

VIRGINIA TOURISM INDUSTRY

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- ♥ The economic impact of travel in the Commonwealth has grown from \$1.3 billion (\$8.6 billion in 2018 dollars) in 1969 to \$26 billion in 2018 with a compound annual growth rate of 6.4%.
- ♥ Virginia Tourism Industry generated \$26 billion in visitor spending across all communities in 2018, a 4.4% increase over 2017. Travelers spent \$71 million per day.
- ♥ In 2018, tourism in Virginia supported 234,000 work opportunities for Virginia communities with an increase of 2,132 jobs - up 1% from 2017.
- ♥ The tourism industry provided \$1.8 billion in state and local revenue, an increase of 2.9% compared to 2017.
- ♥ Domestic travel supported \$6.1 billion in payroll income during 2018, a 3% increase from 2017.
- ♥ The travel industry is the fifth largest employer in Virginia.
- ♥ Virginia ranks 8th in domestic traveler spending among 50 states and Washington D.C.

Source: 2018 Preliminary Economic Impact of Tourism in Virginia, U.S. Travel Association