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2022 ECONOMIC IMPACT OF SPORTS TOURISM IN VIRGINIA



- In 2022, Virginia received 12.1 million sports visitors including 5.5 million visitors who stayed overnight.
- Virginia's sports tourism industry generated \$2.7 billion in spending across all communities in 2022, a 12% increase from 2021.
- Sports tourism accounted for nearly 8% of Virginia's overall visitor economy in 2022.
- Sports travelers spent \$7.3 million per day in Virginia in 2022, an increase of \$1 million per day from 2019.
- In 2022, Virginia's sports tourism industry directly supported 28,138 full-time and part-time jobs in Virginia.
- In 2022, Virginia sports tourism directly supported \$828 million in payroll.
- In 2022, sports tourism spending directly drove \$344 million in state and local tax revenues for Virginia.
- In 2022, Central & Southern Virginia region had 32% share of sports spending, the highest relative to other regions. Northern Virginia accounted for 28%, the Coastal Virginia Region represented 27%, and Western Virginia contributed 13% to the total sports spending across the state.

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