



# VIRGINIA'S AGRITOURISM SECTOR

 **\$2.2B in Economic Activity**

## Supports:

 22,000 Jobs

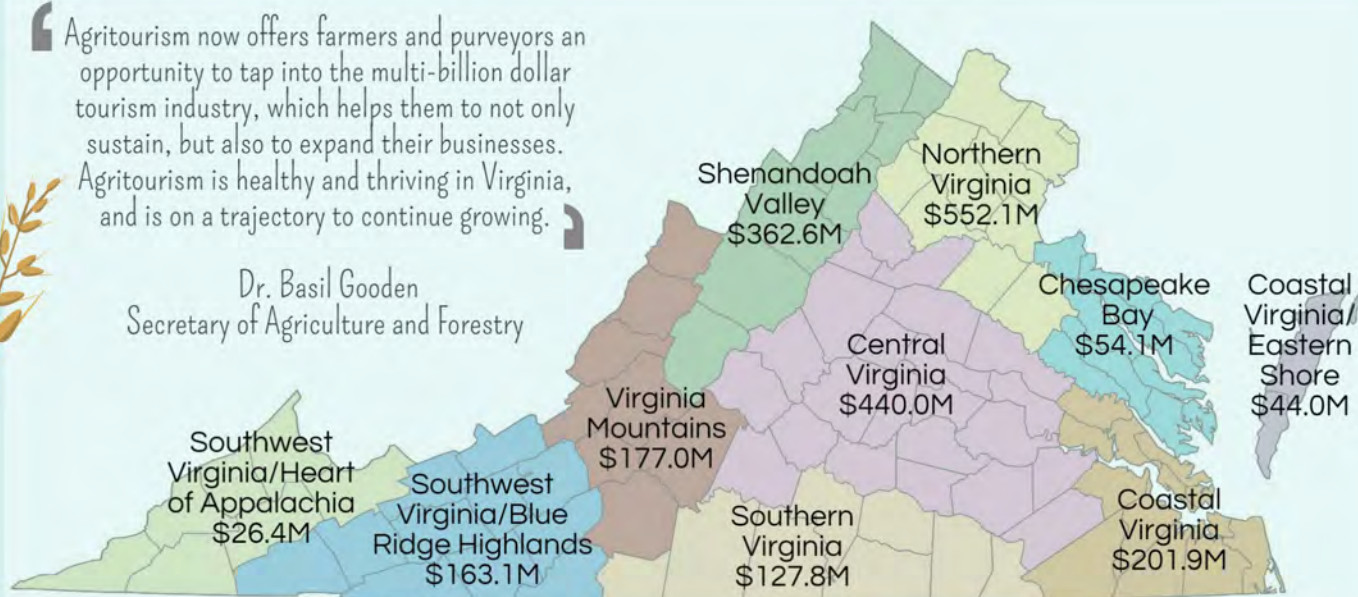
 \$840M in Wages & Salaries

 \$135M in State & Local Taxes


2015 Economic & Fiscal Impacts of Agritourism is the first, state-wide, benchmark study in Virginia conducted in 2016


“Agritourism now offers farmers and purveyors an opportunity to tap into the multi-billion dollar tourism industry, which helps them to not only sustain, but also to expand their businesses. Agritourism is healthy and thriving in Virginia, and is on a trajectory to continue growing.”


