

# VIRGINIA'S ARTISAN INDUSTRY

The Artisans Center of Virginia (ACV), designated as the “official state artisan center” in 2000, provides overarching support to the statewide artisan community through programming, networking and services, improving their economic outcomes while promoting their local artisan culture. 'Round the Mountain: Southwest Virginia's Artisan Network was created in 2005 to provide a network of support for the artisan community of SWVA.

**LOCAL IMPACT: Virginia artisan and associated businesses purchase 47% of their supplies in Virginia**

## CONSUMER RESPONSES

*What attracts you to Virginia artisan products or experiences?*

**Uniqueness, Authenticity, Care.**

*What comes to your mind when you hear the words, Virginia Artisans?*

**Variety, Diversity and Charm, People and Their Stories, Local, Close to Home and Heart.**

The 2014 Virginia Artisan industry benchmark economic impact study is a collaborative effort of the Artisans Center of Virginia and 'Round the Mountain: Southwest Virginia's Artisan Network in partnership with the Virginia Tourism Corporation and performed by Chmura Economics & Analytics.

**For Study Details Visit:**

**ArtisansCenterofVirginia.org • RoundtheMountain.org  
or [www.vatc.org/research](http://www.vatc.org/research)**



# HANDS ON VIRGINIA



## THE ECONOMIC AND FISCAL IMPACT OF THE ARTISAN INDUSTRY IN VIRGINIA

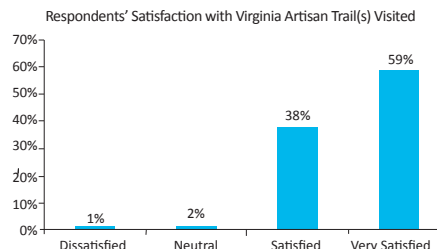
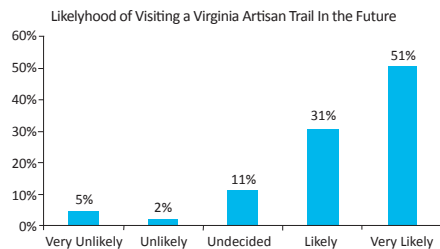




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creates jobs, generates tax revenue and attracts a large number of visitors to the state.

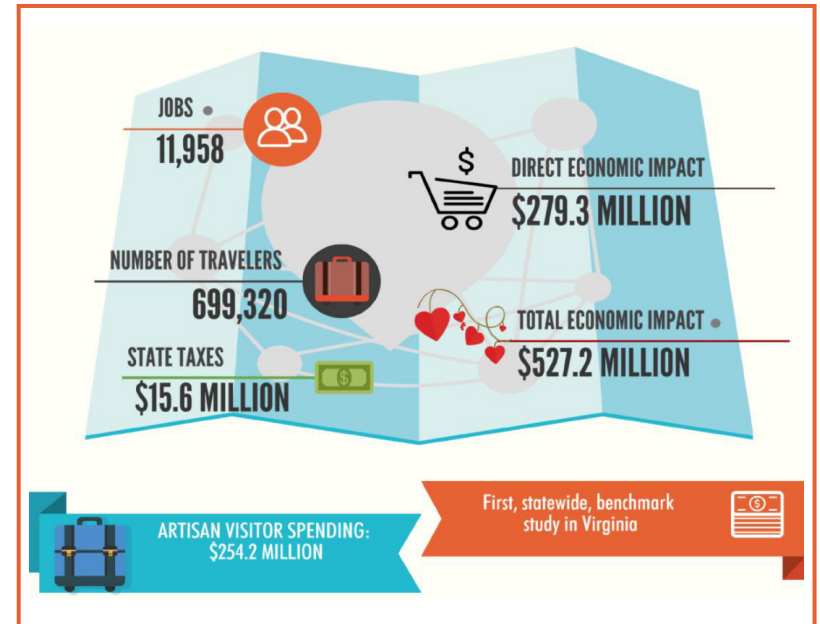
**Many Virginia Artisans** work independently throughout the state operating their own studios or galleries. They sell their quality artisan-made products from their studios, at fairs, festivals or events, farmer's markets, in galleries or other retail venues, contributing to their local economy.



## DID YOU KNOW?

- 1 out of 3 artisan customers are travelers.
- Customers purchase an estimated 8.6 artisan made goods per year.
- Average visitor spending in 2014 was \$260.00 per person, per trip.
- 1 out of 7 customers planned their trip around an Artisan Trail.
- 59% of sales are made at Artisan Trail locations.
- Direct economic impact by visitors is \$415,600 in sales per day.
- Artisan business tax revenue benefits Virginia by \$42,739 daily.

## 5 VIRGINIA ARTISAN INDUSTRY FACTS



**Virginia Artisan Trails**, developing across the state to form the Virginia Artisan Trail Network, offer a unique opportunity for visitors to connect with creative artisans, craft venues, galleries, farms, vineyards, breweries, local restaurants, unique lodging and cultural points of interest.

