



French Travelers to Virginia 2025



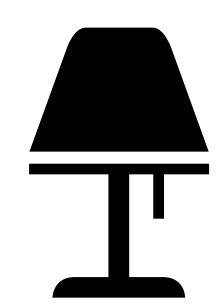
#4 Overseas Market

19,300

French Travelers
to Virginia

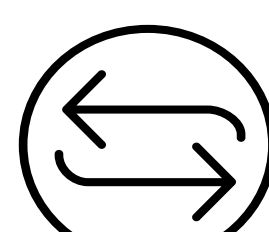
\$25 Million

in Visitor spending



14.2 Nights*

Average Length
of Stay

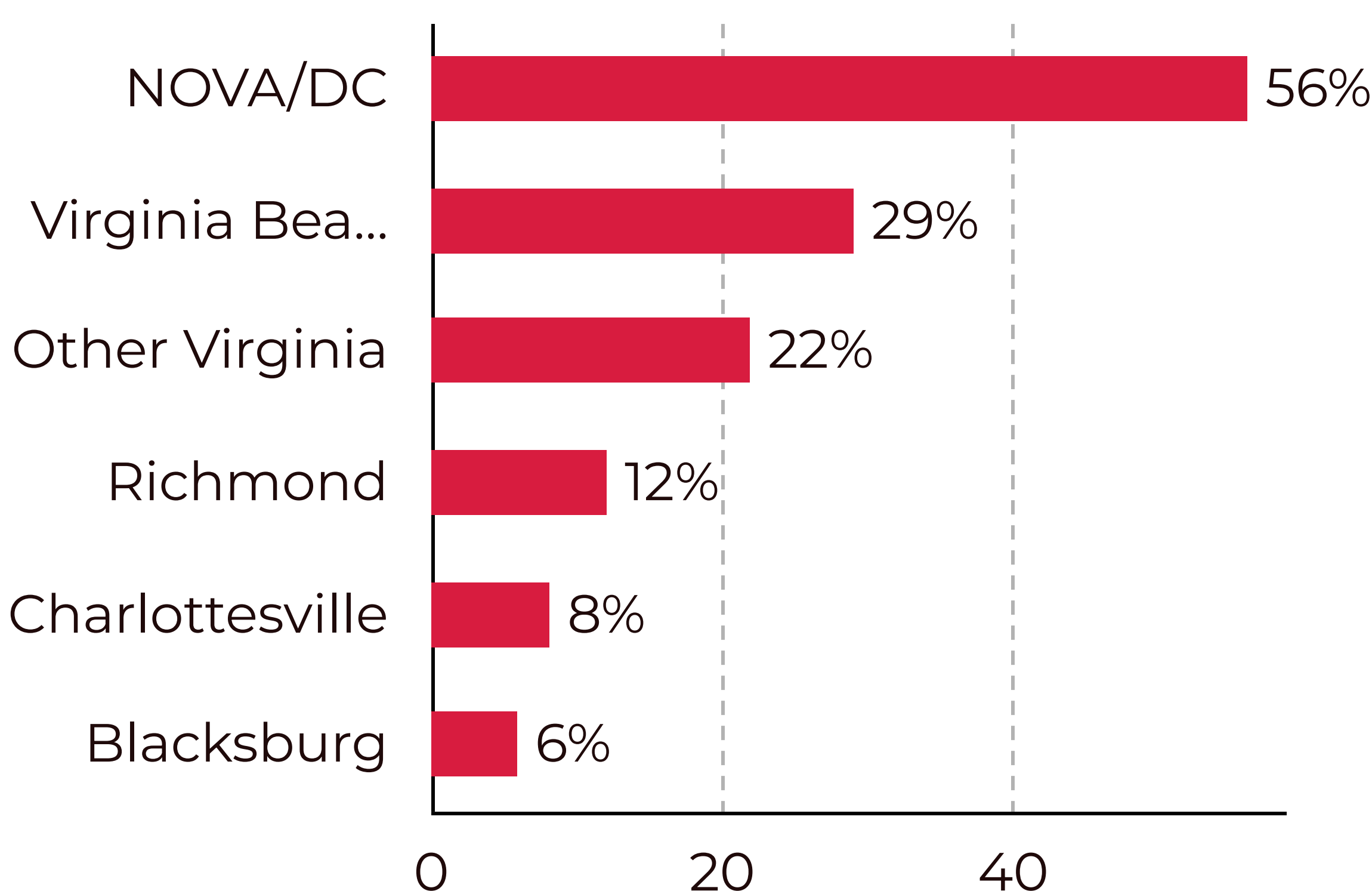


89%

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



53 %

Friends
& Family



38 %

Vacation



4 %

Business



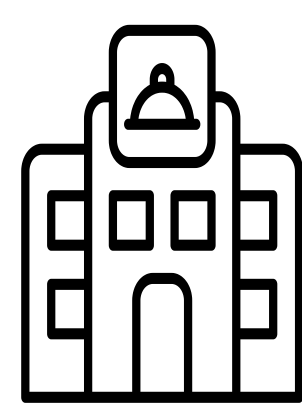
5 %

Education



\$1,283

Spending per visitor
in Virginia



33 %

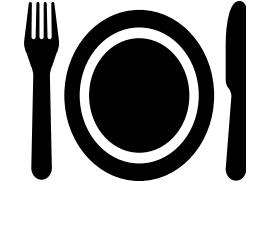
Stayed in
Hotels

Spending categories



36 %

Lodging



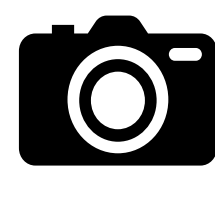
27 %

Food/
Beverages



10%

Shopping



13%

Entertainment/
Recreation



5%

Ground
Transportation



7 %

Additional Air
Transportation



2%

Other

Traveler Demographics



\$95,674

Average Household
Income



1.6

Travel Party
Size



29 %

Male



71 %

Female

Share of Survey Respondents

Top Activities



91%

shopping



75 %

sightseeing



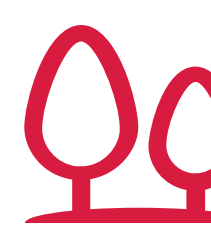
65 %

art galleries/
museums



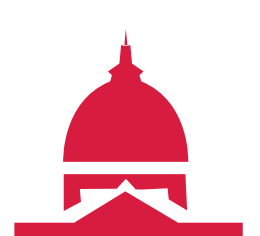
59 %

small towns/
countryside



