



German Travelers to Virginia 2025



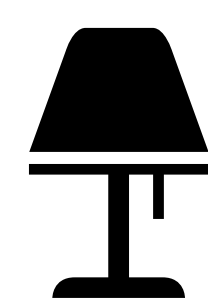
#3 Overseas Market

38,400

German Travelers
to Virginia

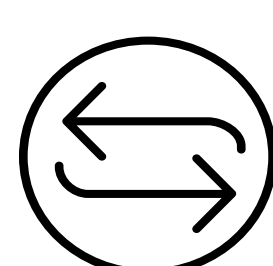
\$58 Million

in Visitor
spending



8.4 Nights^{*}

Average Length of Stay

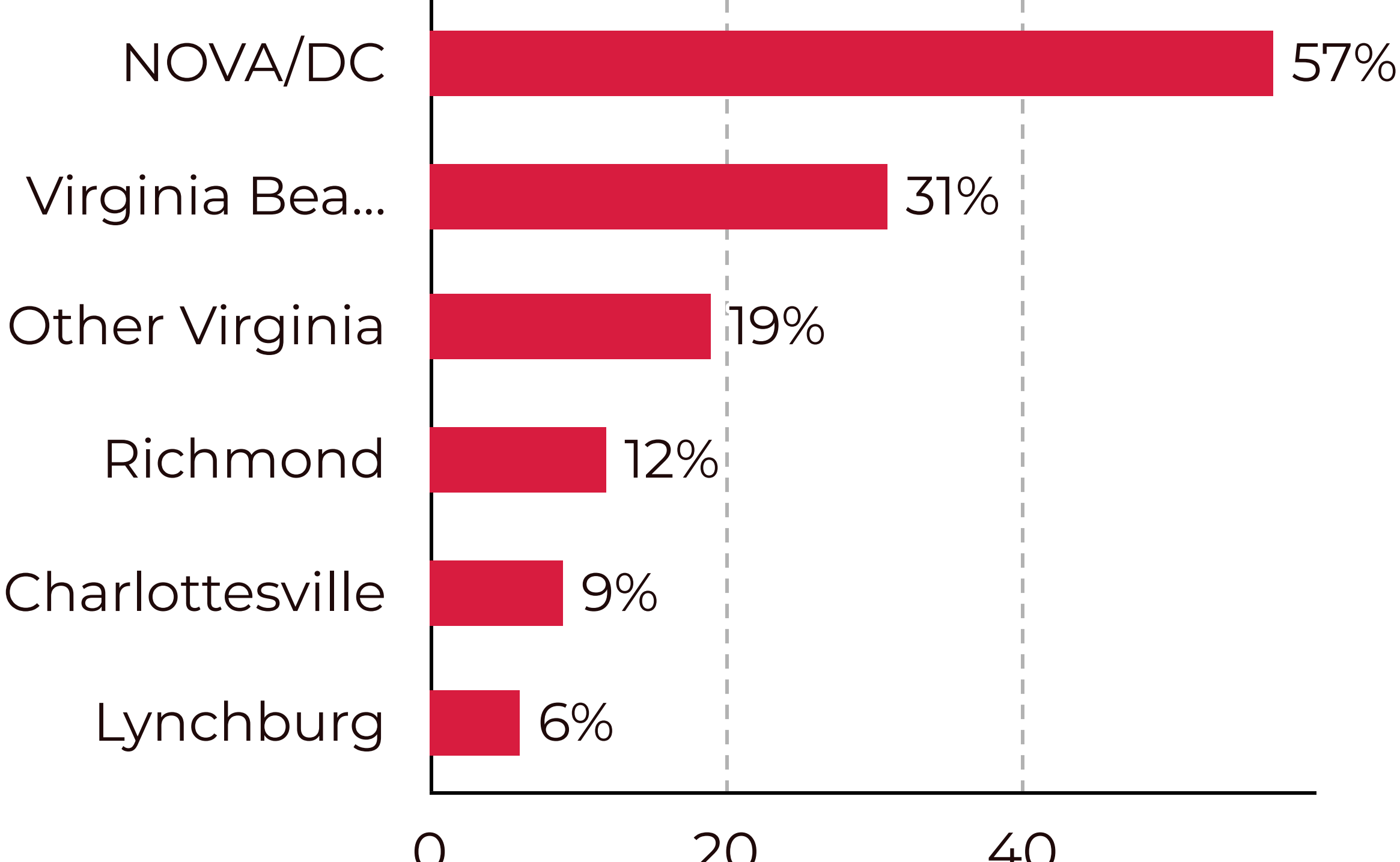


83%

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



39%

Friends
& Family



47%

Vacation



2%

Business



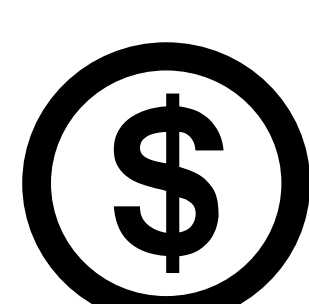
9%

Convention



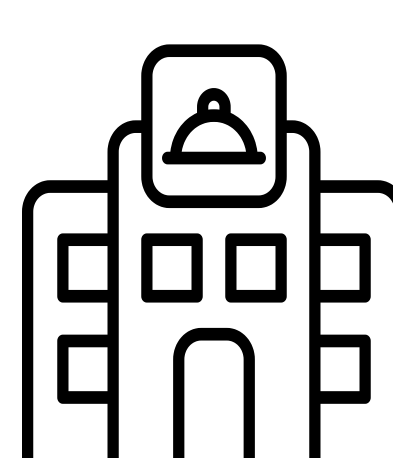
3%

Education



\$1,516

Spending per visitor
in Virginia



42%

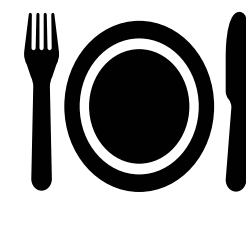
Stayed in
Hotels

Spending categories



34%

Lodging



29%

Food/
Beverages



12%

Shopping



10%

Entertainment/
Recreation



5%

Ground
Transportation



9%

Additional Air
Transportation



1%

Other

Traveler Demographics



\$94,265

Average Household
Income



1.7

Travel Party
Size



48%

Male



52%

Female

Share of Survey Respondents

Top Activities



87%

sightseeing



76%

shopping



67%

national
parks/
monuments



61%

small towns/
countryside



52%

historical
