

# 2025

## **Economic Impact of Visitors to Virginia**

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## Introduction

**Visitors are integral to Virginia's economy**, generating significant financial benefits for residents and local businesses. Visitor activity also produces substantial tax revenue which supports government services.

Credible measurements of the visitor economy are designed to inform policy decisions that foster the sector's development.

To quantify the significance of Virginia's visitor economy, Tourism Economics developed a comprehensive analysis of visitor spending and its total economic impact on businesses, employment, personal income, and taxes. At a high level, our approach includes the following stages:

- Compilation of visitor statistics
- Compilation of industry data
- Compilation of government data
- Analysis of visitor spending by category
- Economic impact modeling

# KEY FINDINGS



# Key Findings

## Visitors Generate Significant Economic Impact

In 2025, 117.1 million visitors spent \$36.2 billion in the Virginia economy, generating a total economic impact of \$54.8 billion.



117.1M VISITORS TO VIRGINIA



\$36.2B VISITOR SPENDING



\$54.8B TOTAL ECONOMIC IMPACT



\$16.7B TOTAL PERSONAL INCOME



332,302 TOTAL JOBS SUPPORTED



\$3.4B STATE AND LOCAL TAXES





## Results in Context



### **\$36.2B VISITOR SPENDING**

Visitors spent \$99 million per day, on average, in Virginia.



### **\$16.7B PERSONAL INCOME**

This is the equivalent of \$5,000 per resident household, regardless of any connection to the visitor economy.



### **332,302 JOBS**

The visitor economy sustains 8.0% of all jobs in Virginia. These jobs could fill Virginia Tech's Lane Stadium 5 times over.



### **\$3.4B STATE & LOCAL TAXES**

Each household in Virginia would need to be taxed an additional \$1,020 to replace the visitor-generated taxes received by state and local governments in 2025.

# VISITOR VOLUME & SPENDING



Virginia welcomed **117.1 million** visitors who spent **\$36.2 billion** in 2025.

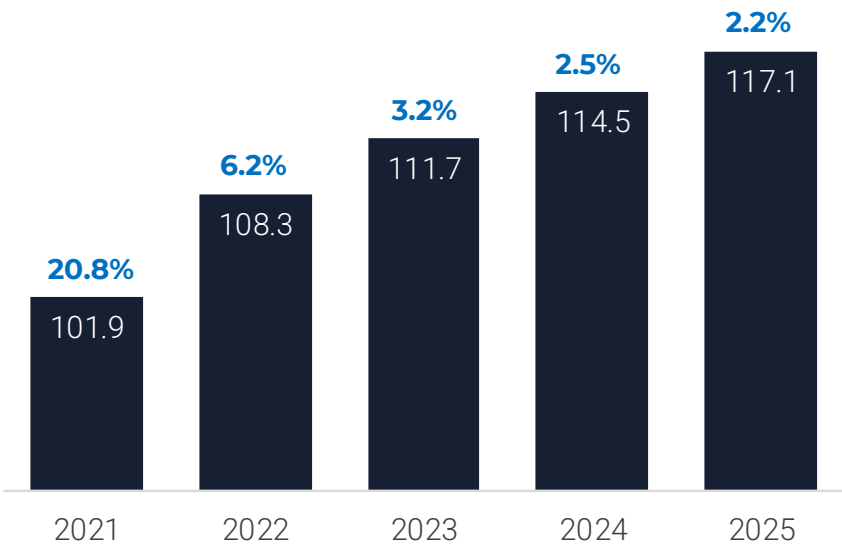


## Visitor Volume

In 2025, visitors to Virginia increased 2.2% over the prior year to 117.1 million.

The domestic market solely supported growth as international arrivals declined.