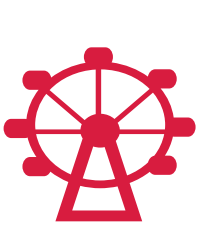
53 %

national
parks/
monuments



48%

historical
locations



28%

amusement
parks



27 %

sporting
events



26 %

fine
dining



25 %

cultural/
ethnic heritage
sites



18 %

Camping
/Hiking



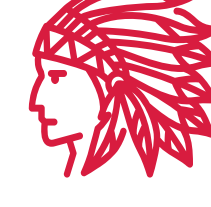
18%

concert/play/
musical



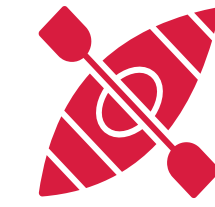
12 %

guided
tours



7%

American
Indian
Communities



6 %

water
sports

Trip Planning



97Days

Prior to departure

16 %

1 Month

25 %

2 Months

20%

3 Months

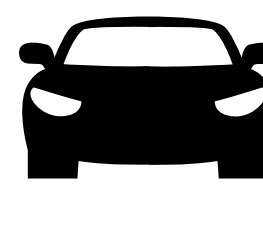
16%

4 Months

18 %

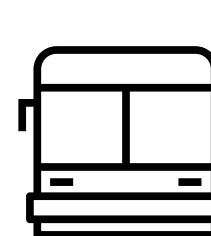
More than 4
Months

Transportation used on the trip



52 %

Private
Auto



40 %

City Subway/
Tram/Bus



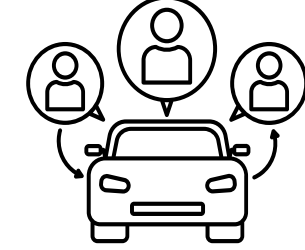
34%

Air travel
between
U.S. Cities



34%

Rented
Auto



26 %

Taxicab/
Limousine

Travel Information Sources

69%

Airline

36 %

Personal
Recommendation

19%

Online Travel
Agency

9%

Other

8%

Travel
Guide

3 %

Corporate
Travel
Department

2 %

National/State/City
Travel Office

Travel Parties



60%

Solo



21%

Spouse/
Partner



19%

Travel with
family/relatives



2 %

Travel with
Friend(s)