

VIRGINIA TOURISM INDUSTRY by the Numbers

Generate
\$24 BILLION
IN DOMESTIC VISITOR
SPENDING

SUPPORT
230,000
JOBS

PROVIDE
\$1.7 BILLION
IN STATE AND LOCAL TAXES

Additional Highlights:

SPENDING BY DOMESTIC
TRAVELERS
\$65 MILLION
PER DAY
↑ **3.3%** FROM 2015

DOMESTIC TRAVEL
SUPPORTED
\$5.6 BILLION
IN PAYROLL
↑ **5.4%** FROM 2015

STATE & LOCAL TAX
REVENUES
↑ **5.3%**
FROM 2015

THE TRAVEL INDUSTRY IS
THE
5TH
LARGEST PRIVATE
EMPLOYER IN VIRGINIA

INCREASE OF
6,163
JOBS
↑ **2.8%** FROM 2015

VIRGINIA RANKS
9TH
IN DOMESTIC TRAVELER
SPENDING AMONG 50
STATES & WASHINGTON D.C.

U.S. Travel Association TEIM Data	Domestic Travel VIRGINIA 2016	Domestic Travel VIRGINIA 2015	Domestic Travel VIRGINIA 2016/15 % Change
Expenditures (\$ millions)	\$23,699.8	\$22,939.0	3.3%
Payroll (\$ millions)	\$5,624.4	\$5,337.3	5.4%
Employment (thousands)	229.3	223.1	2.8%
Tax Collection (\$ millions)			
Federal (\$ millions)	\$1,602.2	\$1,537.7	4.2%
State (\$ millions)	1,014.4	963.8	5.4%
Local (\$ millions)	663.4	629.5	5.4%
State + Local Taxes (\$ millions)	1,677.8	1,593.2	5.3%
Federal + State + Local (\$ millions)	\$3,279.9	\$3,130.9	4.8%

VIRGINIA IS FOR LOVERS