**Virginia Visitor Volume**  
millions



Source: Tourism Economics

## Visitor Spending

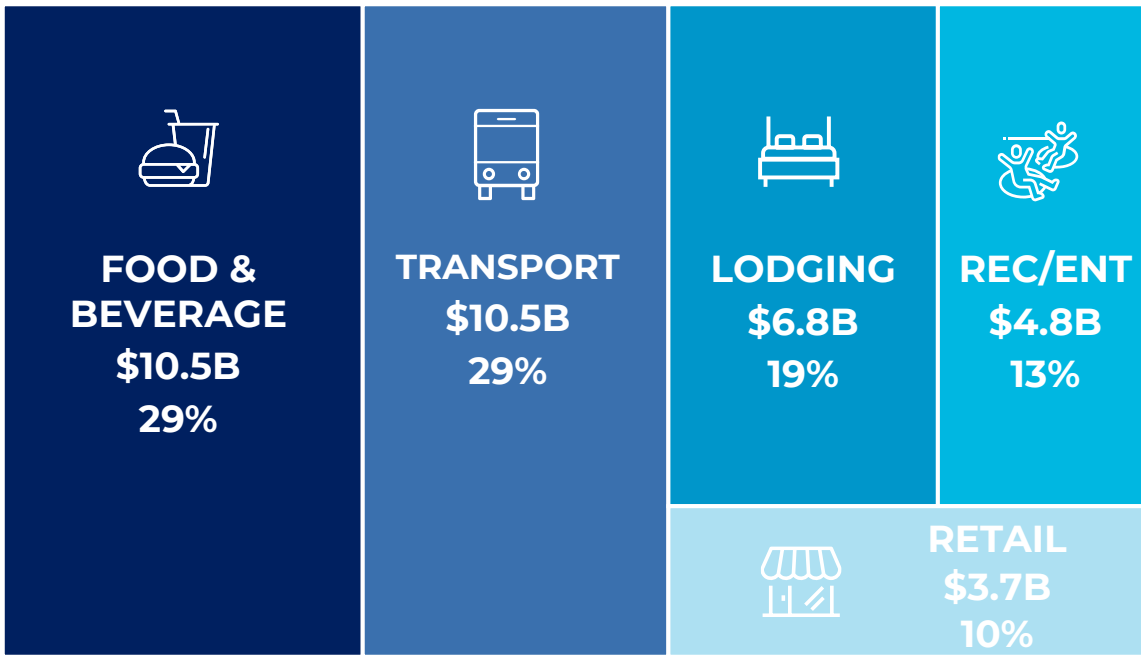
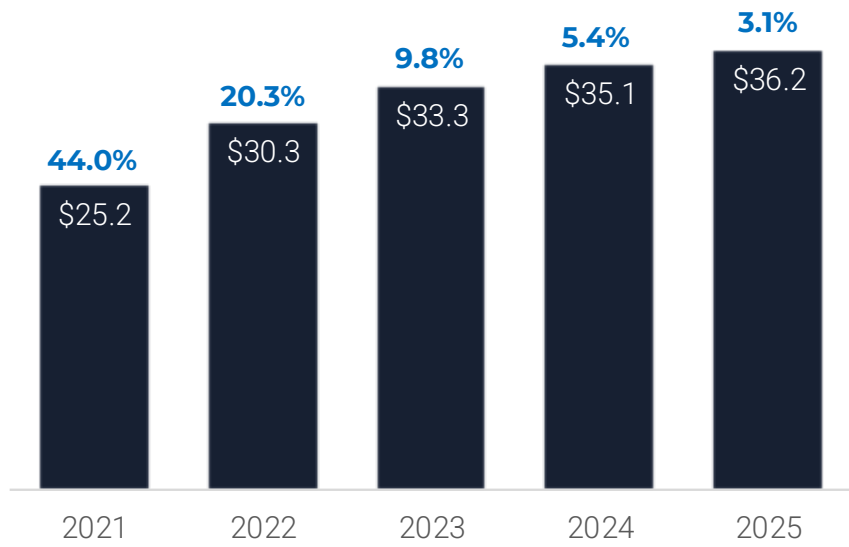
Visitor spending increased 3.1% in 2025, reaching \$36.2 billion.

Of the \$36.2 billion spent, food and beverage and transportation spending each accounted for \$10.5 billion—29% of visitor spending.

Visitors spent 19% of their budget on lodging, including hotels, short-term rentals, and the value of second homes.

**Virginia Visitor Spending**

\$ billions



Source: Tourism Economics

Note: Lodging includes all accommodation types, and transportation includes both ground and air transportation.

# Visitor Volume and Spending Trends

Visitor spending increased 3.1% in 2025, due to solid domestic day and overnight demand growth.

Food and beverage led spending growth for a second consecutive year, increasing 5.7% year-over-year, followed by recreation (+4.9%).

Lodging and retail spending both increased modestly, rising 2.7% and 2.5%, respectively. Lower gas prices and airfares led to relatively flat growth in transportation spending (+0.2%).

## Virginia Visitor Spending

\$ billions

|                        | 2021    | 2022    | 2023    | 2024    | 2025    | 2025 Growth |
|------------------------|---------|---------|---------|---------|---------|-------------|
| Total visitor spending | \$25.22 | \$30.34 | \$33.33 | \$35.13 | \$36.20 | 3.1%        |
| Food & beverage        | \$7.20  | \$8.55  | \$9.35  | \$9.94  | \$10.51 | 5.7%        |
| Transportation         | \$6.96  | \$8.91  | \$9.90  | \$10.44 | \$10.46 | 0.2%        |
| Lodging                | \$4.86  | \$5.78  | \$6.30  | \$6.62  | \$6.80  | 2.7%        |
| Recreation             | \$3.29  | \$3.88  | \$4.34  | \$4.56  | \$4.78  | 4.9%        |
| Retail                 | \$2.91  | \$3.23  | \$3.43  | \$3.57  | \$3.66  | 2.5%        |

Source: Tourism Economics

Note: Lodging includes all accommodation types, and transportation includes both ground and air transportation.

## Virginia Visitor Spending, by Market

\$ billions, \$ per person

|                        | 2021    | 2022    | 2023    | 2024    | 2025    | 2025 Growth |
|------------------------|---------|---------|---------|---------|---------|-------------|
| Total visitor spending | \$25.22 | \$30.34 | \$33.33 | \$35.13 | \$36.20 | 3.1%        |
| Domestic               | \$24.75 | \$29.42 | \$32.09 | \$33.68 | \$34.86 | 3.5%        |
| International*         | \$0.47  | \$0.92  | \$1.23  | \$1.45  | \$1.35  | -7.3%       |
| Per visitor spending   | \$247   | \$280   | \$298   | \$307   | \$309   | 0.8%        |
| Domestic               | \$243   | \$273   | \$289   | \$296   | \$300   | 1.2%        |
| International*         | \$2,101 | \$1,433 | \$1,435 | \$1,549 | \$1,616 | 4.3%        |