locations



51%

art galleries/
museums



30%

cultural/
ethnic heritage
sites



28%

guided
tours



21%

sporting
events



15%

fine
dining



14%

amusement
parks



14%

Camping
/Hiking



14%

water
sports



12%

concert/play/
musical



6%

American
Indian
Communities

Trip Planning



169 Days

Prior to departure

12%

1 Month

12%

2 Months

11%

3 Months

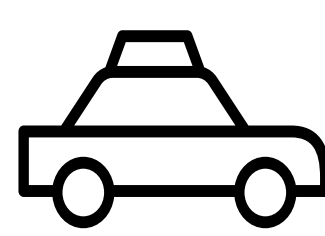
8%

4 Months

50%

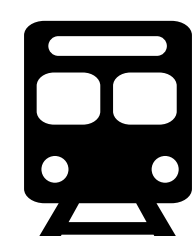
More than 4
Months

Transportation used on the trip



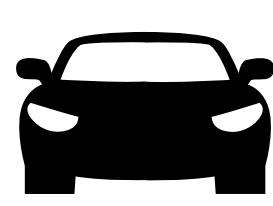
51%

Rented
Auto



41%

City Subway/
Tram/Bus



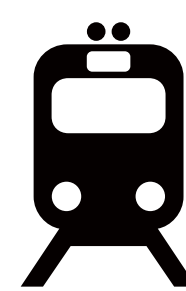
34%

Private
Auto



24%

Ride-sharing
Service



18%

Rail Road
between U.S.
Cities

Travel Information Sources

50%

Airline

39%

Personal
Recommendation

31%

Online Travel
Agency

14%

Travel Agency
Office

14%

Other

11%

Travel Guide

8%

Corporate
Travel
Department

1%

National/State/
City Travel
Office

1%

Tour Operator/
Travel Club

Travel Parties



59%

Solo



18%

Spouse/
Partner



25%

Travel with
family/relatives



3%

Travel with
Friends