

2021 ECONOMIC IMPACT OF VIRGINIA’s TOURISM INDUSTRY

* In 2021, overnight visitation to Virginia increased by 31% to 38.5 million visitors, up from 29.5 million in 2020.
* Virginia’s tourism industry generated $25.2 billion in visitor spending across all communities in 2021, a 44% increase from 2020.
* Visitor spending recovered to 87% of 2019 levels in 2021. Travelers spent $69 million per day in Virginia in 2021, up from $48 million in 2020.
* In 2021, the tourism industry in Virginia directly supported 185,000 jobs, an increase of 15,000 jobs relative to 2020, but still down about 55,000 jobs relative to 2019.
* Virginia’s tourism industry directly supported $7.1 billion in labor income, an increase of 17% from $6.1 billion in 2020.
* Virginia visitors directly drove $1.8 billion in state and local tax revenue in 2021, an increase of 28% from $1.4 billion in 2020.
* Tourism spending saved each Virginia Household about $776 in additional state & local tax collections in 2021.
* In 2021, Virginia’s visitor economy activity added $20.6 billion to the commonwealth’s total GDP, an increase of 22% from 2020.









Source: 2021 Economic Impact of Visitors in Virginia, Tourism Economics.