

44.7 MILLION VISITORS

AN ALL TIME HIGH BY OVER ONE MILLION

COMING FROM FURTHER

73%

Out of State Visitors

+3% from 2023

STAYING LONGER

3.4 NIGHTS

Up from 3.1 in 2023

SPENDING MORE

\$35.1 BILLION

UP 5.4% FROM 2023 - NEARLY \$2 BILLION IN NEW VISITOR SPENDING

ALL BENEFITTING VIRGINIA

State & Local Taxes Paid by Visitors

\$2.5 BILLION

+4.2% from 2023

OVER 5% OF ALL VIRGINIANS

are employed in visitor-facing industries.

2024 Economic Impact of
Visitors in Virginia

Sources: Tourism Economics & Longwoods International

VIRGINIA
IS FOR
LOVERS