Source: Tourism Economics

\*2025 international volumes and spend are considered preliminary

## Virginia Visitor Volume, by Segment and Market

millions

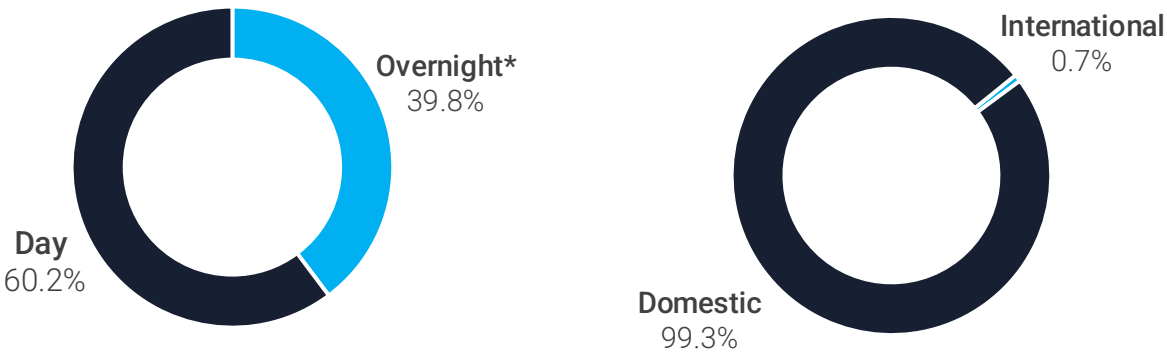
|                | 2021   | 2022   | 2023   | 2024   | 2025   | 2025 Growth |
|----------------|--------|--------|--------|--------|--------|-------------|
| Total visitors | 101.93 | 108.29 | 111.75 | 114.54 | 117.06 | 2.2%        |
| Day            | 63.45  | 65.48  | 67.25  | 68.94  | 70.52  | 2.3%        |
| Overnight      | 38.48  | 42.81  | 44.49  | 45.60  | 46.55  | 2.1%        |
| Domestic       | 38.26  | 42.17  | 43.63  | 44.67  | 45.72  | 2.3%        |
| International* | 0.22   | 0.64   | 0.86   | 0.94   | 0.83   | -11.1%      |

Source: Tourism Economics

\*2025 international volumes and spend are considered preliminary

## Virginia Visitor Volume Shares, by Segment and Market

share of total visitor volumes



Source: Tourism Economics  
\*Overnight includes international visitors

# ECONOMIC IMPACT METHODOLOGY



# Economic Impact Methodology

The development of visitor economy impact modeling begins with a comprehensive demand-side analysis. Visitor survey data provides estimates on the volume of visitors by type and their spending in specific industries (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type, as well as employment and personal income by industry, are used to supplement and confirm demand-side visitor spending calculations.

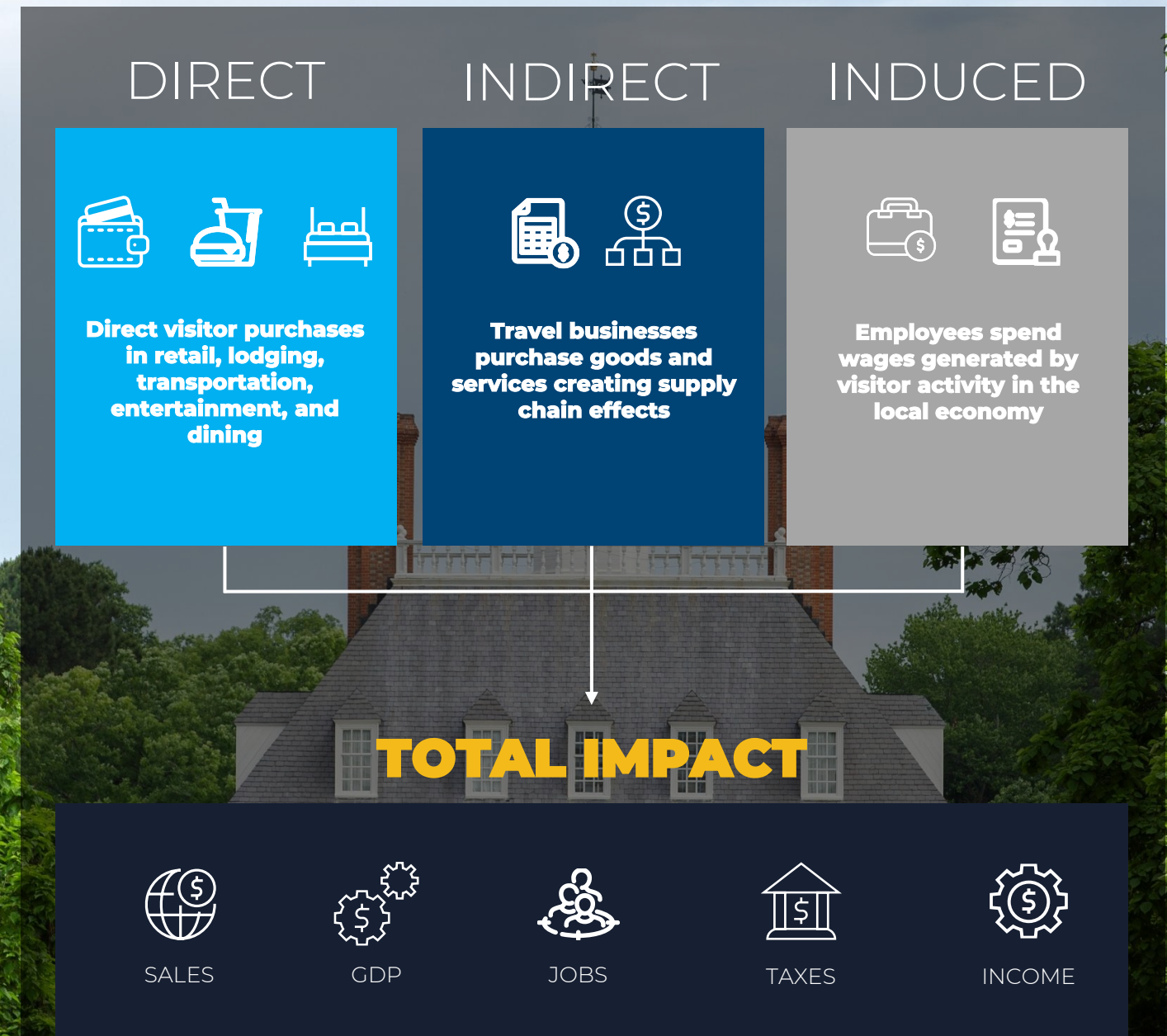
This provides a detailed profile of visitor spending by industry, which is then connected to a local input-output (I-O) economic impact model constructed within the IMPLAN platform. This uses government (Bureau of Economic Analysis and Census) data to trace the flow of visitors through the local economy and its effects on businesses, households, and government. The model quantifies three levels of impact:

- 1. Direct impacts:** Visitor spending creates direct economic value within a defined set of sectors. This supports a proportion of spending, GDP, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Businesses providing direct services to visitors purchase goods and services, generating additional impacts called indirect impacts or supply-chain effects.
- 3. Induced impacts:** Additional business activity is generated as employees spend incomes locally that are earned due to visitor activity. This is called the induced impact or income effect.

The model calculates these three levels of impact—direct, indirect, and induced—for the following metrics:

- Spending
- GDP
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

# Economic Impact Model



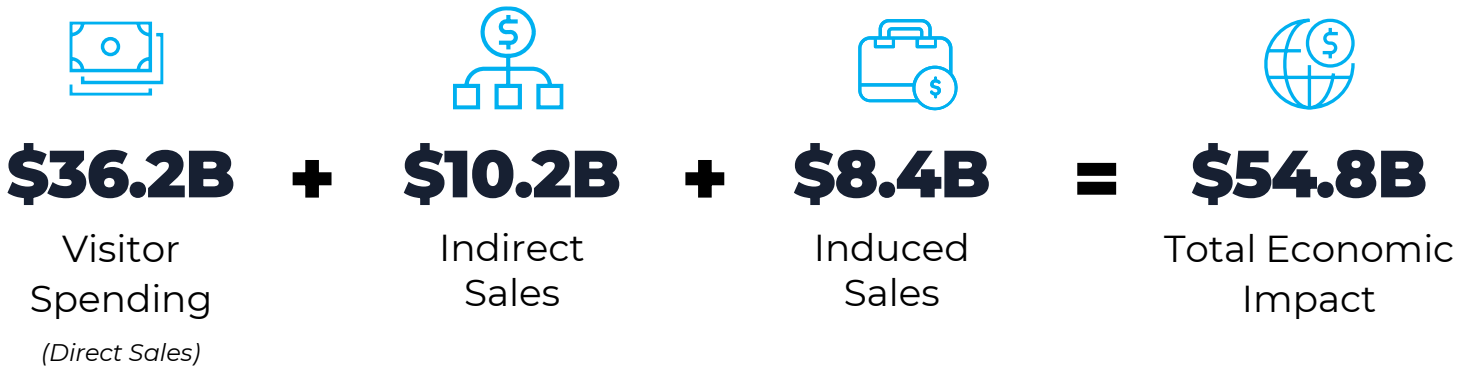
# ECONOMIC IMPACT



# Business Sales Impacts

Visitors spent \$36.2 billion in Virginia in 2025. These direct impacts generated an additional \$18.6 billion through supply chain (indirect) and income (induced) effects.

As a result, the total economic impact of visitors reached \$54.8 billion in 2025, 2.9% ahead of the prior year.



