



UK Travelers to Virginia 2025



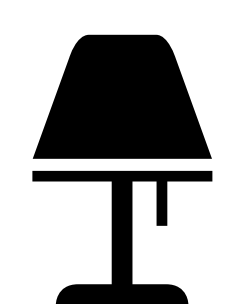
#2 Overseas Market

59,233

UK Travelers
to Virginia

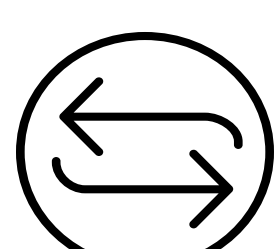
\$100.7 Million

in Visitor spending



13.0 Nights^{*}

Average Length of Stay

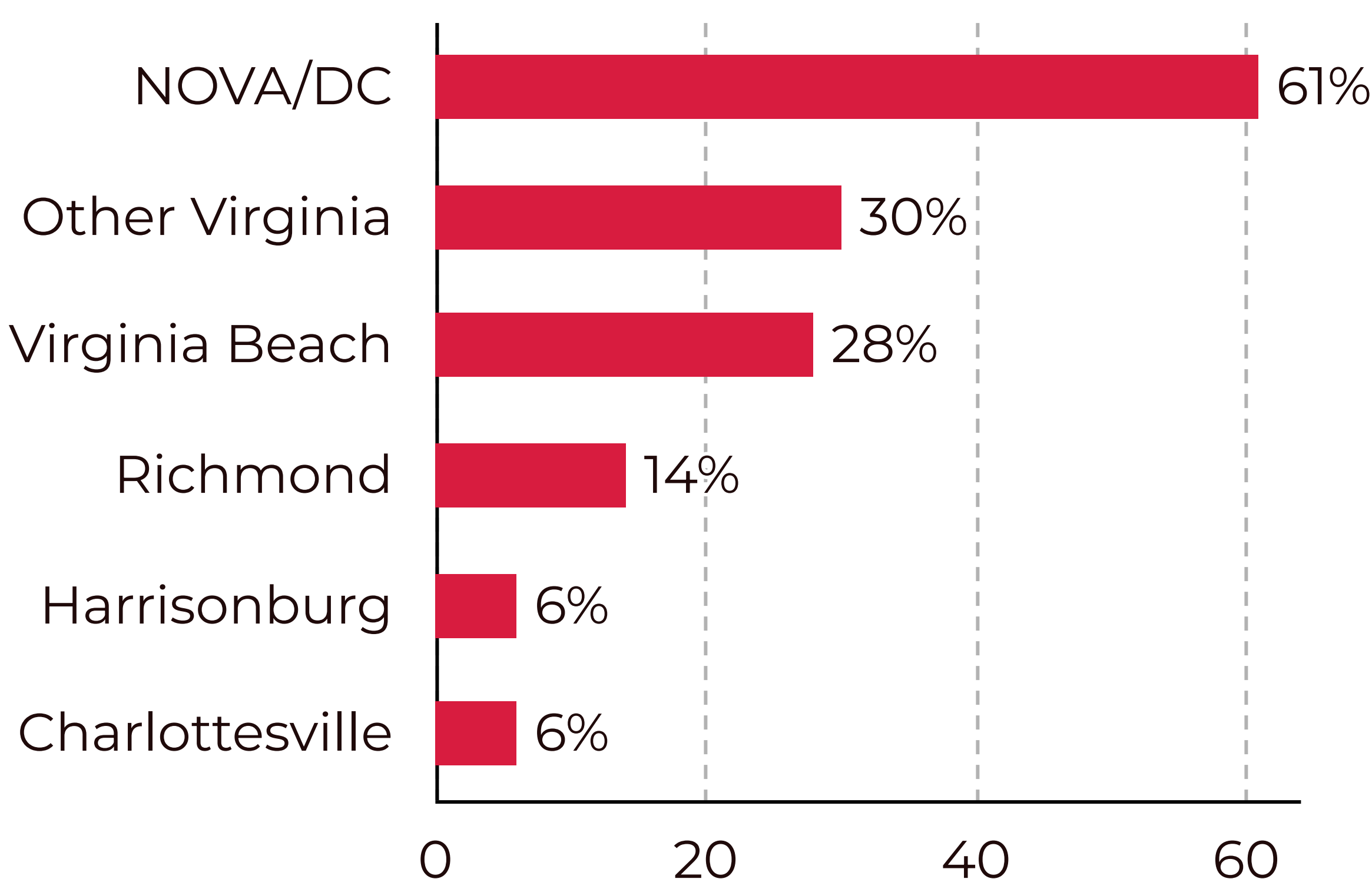


85 %

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



47 %

Friends
& Family



30 %

Vacation



10 %

Business



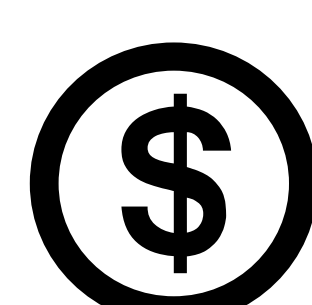
9 %

Convention



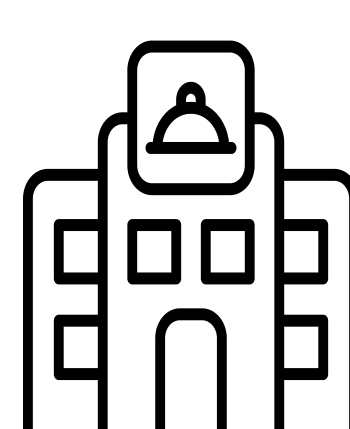
2 %

Education



\$1,701

Spending per
visitor in Virginia



47 %

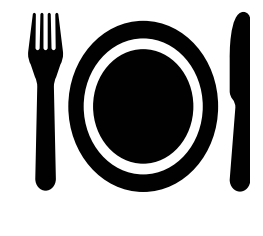
Stayed in
Hotels

Spending categories



34 %

Lodging



17 %

Food/
Beverages



9 %

Shopping



24 %

Entertainment/
Recreation



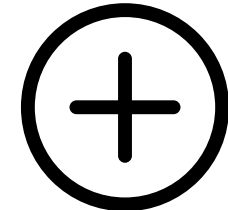
2 %

Ground
Transportation



3 %

Additional Air
Transportation



9 %

Other

Traveler Demographics



\$115,354

Average Household
Income



1.3

Travel Party
Size



45 %

Male



55 %

Female

Share of Survey Respondents

Top Activities



89 %

shopping



82 %

sightseeing



55 %

small towns/
countryside



55 %

national
parks/
monuments



47 %

historical
locations



40 %

art
