



German Travelers to Virginia 2024



#3 Overseas Market

43,800

German Travelers
to Virginia

\$63 Million

in Visitor
spending



8.4 Nights

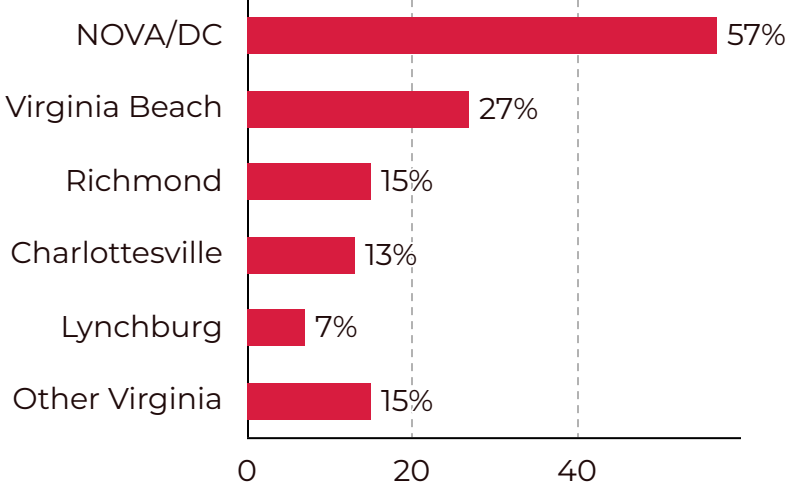
Average Length of Stay



81%

Traveled to the U.S.
prior to this trip

Top Virginia MSAs visited



Main Purpose



32%

Friends
& Family



46%

Vacation



3%

Business



8%

Convention



3%

Education



\$1,448

Spending per visitor
in Virginia



35%

Stayed in
Hotels

Spending categories



28%

Lodging



28%

Food/
Beverages



15%

Shopping



7%

Entertainment/
Recreation



7%

Ground
Transportation



12%

Additional Air
Transportation



1%

Other

Traveler Demographics



\$119,960

Average Household
Income



1.7

Travel Party
Size



40%

Male



60%

Female

Share of Survey Respondents

Top Activities



87%

sightseeing



83%

shopping



65%

national
parks/
monuments



62%

small towns/
countryside



58%

historical
locations



46%

art galleries/
museums



33%

sporting
events



28%

guided
tours



27%

cultural/
ethnic heritage
sites



21%

amusement
parks



16%

concert/play/
musical



14%

fine
dining



12%

Camping
/Hiking



10%

water
sports



5%

American
Indian
Communities

Trip Planning



167 Days

Prior to departure

15%

1 Month

11%

2 Months

11%

3 Months

9%

4 Months

52%

More than 4
Months

Transportation used on the trip



48%

City Subway/
Tram/Bus



47%

Rented
Auto



46%

Private
Auto



27%

Ride-sharing
Service



21%

Air travel
between U.S.
Cities

Travel Information Sources

41%

Airline

37%

Online Travel
Agency

34%

Personal
Recommendation

27%

Travel Agency
Office

14%

Other

11%

Travel Guide

4%

Corporate
Travel
Department

3%

National/State/
City Travel
Office

Travel Parties



62%

Solo



14%

Spouse/
Partner



26%

Travel with
family/relatives



4%

Travel with
Friends