## Business Sales by Industry (2025)

\$ millions

|                                 | Direct Business Sales | Indirect Business Sales | Induced Business Sales | Total Business Sales |
|---------------------------------|-----------------------|-------------------------|------------------------|----------------------|
| Total, all industries           | \$36,204              | \$10,244                | \$8,365                | \$54,813             |
| Food & Beverage                 | \$10,507              | \$531                   | \$705                  | \$11,743             |
| Air Transport                   | \$6,632               | \$53                    | \$79                   | \$6,764              |
| Lodging                         | \$6,402               | \$2                     | \$5                    | \$6,409              |
| Finance, Insurance, Real Estate | \$1,297               | \$2,303                 | \$2,712                | \$6,311              |
| Business Services               | \$1,323               | \$2,662                 | \$760                  | \$4,746              |
| Retail Trade                    | \$3,664               | \$130                   | \$636                  | \$4,431              |
| Recreation and Entertainment    | \$3,115               | \$455                   | \$159                  | \$3,728              |
| Other Transport                 | \$2,166               | \$1,010                 | \$222                  | \$3,398              |
| Communications                  |                       | \$1,003                 | \$409                  | \$1,412              |
| Education and Health Care       |                       | \$37                    | \$1,217                | \$1,254              |
| Personal Services               | \$343                 | \$269                   | \$482                  | \$1,094              |
| Construction and Utilities      |                       | \$675                   | \$255                  | \$930                |
| Gasoline Stations               | \$755                 | \$11                    | \$39                   | \$805                |
| Wholesale Trade                 |                       | \$423                   | \$333                  | \$757                |
| Manufacturing                   |                       | \$328                   | \$159                  | \$487                |
| Government                      |                       | \$309                   | \$171                  | \$480                |
| Agriculture, Fishing, Mining    |                       | \$42                    | \$22                   | \$65                 |

Source: Tourism Economics

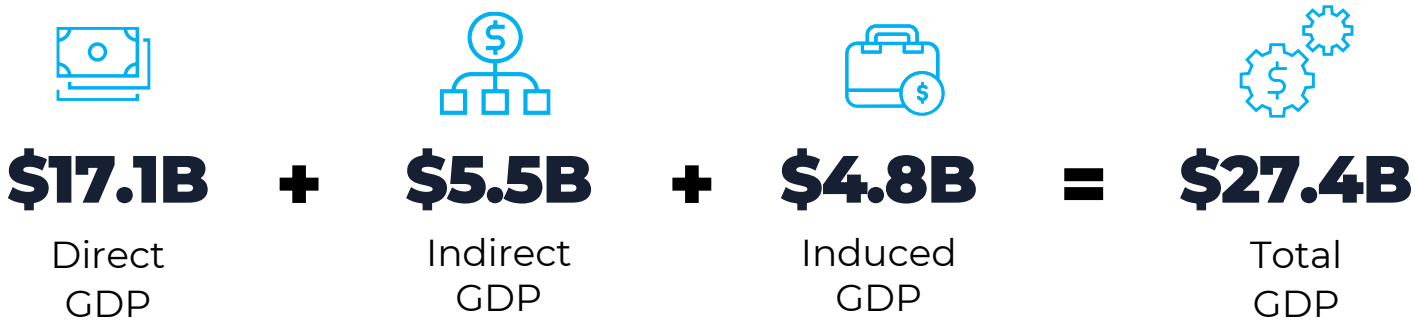
Visitor spending generated a total economic impact of **\$54.8 billion**.



# GDP (Value Added Impacts)

Virginia’s visitor economy GDP increased to \$27.4 billion in 2025. This represented 3.4% of Virginia’s entire economy.

GDP removes the value of all imported (from other states and internationally) goods and services.



## GDP by Industry (2025)

\$ millions

|                                 | Direct GDP | Indirect GDP | Induced GDP | Total GDP |
|---------------------------------|------------|--------------|-------------|-----------|
| Total, all industries           | \$17,074   | \$5,535      | \$4,793     | \$27,402  |
| Food & Beverage                 | \$4,496    | \$329        | \$370       | \$5,196   |
| Air Transport                   | \$3,637    | \$27         | \$39        | \$3,702   |
| Finance, Insurance, Real Estate | \$898      | \$1,110      | \$1,693     | \$3,701   |
| Lodging                         | \$3,649    | \$1          | \$4         | \$3,655   |
| Business Services               | \$550      | \$1,759      | \$490       | \$2,800   |
| Recreation and Entertainment    | \$1,651    | \$225        | \$78        | \$1,954   |
| Other Transport                 | \$1,103    | \$523        | \$98        | \$1,724   |
| Retail Trade                    | \$781      | \$74         | \$321       | \$1,176   |
| Education and Health Care       |            | \$22         | \$778       | \$800     |
| Personal Services               | \$221      | \$169        | \$269       | \$660     |
| Communications                  |            | \$388        | \$173       | \$561     |
| Wholesale Trade                 |            | \$273        | \$193       | \$465     |
| Construction and Utilities      |            | \$335        | \$123       | \$458     |
| Government                      |            | \$177        | \$84        | \$261     |
| Manufacturing                   |            | \$100        | \$54        | \$154     |
| Gasoline Stations               | \$87       | \$6          | \$19        | \$112     |
| Agriculture, Fishing, Mining    |            | \$16         | \$8         | \$24      |

Source: Tourism Economics



# Direct Employment

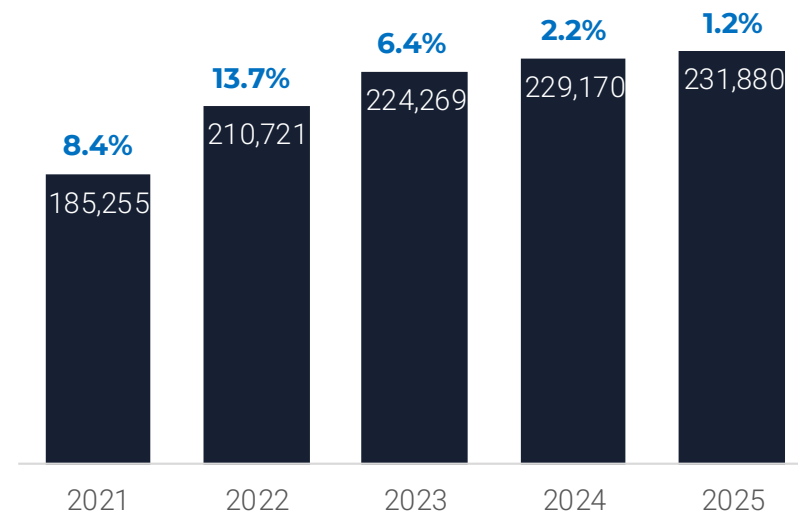
Employment directly supported by visitor activity increased 1.2% in 2025, reaching 231,880 jobs.