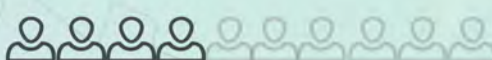
Dr. Basil Gooden  
Secretary of Agriculture and Forestry





Economic Activity Attributed to Agritourism by Region (Table 8)


 7.5M Visitors

 \$1.5B Total Economic Impact


 40% of Visitors are Non-Local 


 Non-Local Visitors to Farm Businesses \$118.2M


 Local Visitors to Farm Businesses \$98.1M


 Hotels/Motels \$225.2M


 Restaurants \$223.6M


 Entertainment \$214.3M


 Groceries \$149.5M


 Transportation \$146.2M

 Gasoline \$109.4M


 Souvenirs \$97.4M

 Clothing \$60.0M

 Camping fees \$41.0M

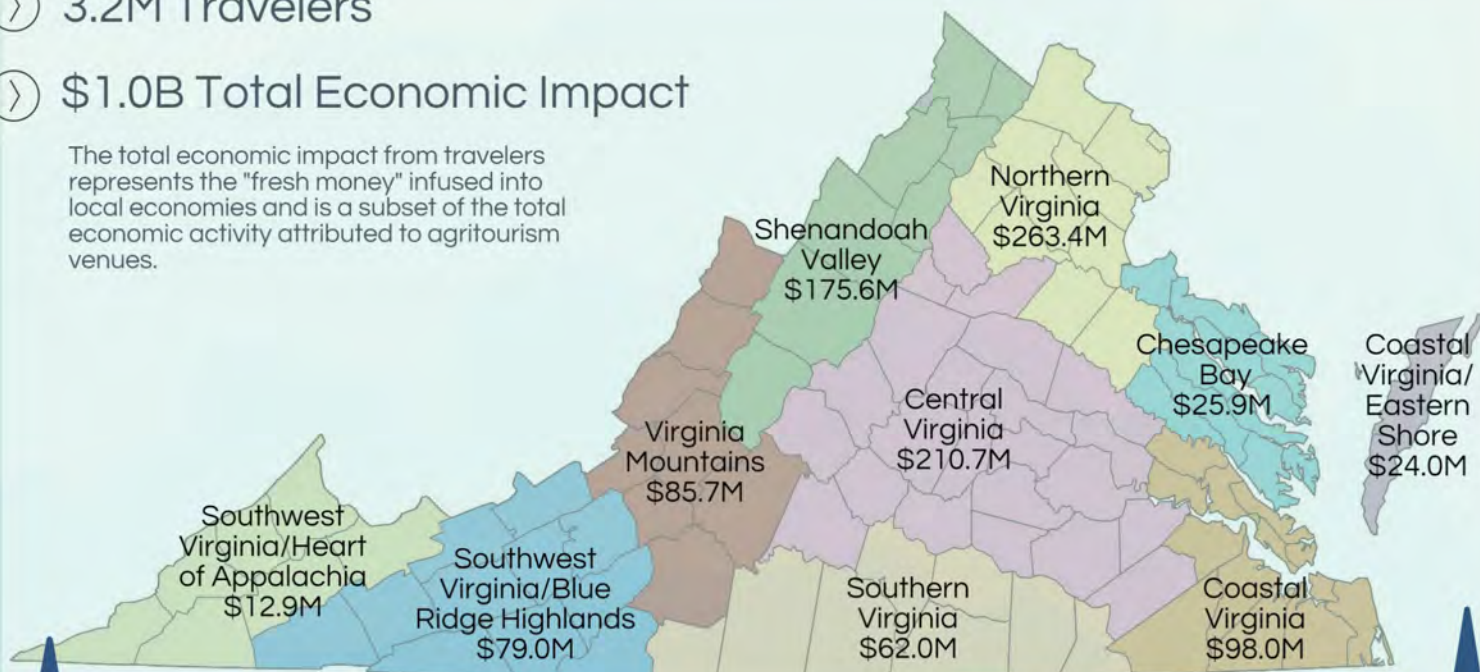
 Sporting equipment \$40.8M

On-Farm & Off-Farm Spending Attributed to Agritourism (Tables 4 & 5)

 3.2M Travelers

 \$1.0B Total Economic Impact

The total economic impact from travelers represents the "fresh money" infused into local economies and is a subset of the total economic activity attributed to agritourism venues.



Total Economic Impact from Travelers by Region (Table 9)

[Click here for the full report.](#)

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