galleries/
museums



30 %

cultural/
ethnic heritage
sites



24 %

fine
dining



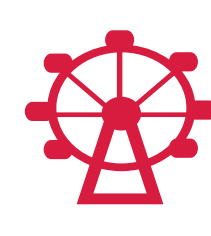
21 %

guided
tours



18 %

sporting
events



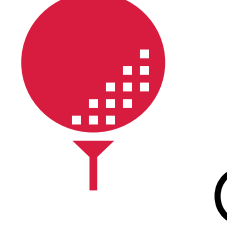
16 %

amusement
parks



10 %

American
Indian
communities



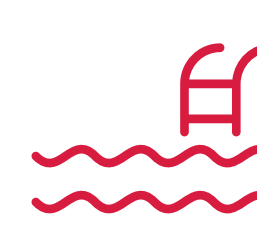
8 %

Golfing/
Tennis



5 %

concert/play/
musical



5 %

water
sports

Trip Planning



102 Days

Prior to departure

16 %

1 Month

20 %

2 Months

9 %

3 Months

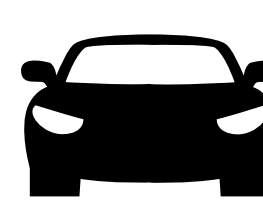
13 %

4 Months

27 %

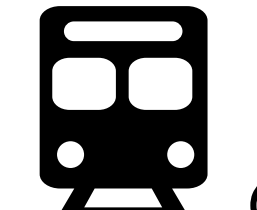
More than 4
Months

Transportation used on the trip



50 %

Private
Auto



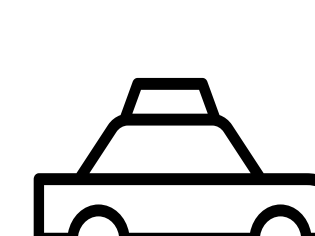
32 %

City Subway/
Tram/Bus



29 %

Air travel
between
U.S. Cities



23 %

Rented
Auto



20 %

Ride-sharing
Service

Travel Information Sources

55 %

Airline

33 %

Personal
Recommendation

28 %

Online Travel
Agency

9 %

Corporate
Travel
Department

7 %

Travel
Guide

6 %

National/Sta
te/City Travel
Office

4 %

Other

3 %

Travel
Agency
Office

2 %

Tour
Operator/
Travel Club

Travel Parties



78 %

Solo



11 %

Spouse/
Partner



7 %

Travel with
family/relatives



4 %

Travel with
Friends