Visitor-supported employment is a significant part of several industries in Virginia—nearly all of lodging employment, 25.5% of food and beverage employment, and 25.2% of recreation jobs were supported by visitor spending.

Overall, direct tourism jobs accounted for 5.6% of all jobs in Virginia in 2025.

## Visitor-Supported Employment in Virginia

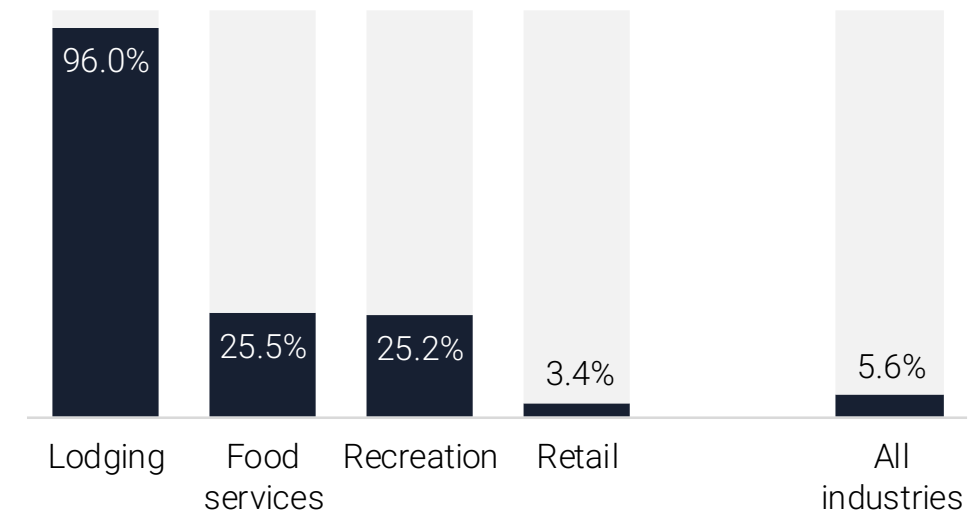
jobs



Source: Tourism Economics

## Tourism Employment Intensity (2025)

share of total industry employment

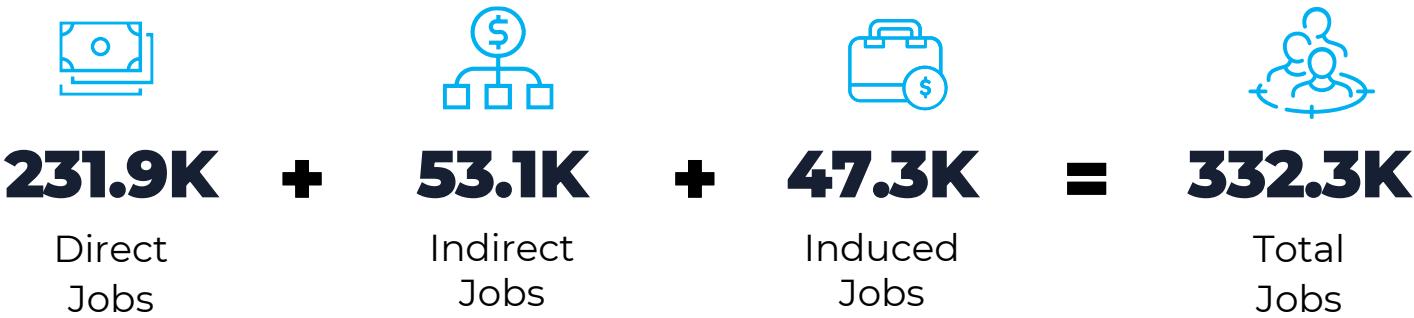


Source: Tourism Economics

The visitor economy in Virginia directly supported **231,880 local jobs**.

# Employment Impacts

Visitor activity sustained 231,880 direct jobs in 2025, with an additional 100,422 jobs supported by the indirect and induced impacts of visitor activity. Total employment impacts tallied 332,302 in 2025, translating to one-in-13 jobs in the state.



