



Australian & New Zealand Travelers to Virginia 2025

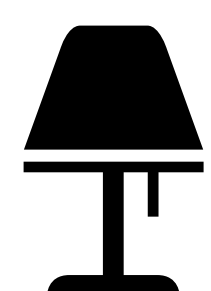


11,500

Australian & New Zealand Travelers to Virginia

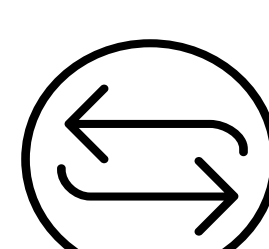
\$24 Million

in Visitor spending



9.9 Nights*

Average Length of Stay

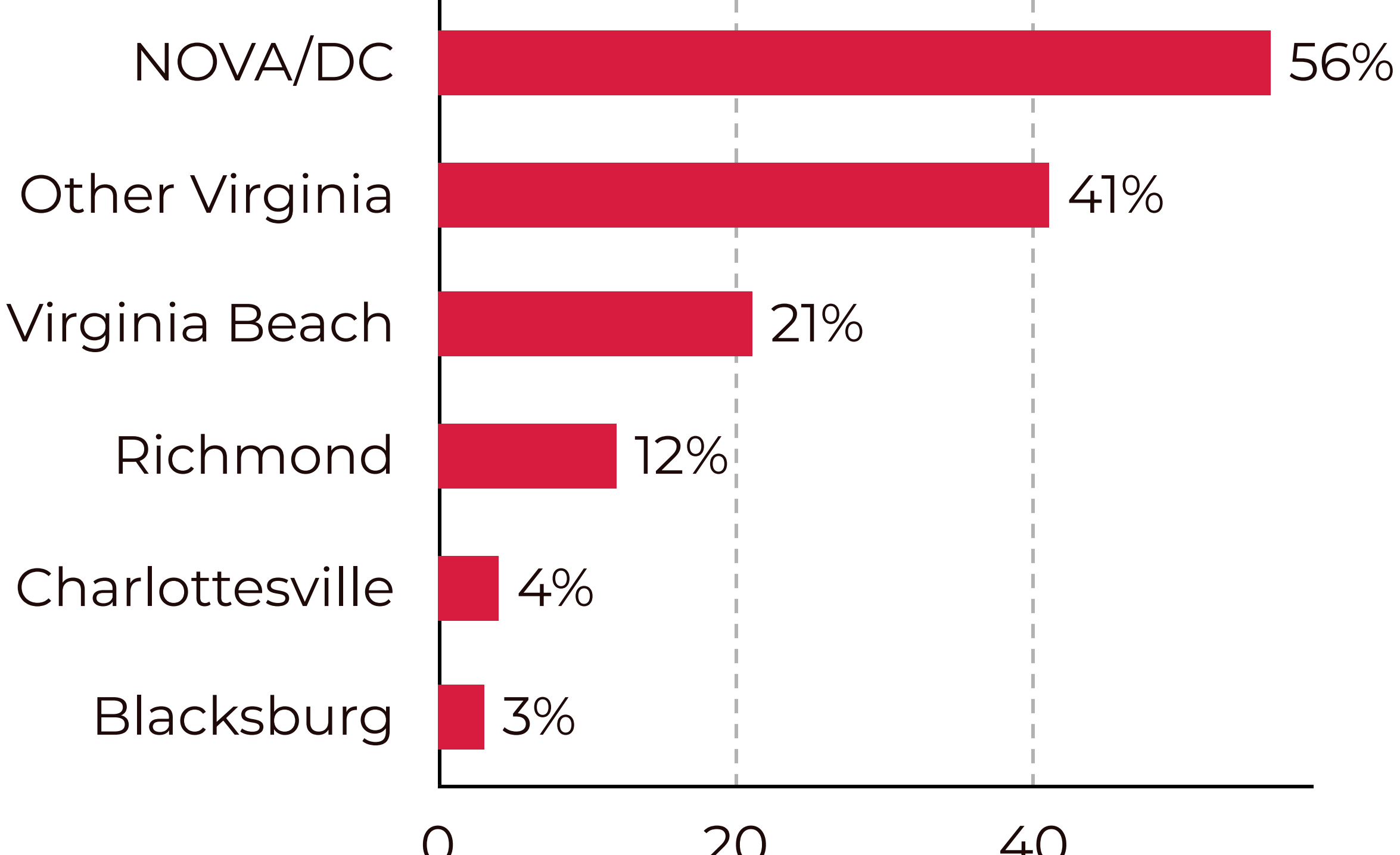


90%

Traveled to the U.S. prior to this trip

*Average Length of Stay is 2024 data due to limited data availability. Will be updated once 2025 data is received. Please use for informational and directional purposes only.

