



Indian Travelers to Virginia 2025



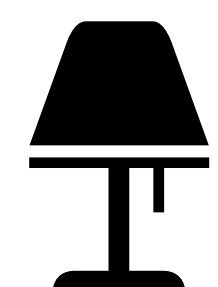
#1 Overseas Market

64,800

Indian Travelers
to Virginia

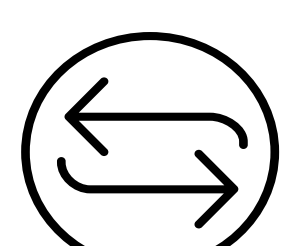
\$112 Million

in Visitor spending



16.8 Nights*

Average Length of Stay

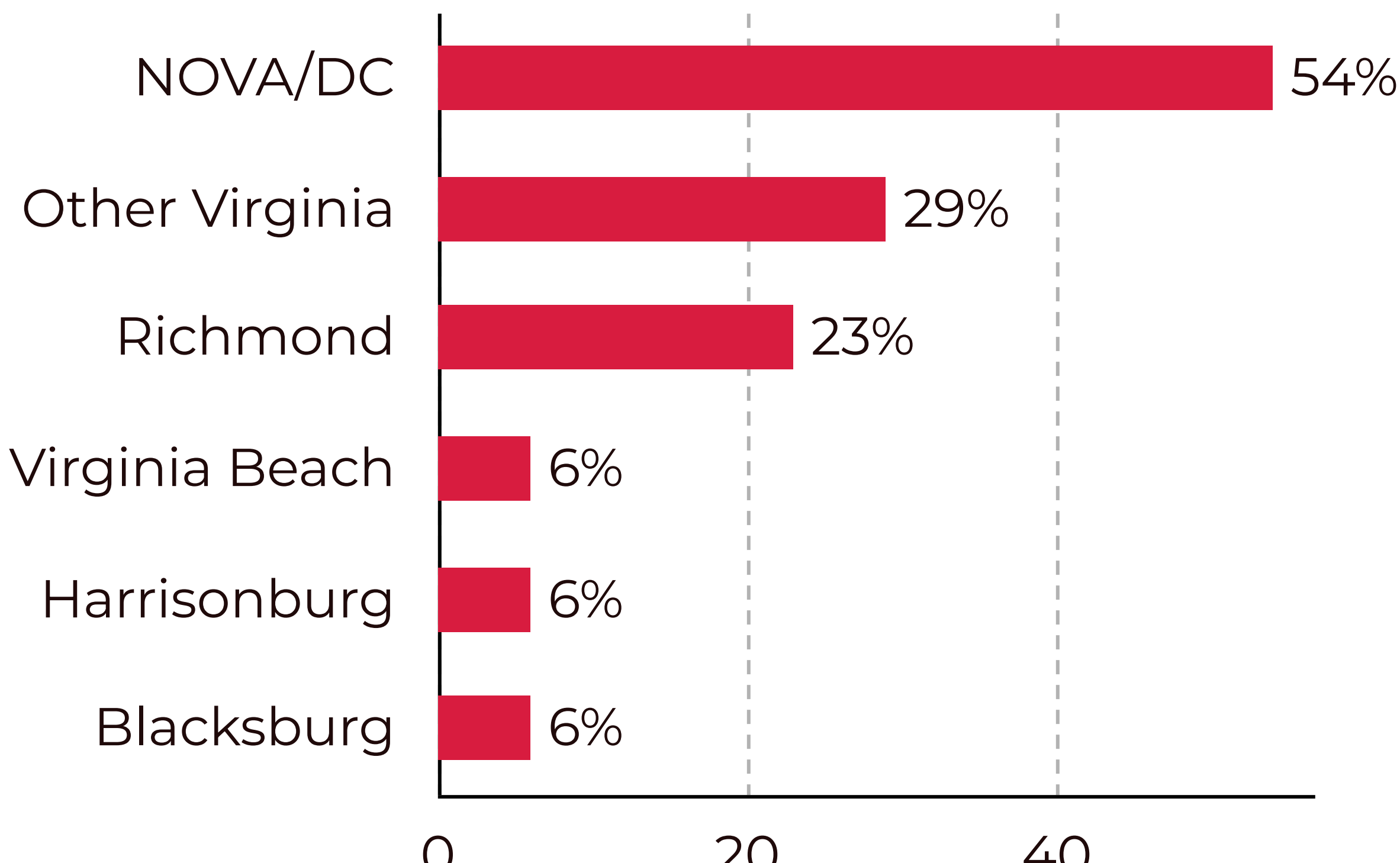


64 %

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



45%
Friends
& Family



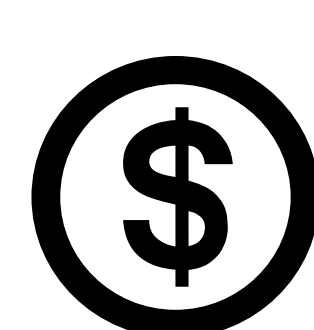
15 %
Vacation



23 %
Business

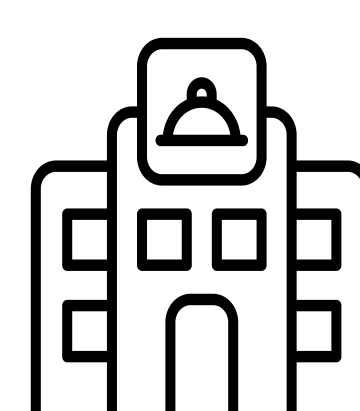


16 %
Education



\$1,735

Spending per visitor
in Virginia



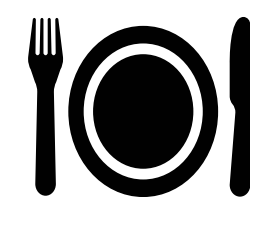
22 %
Stayed in
Hotels

*Low sample size. Please use data for directional insights only.

Spending categories



16 %
Lodging



16%
Food/
Beverages



45%
Shopping



8%
Entertainment/
Recreation



3 %*
Ground
Transportation



6 %*
Additional Air
Transportation

*Low sample size. Please use data for directional insights only.

Traveler Demographics *



\$93,044
Average Household
Income



1.6
Travel Party
Size



84%
Male



16 %
Female

Share of Survey Respondents

* Low sample size. Please use data for directional insights only.

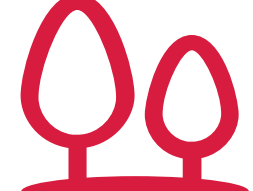
Top Activities



85 %
sightseeing



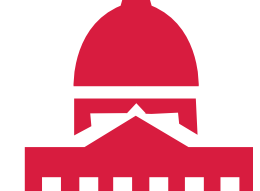
79 %
shopping



38%
national parks/
monuments



32 %
art galleries/
