

VIRGINIA TOURISM INDUSTRY

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- ♥ *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 235,000 work opportunities for Virginia communities with an increase of 2,271 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 3.6% increase from 2017.*
- ♥ *The travel industry is the sixth largest employer in Virginia - accounting for 7% of employment.*
- ♥ *Virginia ranks 8th in domestic traveler spending among 50 states and Washington D.C.*

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