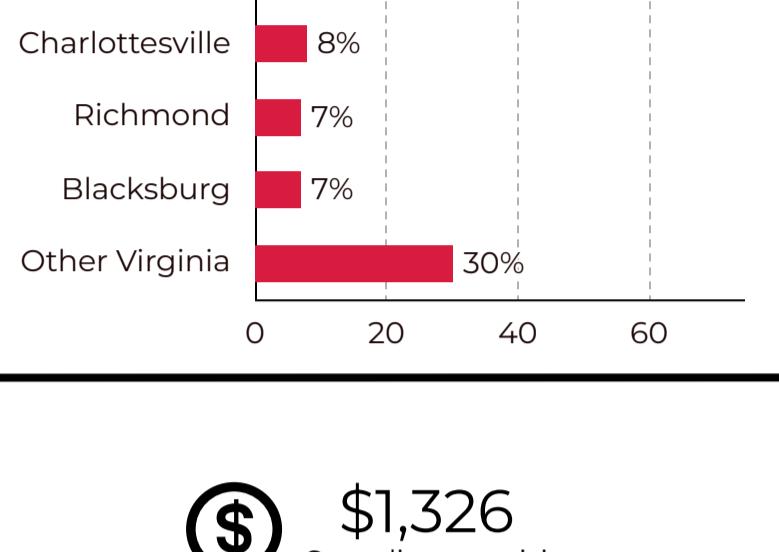
Average Length of Stay



83%

Travelled 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

Traveler Demographics

\$82,292 Average Household Income

1.4 Travel Party Size

54% Male

Share of Survey Respondents

46% Female

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

Sources: 2024 Annual Visits and Spending by Tourism Economics; Visitor profile data 2023-2024 accessed from NTTO - SIAT dashboard. Two Year Sample 57. Low sample size. Please use data for directional insights only.