museums



30 %
historical
locations



28 %
small towns/
countryside



23 %
cultural/
ethnic
heritage sites



19 %
fine
dining



16 %
Casino/
Gamble



16 %
concert/play/
musical



10%
American
Indian
Communities



7%
Nightclub/
Dancing



6%
Environmental/
Eco. Excursions



6%
Camping
/Hiking



5 %
water
sports

Trip Planning



66 Days

Prior to departure

33 %

1 Month

27%

2 Months

5 %

3 Months

4 %

4 Months

20 %

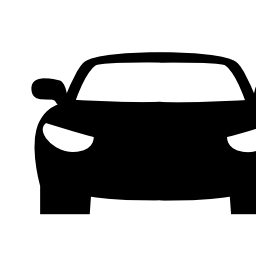
More than 4
Months

Transportation used on the trip



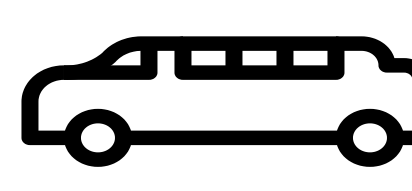
41%

Air travel
between
U.S. Cities



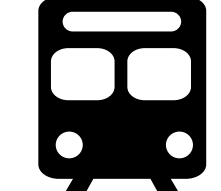
38%

Private
Auto



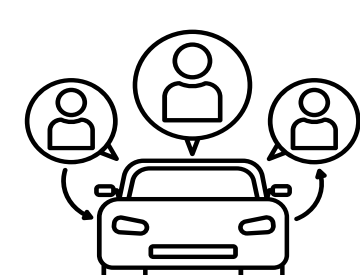
29 %

Taxicab/
Limousine



18 %

City Subway/
Tram/Bus



17 %

Rideshare

Travel Information Sources

82 %

Airline

56%

Personal
Recommendation

21 %

Online Travel
Agency

12 %

Travel Agency
Office

9%

Corporate Travel
Department

8%

National/State/
City Travel Office

Travel Parties



61 %

Solo



22 %

Spouse/
Partner



11 %

Travel with
family/relatives



5 %

Travel with
Friends

Sources: 2025 Annual Visits and Spending by Tourism Economics; Visitor profile data 2024-2025 accessed from NTTO - SIAT dashboard. Two year sample 32. Low sample size. Please use data for directional insights only.