Visit Martinsville
HENRY COUNTY VIRGINIA

2025 TOURISM ECONOMIC IMPACT



DIRECT VISITOR SPENDING: $79.8 M





Rayburn - Rooster Walk



Ken Childs - Martinsville Speedway

Tourism SAVES every MHC household $210.19 in state and local taxes.

Tourism efforts support more than just traditional events and attractions. Small businesses, retail shops, restaurants, lodging partners, and even individual households benefit from the dollars visitors spend in our community. That money goes back to citizens in the form of taxes to help build infrastructure and continue improving the quality of life in MHC.

Daily visitor spending increased by 2.1% from 2024 to 2025.

ECONOMIC IMPACTS

$3.2 M
Local Tax Revenue

$2.4 M
State Tax Revenue

Supported
833 Jobs

$24.6 M
Labor Income

[1] "Direct Visitor Impact for Virginia Localities, 2025." This study was prepared for the Virginia Tourism Corporation by Tourism Economics, an Oxford Economics Company.
[2] ESRI - 2025

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