

VIRGINIA IS FOR LOVERS

2020 ECONOMIC IMPACT OF VIRGINIA'S TOURISM INDUSTRY



- ♥ In 2020, overnight visitation to Virginia declined by 33% to 29.3 million visitors, down from 44 million in 2019.
- ♥ Virginia's tourism industry generated just \$17.5 billion in visitor spending across all communities in 2020, a 39.7% decrease from 2019. Travelers spent nearly \$48 million per day in Virginia in 2020, down from \$80 million in 2019
- ♥ In 2020, the tourism industry in Virginia supported 171,000 jobs. Nearly 70,000 travel supported jobs were lost from 2019, a decline of about 29%.
- ♥ Virginia's tourism industry provided \$1.4 billion in state and local revenue in 2020. The Commonwealth lost \$682 million in direct state and local tax revenues, a decline of 32% from 2019.
- ♥ Virginia's tourism industry supported \$6.1 billion in direct personal income in 2020, a decline of 27% from 2019.
- ♥ In 2020, Virginia's travel and tourism industry contributed 3.1% to the total GDP of the Commonwealth.
- ♥ Virginia ranks 10th in domestic traveler spending among 50 states and Washington D.C.

Source: 2020 Economic Impact of Visitors in Virginia, Tourism Economics Preliminary Results.