• 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.

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