



Overseas Travelers to Virginia 2025



510,250

Overseas Travelers
to Virginia

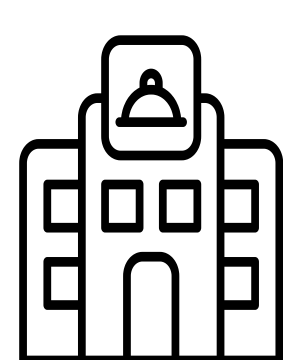
\$1.1 Billion

in Visitor
spending



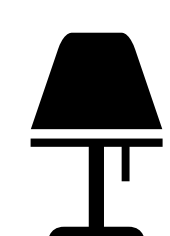
\$2,215

Spending per
visitor in Virginia



35 %

Stayed in
Hotels

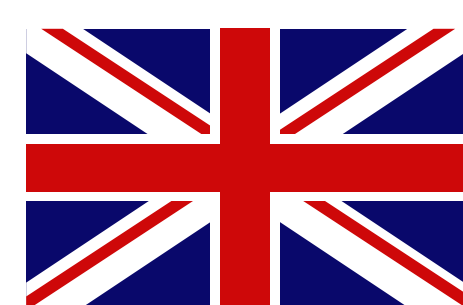


12.4 Nights*

Average Length
of Stay

* Based on 2024 data; use directionally only; will be updated when 2025 data is available.

