VIRGINIA’S AGRITOURISM SECTOR

$2.2B in Economic Activity

Supports:
22,000 Jobs
$840M in Wages & Salaries
$135M in State & Local Taxes


Dr. Paul Brand, Secretary of Agriculture and Forestry

Agritourism now offers farmers and landowners an opportunity to tap into the multi-billion dollar tourism industry, which helps them not only sustain, but also to expand their businesses. Agritourism’s healthy and thriving in Virginia, and is an opportunity to continue growing.

Agritourism Economic Activity by Region (Table 8)

<table>
<thead>
<tr>
<th>Region</th>
<th>Agritourism Economic Activity ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southwest VA Blue Ridge Highlands</td>
<td>$165.1M</td>
</tr>
<tr>
<td>Shenandoah Valley</td>
<td>$362.6M</td>
</tr>
<tr>
<td>Virginia Mountains</td>
<td>$177.7M</td>
</tr>
<tr>
<td>Central Virginia</td>
<td>$440.0M</td>
</tr>
<tr>
<td>Northern Virginia</td>
<td>$502.4M</td>
</tr>
<tr>
<td>Coastal Virginia</td>
<td>$641.4M</td>
</tr>
</tbody>
</table>

7.5M Visitors
$1.15B Total Economic Impact
40% of Visitors are Non-Local

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3.2M Travelers
$1.0B Total Economic Impact

The total economic impact from travelers represents the "fresh money" infused into local economies and is a subset of the total economic activity attributed to agritourism venues.

Click here for the full report.
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