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