

VIRGINIA TOURISM INDUSTRY by the Numbers

Generate
\$25 BILLION
IN DOMESTIC VISITOR
SPENDING

SUPPORT
232,000
JOBS

PROVIDE
\$1.73 BILLION
IN STATE AND LOCAL TAXES

Additional Highlights from the 2017 Preliminary Data:

SPENDING BY DOMESTIC
TRAVELERS
\$68 MILLION
PER DAY
↑ **4.4%** FROM 2016

DOMESTIC TRAVEL
SUPPORTED
\$5.9 BILLION
IN PAYROLL
↑ **4.8%** FROM 2016

STATE & LOCAL TAX
REVENUES
↑ **2.8%**
FROM 2016

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

INCREASE OF
2,516
JOBS
↑ **1.1%** FROM 2016

VIRGINIA RANKS
8th
IN DOMESTIC TRAVELER
SPENDING AMONG 50
STATES & WASHINGTON D.C.

U.S. Travel Association TEIM Preliminary Data	Domestic Travel VIRGINIA 2016	Domestic Travel VIRGINIA 2017p	Domestic Travel VIRGINIA 2017p/16 % Change
Expenditures (\$ millions)	\$23,699.8	\$24,736.2	4.4%
Payroll (\$ millions)	\$5,624.4	\$5,894.9	4.8%
Employment (thousands)	229.3	231.8	1.1%
Tax Collection (\$ millions)			
Federal (\$ millions)	\$1,602.2	\$1,661.0	3.7%
State (\$ millions)	1,014.4	1,046.6	3.2%
Local (\$ millions)	663.4	678.4	2.3%
State + Local Taxes (\$ millions)	1,677.8	1,725.0	2.8%
Federal + State + Local (\$ millions)	\$3,280.0	\$3,386.0	3.2%

VIRGINIA IS FOR LOVERS