Top Virginia MSAs visited



Main Purpose



77 %

Friends & Family



9%

Vacation



9 %

Business



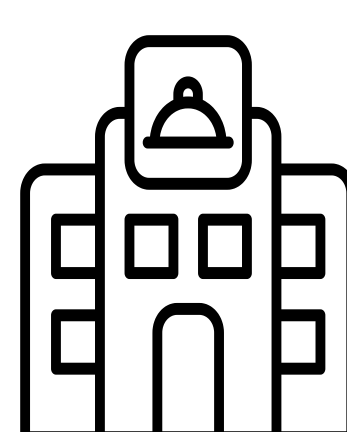
5%

Convention



\$2,050

Spending per visitor in Virginia



27%

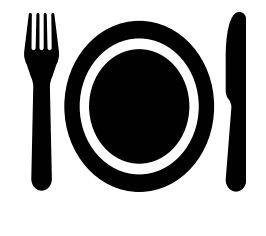
Stayed in Hotels

Spending categories



35 %

Lodging



20%

Food/ Beverages



13 %

Shopping



14%

Entertainment/ Recreation



7%

Ground Transportation



5%

Additional Air Transportation



5%

Other

Traveler Demographics



\$106,734

Average Household Income



1.7

Travel Party Size



33 %

Male



67 %

Female

Share of Survey Respondents

Top Activities



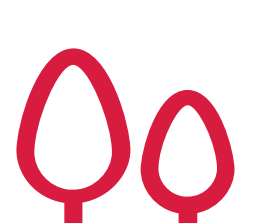
91%

shopping



78%

sightseeing



51 %

national parks/monuments



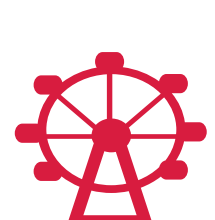
46 %

art galleries/ museums



39 %

historical locations



35 %

amusement parks



35%

small towns/ countryside



31%

cultural/ ethnic heritage sites



31%

concert/play/ musical



19%

fine dining



22%

casino/ gamble



18%

sporting events



17 %

guided tours



11 %

golfing/ tennis



9 %

camping/ hiking

Trip Planning



165 Days

Prior to departure

11 %

1 Month

21%

2 Months

10 %

3 Months

22%

4 Months

51 %

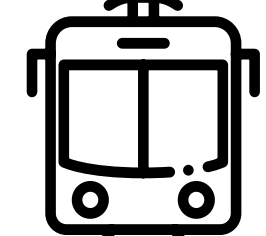
More than 4 Months

Transportation used on the trip



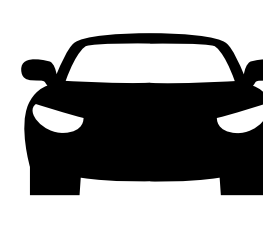
72 %

Air travel between U.S. Cities



55 %

City Subway/ Tram/Bus



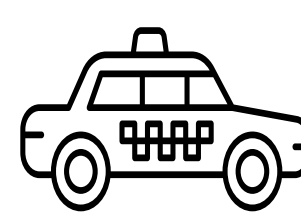
50%

Private Auto



49%

Ride-sharing Service



37 %

Rented Auto

Travel Information Sources

54%

Airline

40%

Personal Recommendation

35%

Online Travel Agency

32%

Other

18%

Travel Agency Office

12%

Travel Guide

6%

Corporate Travel Department

3%

Tour Operator/ Travel Club

2%

National/State/ City Travel Office

Travel Parties



65 %

Solo



22 %

Spouse/ Partner



23%

Travel with family/relatives



1 %

Travel with Friends