

2023 VISITOR SPENDING IN VIRGINIA GREW TO
\$33.3 BILLION
A NEW RECORD

Visitor spending reached a new record in Virginia in 2023, growing by \$3 billion, nearly 10%, to an impressive \$33.3 billion. Visitor spending builds vibrant communities and supports quality of life amenities across the Commonwealth for the enjoyment of residents and visitors alike. Visitors spent \$91 million per day in Virginia's restaurants, shops, attractions, entertainment venues, airports, and hotels, employing over 224,000 Virginians, or 5% of all jobs in the Commonwealth. [Learn more at vatc.org](https://vatc.org)



Daily Visitor Spending

\$91 MILLION

+**\$8** million from 2022

Total Visitor Spending

\$33.3 BILLION

+**9.8%** from 2022

Overnight Visitors

43.6 MILLION

+**3.5%** from 2022

Tourism Industry Employment

224,269

+**13,548** from 2022

Taxes Paid by Visitors

\$2.4 BILLION

+**9%** from 2022

OVER 5% OF ALL VIRGINIANS

are employed in visitor-facing industries.

TOURISM SAVES

every VA household **\$955**
in state and local taxes.