## Employment by Industry (2025)

|                                 | Direct Jobs | Indirect Jobs | Induced Jobs | Total Jobs |
|---------------------------------|-------------|---------------|--------------|------------|
| Total, all industries           | 231,880     | 53,113        | 47,309       | 332,302    |
| Food & Beverage                 | 84,894      | 6,824         | 8,407        | 100,125    |
| Lodging                         | 46,632      | 18            | 37           | 46,687     |
| Recreation and Entertainment    | 34,926      | 4,851         | 2,071        | 41,848     |
| Other Transport                 | 22,641      | 8,193         | 2,040        | 32,874     |
| Retail Trade                    | 17,469      | 1,156         | 6,081        | 24,706     |
| Business Services               | 4,426       | 13,258        | 3,917        | 21,601     |
| Finance, Insurance, Real Estate | 2,193       | 9,083         | 5,562        | 16,838     |
| Personal Services               | 8,271       | 2,679         | 5,583        | 16,533     |
| Education and Health Care       |             | 344           | 9,810        | 10,154     |
| Air Transport                   | 9,016       | 98            | 121          | 9,235      |
| Communications                  |             | 1,589         | 702          | 2,291      |
| Wholesale Trade                 |             | 1,210         | 876          | 2,086      |
| Government                      |             | 1,442         | 603          | 2,045      |
| Gasoline Stations               | 1,412       | 110           | 373          | 1,895      |
| Construction and Utilities      |             | 1,090         | 502          | 1,592      |
| Manufacturing                   |             | 857           | 362          | 1,219      |
| Agriculture, Fishing, Mining    |             | 311           | 262          | 573        |

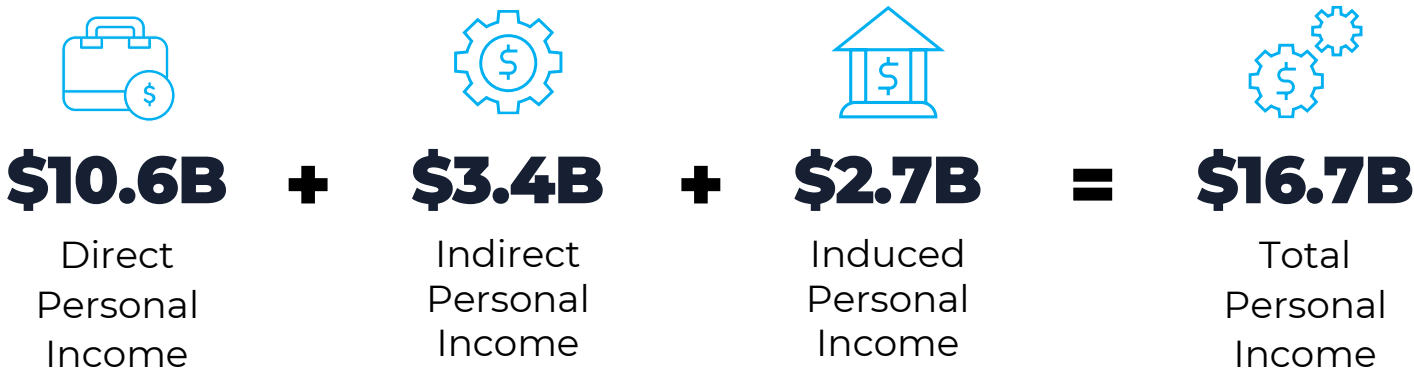
Source: Tourism Economics

The visitor economy supported **one-in-13 jobs** in Virginia, including over 100,000 jobs in the food and beverage industry.



# Personal Income Impacts

Visitor activity generated \$10.6 billion in direct personal income in 2025. Including indirect and induced impacts, employees received \$16.7 billion in personal income. Total visitor-generated income in Virginia increased 4.1% in 2025.



## Personal Income by Industry (2025)

\$ millions

|                                 | Direct<br>Personal<br>Income | Indirect<br>Personal<br>Income | Induced<br>Personal<br>Income | Total<br>Personal<br>Income |
|---------------------------------|------------------------------|--------------------------------|-------------------------------|-----------------------------|
| Total, all industries           | \$10,615                     | \$3,428                        | \$2,703                       | \$16,746                    |
| Food & Beverage                 | \$2,978                      | \$264                          | \$275                         | \$3,518                     |
| Lodging                         | \$2,442                      | \$1                            | \$2                           | \$2,444                     |
| Business Services               | \$375                        | \$1,226                        | \$339                         | \$1,940                     |
| Air Transport                   | \$1,712                      | \$11                           | \$13                          | \$1,737                     |
| Other Transport                 | \$979                        | \$532                          | \$97                          | \$1,608                     |
| Recreation and Entertainment    | \$1,098                      | \$154                          | \$68                          | \$1,321                     |
| Retail Trade                    | \$555                        | \$46                           | \$232                         | \$833                       |
| Education and Health Care       |                              | \$21                           | \$808                         | \$828                       |
| Finance, Insurance, Real Estate | \$148                        | \$364                          | \$286                         | \$798                       |
| Personal Services               | \$278                        | \$186                          | \$281                         | \$744                       |
| Wholesale Trade                 |                              | \$130                          | \$92                          | \$222                       |
| Government                      |                              | \$145                          | \$59                          | \$205                       |
| Communications                  |                              | \$141                          | \$53                          | \$194                       |
| Construction and Utilities      |                              | \$138                          | \$55                          | \$193                       |
| Manufacturing                   |                              | \$58                           | \$24                          | \$82                        |
| Gasoline Stations               | \$52                         | \$4                            | \$14                          | \$70                        |
| Agriculture, Fishing, Mining    |                              | \$7                            | \$4                           | \$11                        |

Source: Tourism Economics



# Tax Impacts

Visitor activity generated \$6.0 billion in government revenues in 2025, with state and local taxes alone topping \$3.4 billion in 2025.

