



# German Travelers to Virginia 2024



#3 Overseas Market

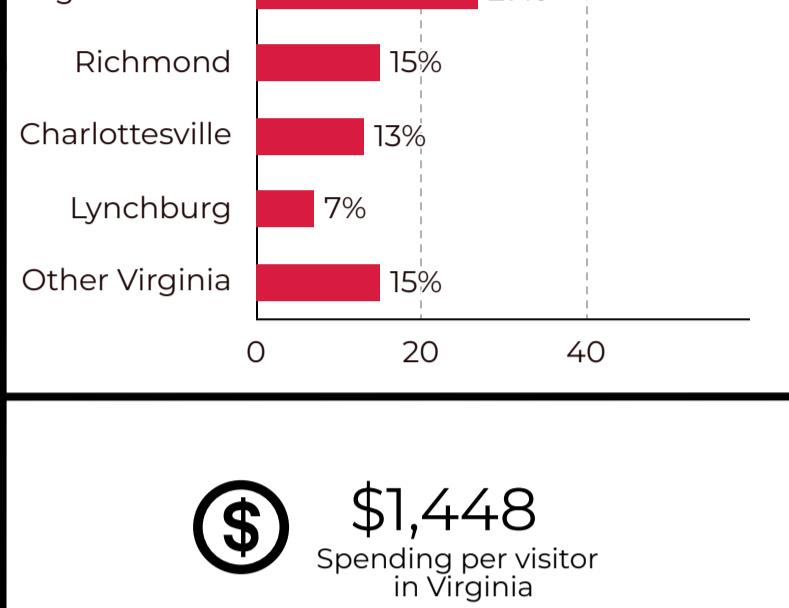
**43,800**  
German Travelers to Virginia

**\$63 Million**  
in Visitor spending

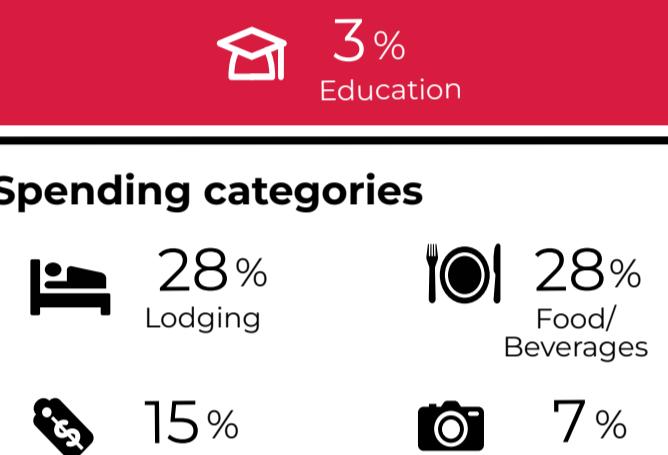
**8.4 Nights**  
Average Length of Stay

**81%**  
Traveled to the U.S. prior to this trip

## Top Virginia MSAs visited



## Main Purpose



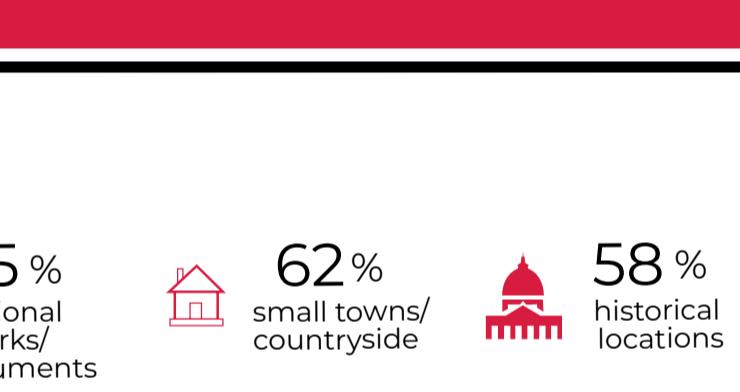
**\$1,448**  
Spending per visitor in Virginia

