

VIRGINIA IS FOR LOVERS[™]

2022 ECONOMIC IMPACT OF VIRGINIA'S TOURISM INDUSTRY



Source: 2022 Economic Impact of Visitors in Virginia, Tourism Economics.

- In 2022, overnight visitation to Virginia increased by **10% to 42.2 million visitors**, up from 38.3 million in 2021.
- Virginia's tourism industry **generated \$30.3 billion in visitor spending** across all communities in 2022, a 20.3% increase from 2021.
- Visitor spending exceeded 2019 levels by 4.4% in 2022. **Travelers spent \$83 million per day in Virginia** in 2021, up from \$69 million in 2021.
- In 2022, the tourism industry in Virginia **directly supported 210,721 jobs**, an increase of over 25,000 jobs relative to 2021, but still down about 30,000 jobs relative to 2019.
- Virginia's tourism industry directly supported **\$8.6 billion in labor income**, an increase of 16% from \$7.1 billion in 2021.
- Virginia visitors directly drove nearly **\$2.2 billion in state and local tax revenue in 2022**, an increase of 19.1% from \$1.8 billion in 2021.
- Visitor spending offset about **\$880 in state & local tax collections for every Virginia household in 2022**.
- In 2022, Virginia's visitor economy activity added **\$23.8 billion to Virginia's total GDP**, an increase of 16% from 2021.