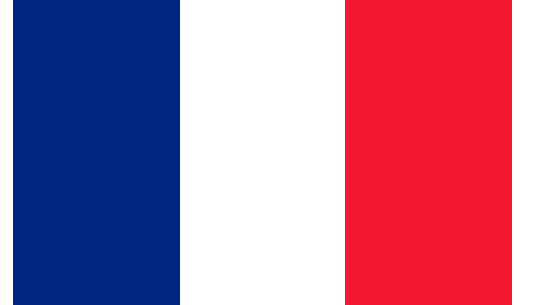
Key Overseas Target Markets



UK
59,233



Germany
38,409



France
19,271



India
64,816



Australia
11,505

Main Purpose



49 %

Friends
& Family



27 %

Vacation



10 %

Business



3 %

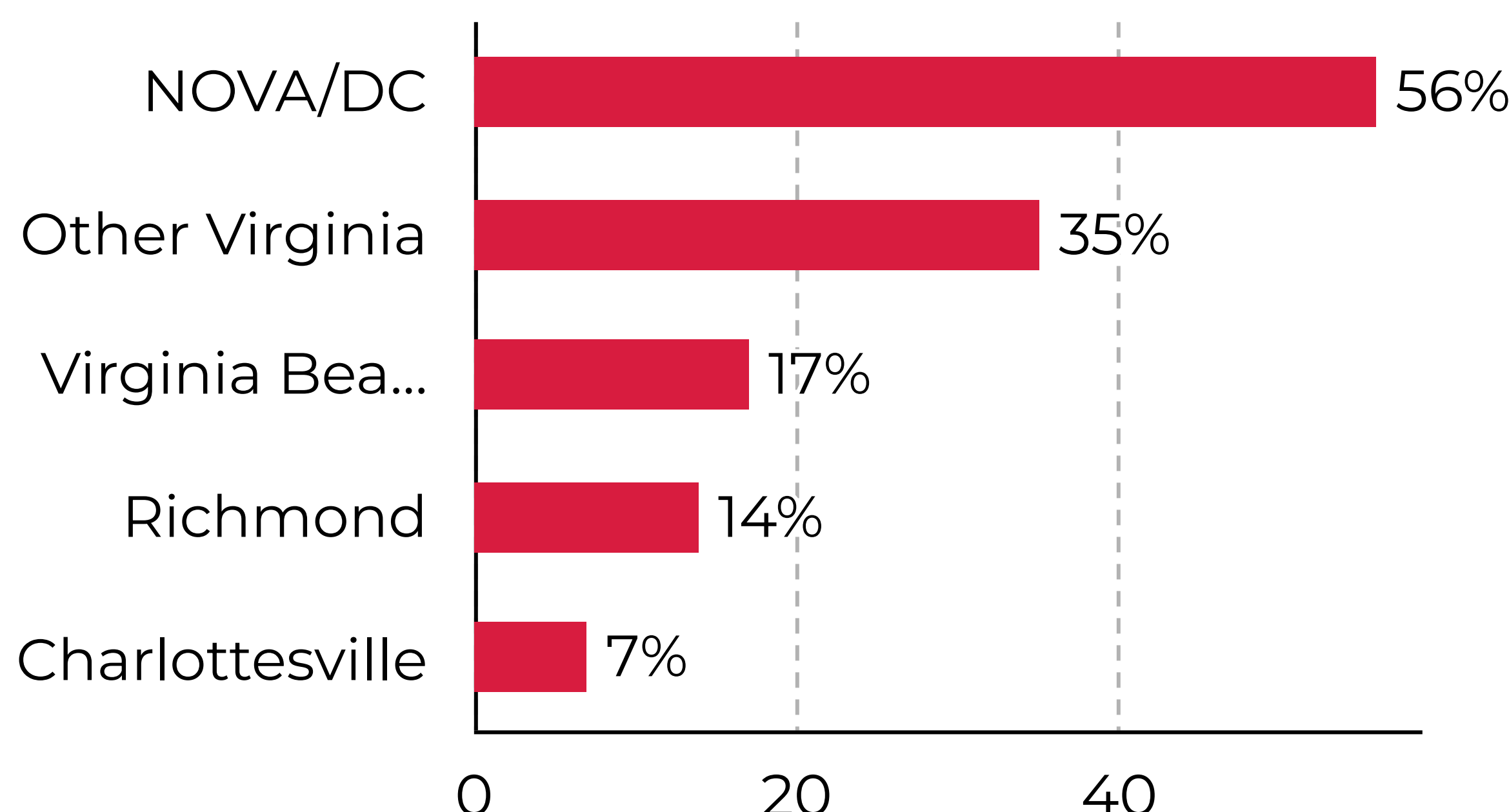
Convention



9 %

Education

Top Virginia MSAs visited

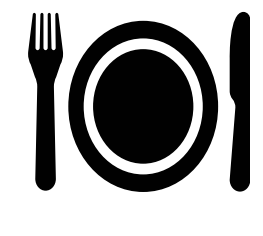


Spending categories



28 %

Lodging



22 %

Food/
Beverages



24 %

Shopping



11 %

Entertainment/
Recreation



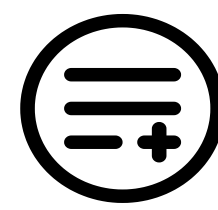
5 %

Ground
Transportation



7 %

Additional Air
Transportation



2 %

Other

Traveler Demographics



\$87,902

Average Household
Income



1.5

Travel Party
Size



53 %

Male



47 %

Female

Share of Survey Respondents

Top Activities



81 %

shopping



75 %

sightseeing



50 %

small towns/
countryside



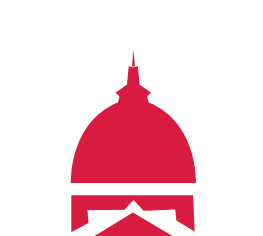
48 %

national
parks/
monuments



45 %

art
galleries/
museums



43 %

historical
locations



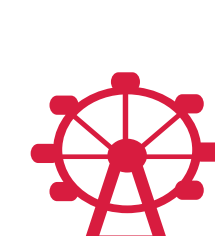
29 %

fine
dining



27 %

cultural/
ethnic heritage
sites



21 %

amusement
parks



17 %

sporting
events



14 %

guided
tours



13 %

concert/play/
musical



9 %

camping/
hiking



9 %

nightclub/
dancing



9 %

casino/
gamble

Trip Planning



99 Days

Prior to departure

23 %

1 Month

16 %

2 Months

14 %

3 Months

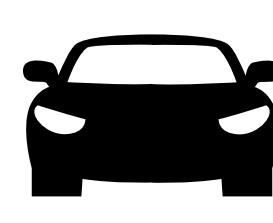
9 %

4 Months

24 %

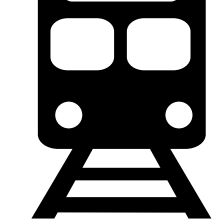
More than 4
Months

Transportation used on the trip



52 %

Private
Auto



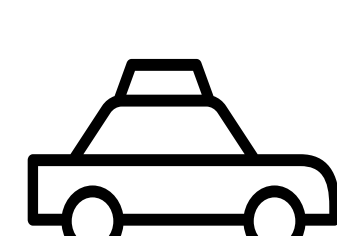
31 %

City Subway/
Tram/Bus



27 %

Air travel
between
U.S. Cities



24 %

Rented
Auto



20 %

Ride-sharing
Service

Travel Information Sources

59 %

Airline

39 %

Personal
Recommendation

26 %

Online Travel
Agency

10 %

Other

8 %

Corporate
Travel
Department

6 %

Travel
Agency
Office

6 %

Travel
Guide

4 %

National/State/
City Travel
Office

2 %

Tour
Operator/
Travel Club

Travel Parties



70 %

Solo



13 %

Spouse/
Partner



15 %

Travel with
family/relatives



3 %

Travel with
Friends