

2023 ECONOMIC IMPACT OF MEETINGS AND CONVENTIONS IN VIRGINIA



- In 2023, 4.9 million travelers attended a meeting or convention in Virginia, with 51% staying overnight.
- Meetings and conventions in Virginia generated \$5.8 billion in direct impact, up 13.8% from 2022.
- Meeting operational spending accounted for 64% or \$3.7 billion of the total direct impact, with the remaining 36% from traditional visitor spending by meetings & convention visitors.
- Virginia's meetings and conventions directly generated 56,703 in full-time and part-time jobs. Meetings operations accounted for 57% of these jobs.
- Meetings and conventions generated \$2.2 billion in personal income for Virginians and drove \$335 million in state & local tax revenues for the Commonwealth and its localities.
- All regions benefitted from meetings and convention visitors: Northern Virginia led with 47% of meetings-related spending, followed by Coastal Virginia (23%), Central & Southern Virginia (18%), and Western Virginia (12%).
- Virginia's DMOs have cited insufficient meeting space and hotel rooms as the primary reason for losing business to competitors. Virginia has approximately 30 square feet of meeting space per hotel room, which is below national average of 35.6 square feet. This puts Virginia behind competitors like Washington DC (39.3 sq. ft.), Maryland (34.4 sq. ft.), and Tennessee (31.3 sq. ft.) in terms of meeting space availability per hotel room.