Each household in Virginia would need to be taxed an additional \$1,020 to replace the visitor-generated taxes received by state and local governments in 2025.

## Tax Impacts (2025)

\$ millions

|                       | Direct  | Indirect /<br>Induced | Total   |
|-----------------------|---------|-----------------------|---------|
| Total Tax Revenues    | \$4,230 | \$1,743               | \$5,973 |
| Federal Taxes         | \$1,602 | \$931                 | \$2,533 |
| Personal Income       | \$540   | \$342                 | \$882   |
| Corporate             | \$122   | \$99                  | \$221   |
| Indirect Business     | \$130   | \$42                  | \$171   |
| Social Insurance      | \$811   | \$448                 | \$1,259 |
| State and Local Taxes | \$2,628 | \$812                 | \$3,440 |
| Sales                 | \$783   | \$230                 | \$1,013 |
| Bed Tax               | \$312   | \$0                   | \$312   |
| Personal Income       | \$219   | \$133                 | \$352   |
| Corporate             | \$25    | \$18                  | \$43    |
| Excise and Fees*      | \$285   | \$70                  | \$355   |
| Property              | \$1,005 | \$360                 | \$1,365 |

Source: Tourism Economics

\*State excise taxes include casino tax revenues



State tax revenues neared \$1.4 billion. Including sales and bed taxes, \$2.1 billion in local taxes were generated in 2025.

## State and Local Tax Impacts (2025)

\$ millions

|                    | State   | Local   |
|--------------------|---------|---------|
| Total Tax Revenues | \$1,359 | \$2,081 |
| Sales              | \$742   | \$271   |
| Bed Tax            |         | \$312   |
| Personal Income    | \$352   |         |
| Corporate          | \$43    |         |
| Excise and Fees*   | \$219   | \$137   |
| Property           | \$3     | \$1,362 |

Source: Tourism Economics

\*State excise taxes include casino tax revenues

# APPENDIX



# Appendix

## Methodology Overview

Measuring the visitor economy begins with a comprehensive demand side analysis. A visitor is defined as someone who stayed overnight or traveled more than 50 miles to the destination.

The study area is defined as the state of Virginia.

Visitor survey data provide estimates on the volume of visitors by type and their spending in specific categories (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type as well as employment and personal income by industry are used to supplement and confirm demand-side visitor spending calculations.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis (BEA). This is more comprehensive than Bureau of Labor Statistics (BLS QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in the QCEW data.

The complete set of data inputs is provided below.

## Data Sources

- **Longwoods International:** Consumer survey data, including spending and visitor profile characteristics
- **STR and AirDNA:** Lodging performance data, including room demand and revenue, for hotels and short-term rentals
- **Virginia Tax Collections:** Lodging and sales tax receipts, by industry
- **Virginia Lottery:** Casino gaming revenue and tax data
- **BEA/BLS:** Employment and wage data, by industry
- **US Census:** Business sales and employment by industry, and seasonal second homes inventory
- **Tourism Economics:** International arrivals data for visitors

## Glossary

| SPENDING DEFINITIONS        | LODGING           | All accommodation businesses, including hotels, B&Bs, campgrounds, and short-term rentals. This includes food, entertainment, and other services provided by these establishments.                              |
|-----------------------------|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                             | FOOD & BEVERAGE   | Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.                                                                                     |
|                             | RECREATION        | Includes visitors spending within the arts, entertainment and recreation sector.                                                                                                                                |
|                             | RETAIL            | Includes visitor spending in all retail sub-sectors within the local economy, excluding grocery stores.                                                                                                         |
|                             | LOCAL TRANSPORT   | Ride share, taxis, limos, trains, rental cars, buses, and gasoline purchases.                                                                                                                                   |
|                             | AIR TRANSPORT     | Where applicable, the local share of air transportation spending.                                                                                                                                               |
| ECONOMIC IMPACT DEFINITIONS | SECOND HOMES      | Where applicable, spending associated with seasonal second homes for recreational use as defined by the Census Bureau.                                                                                          |
|                             | DIRECT IMPACT     | Impacts (business sales, jobs, income, and taxes) related to businesses where visitors spend dollars (e.g. recreation, transportation, lodging).                                                                |
|                             | INDIRECT IMPACT   | Impacts created from the purchase of goods and services as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected sectors (i.e. business-to-business purchases). |
|                             | INDUCED IMPACT    | Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor activity.                                                                    |
|                             | EMPLOYMENT        | Employment is measured by the Bureau of Economic Analysis (BEA) definition, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.                                |
|                             | PERSONAL INCOME   | Income (wages, salaries, proprietor income and benefits) supported by visitor spending.                                                                                                                         |
|                             | VALUE ADDED (GDP) | Business sales net of intermediate (supply chain) purchases.                                                                                                                                                    |
|                             | LOCAL TAXES       | City and County taxes generated by visitor spending. Includes any local sales, income, bed, usage fees, licenses and other revenue streams to local governmental authorities.                                   |
|                             | STATE TAXES       | State tax revenues generated by visitor spending. Includes sales, income, corporate, usage fees and other assessments of state governments.                                                                     |

## About the Research Team

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modeling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

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For more information: [admin@tourismeconomics.com](mailto:admin@tourismeconomics.com).