



International Travelers to Virginia 2025

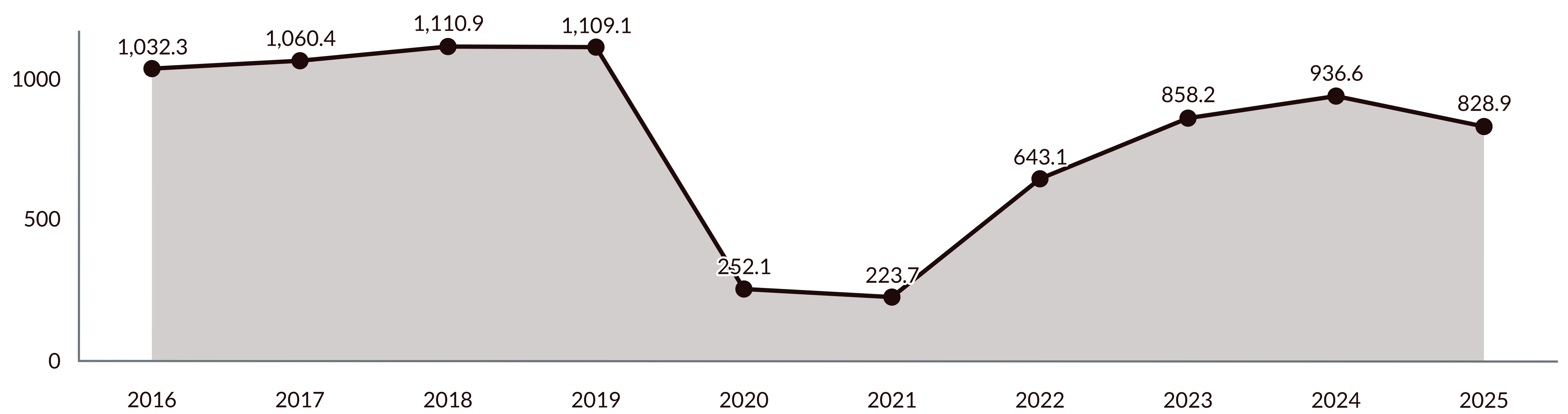


828,900 International Visitors
-11.5% from 2024

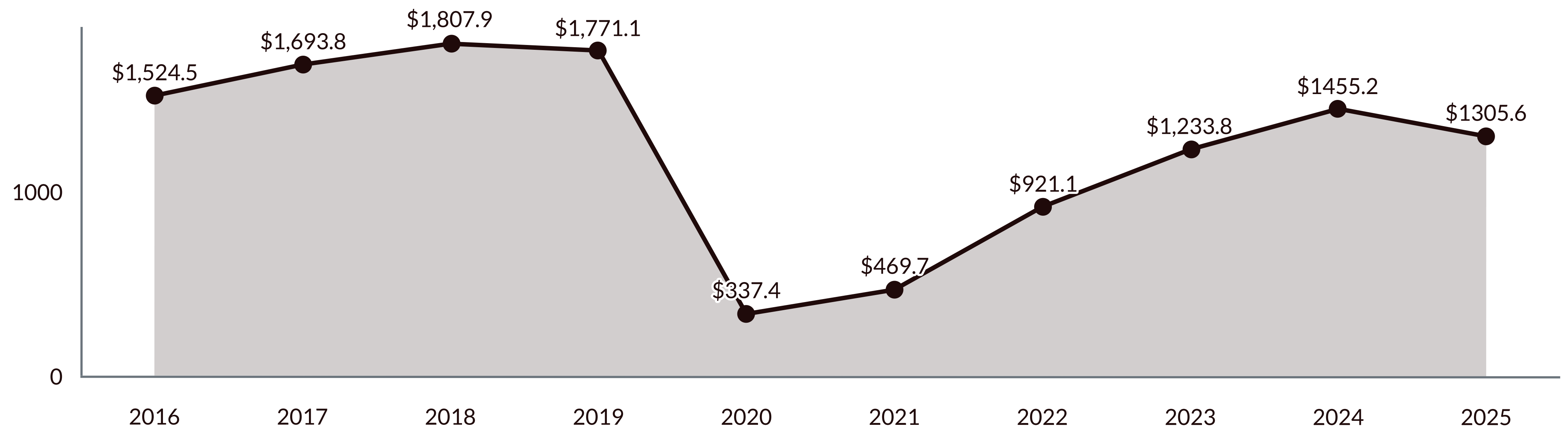
\$1.3 Billion International Spending
+-10.0% from 2024

- International visitation recovered to 75% of pre-pandemic levels in 2024, while international spending reached 74% of 2019 levels.
- Both visitation and spending are projected to fully recover to pre-pandemic levels after 2030.

Visits (in 000s)



Spending (in millions)



Top Markets



Canada
297,654



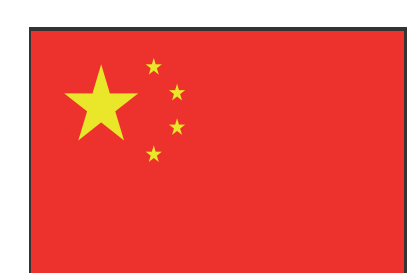
India
64,816



United Kingdom
59,223



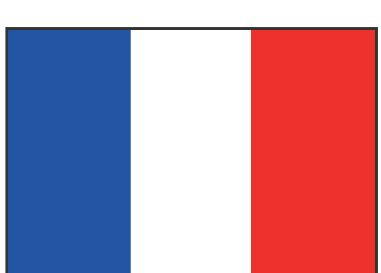
Germany
38,409



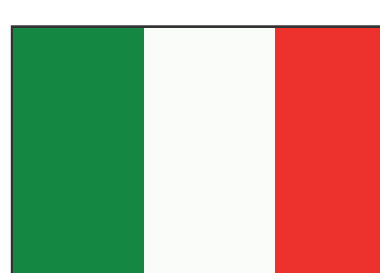
China
22,368



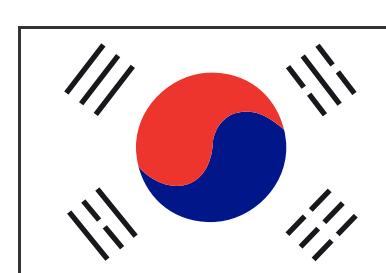
Mexico
21,013



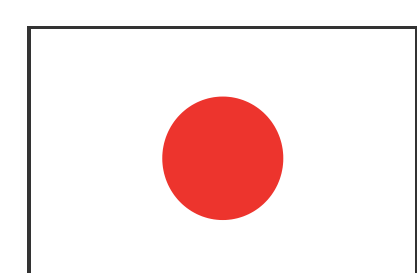
France
19,271



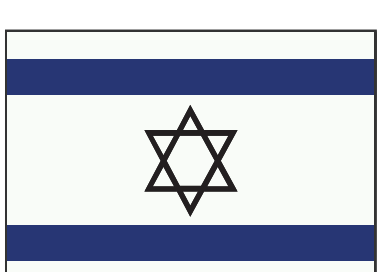
Italy
17,525



South Korea
14,751



Japan
14,223



Israel
12,265



Spain
12,241



Netherlands
10,611



Philippines
10,226



Australia
9,139