**35%**  
Stayed in Hotels

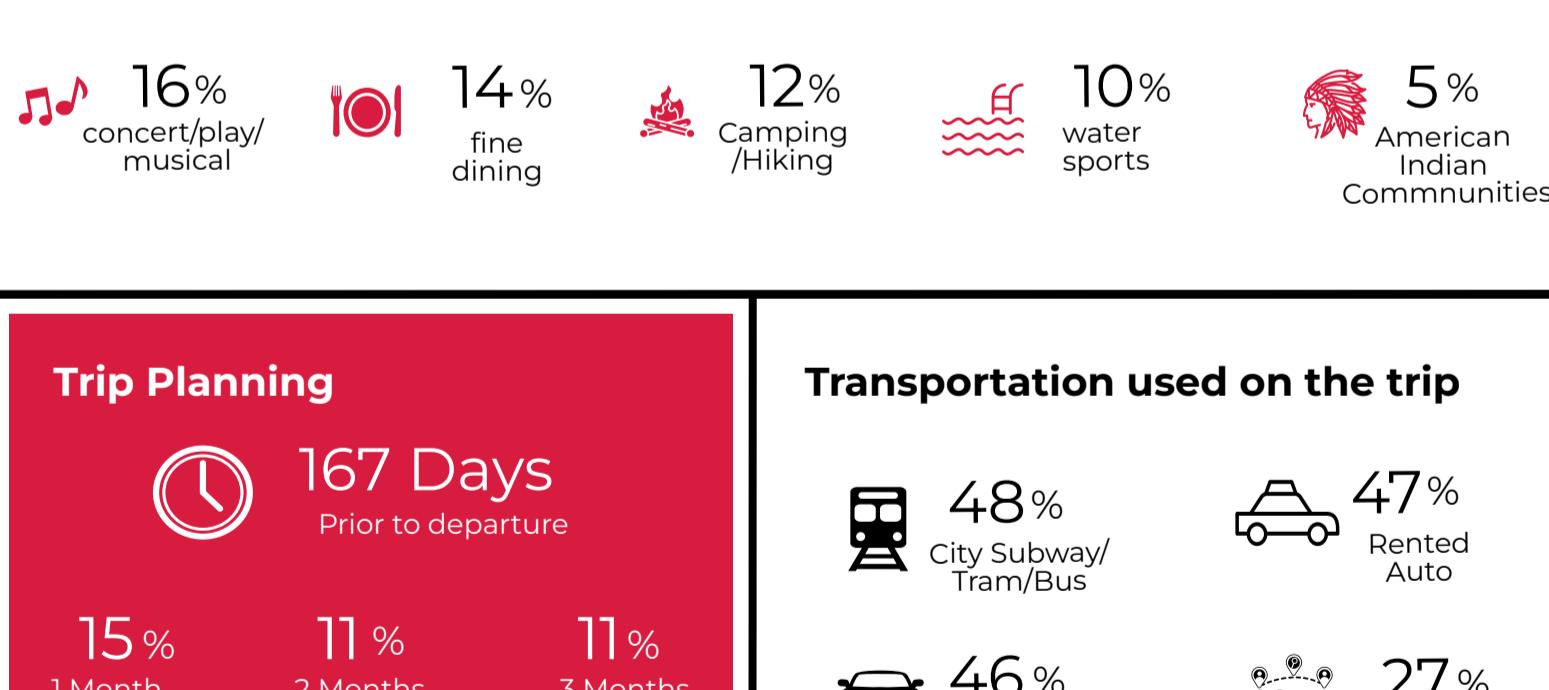
## Spending categories



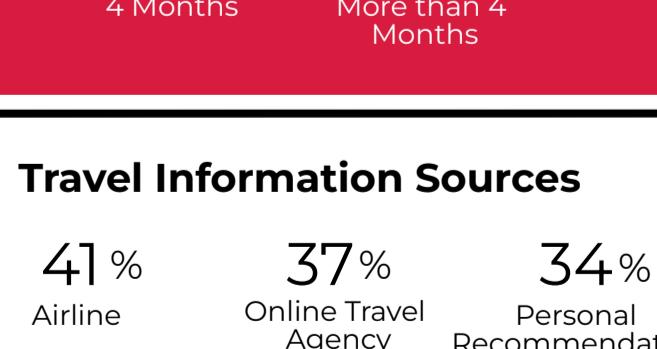
## Traveler Demographics



## Top Activities



## Trip Planning



## Transportation used on the trip



## Travel Information Sources



## Travel Parties



Sources: 2024 Annual Visits and Spending by Tourism Economics; Visitor profile data 2023-2024, accessed from NTTO - SIAT dashboard. Two Year Sample 73. Low sample size. Please use data for directional insights only.