

VIRGINIA IS FOR LOVERS[®]

2021 ECONOMIC IMPACT OF VIRGINIA'S TOURISM INDUSTRY



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

- ♥ 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.