VIRGINIA IS FOR LOVERS

Northern Virginia



2024 Annual Economic Impact

STATE OF THE REGION

Northern Virginia combines nationally recognized historic attractions, vibrant urban centers, diverse dining and shopping, and scenic countryside. From Mount Vernon and Wolf Trap to wineries and outdoor recreation, the region offers a wide range of experiences. Its proximity to Washington, D.C., and two major airports supports both leisure and business travel.

$16.7B	82.40K	$4.5B	$387.5M	$686.4M
Total Direct Spending	Total Employment Jobs	Total Labor Income	Total State Taxes	Total Local Taxes

STRENGTHS

ARTS & CULTURE

Mount Vernon • Udvar-Hazy Center • National historic sites and battlefields • Wolf Trap and Hylton Performing Arts Center • Museums and heritage destinations

SHOPPING, DINING & ADULT BEVERAGE

Destination shopping and mixed-use districts • Michelin-recognized dining • Virginia's highest concentration of wineries • Craft beverages and diverse culinary experiences

AUTHENTIC ARCHITECTURE & INSPIRING PUBLIC PLACES

Walkable historic downtowns • Vibrant mixed-use districts • Distinctive neighborhoods • Waterfront public spaces • Urban-to-rural variety within one region

WEAKNESSES

No major convention venue with attached lodging • Youth sports facilities spread across jurisdictions • Limited lodging in rural counties • Unmet Potomac waterfront potential

OPPORTUNITIES

CONVENTIONS & CONFERENCES

Major corporate and airport demand • Opportunity for a convention center with attached hotel to capture meetings now going elsewhere

SPORTS

Consolidated indoor courts and outdoor fields could attract regional and national youth tournaments now spread across multiple sites

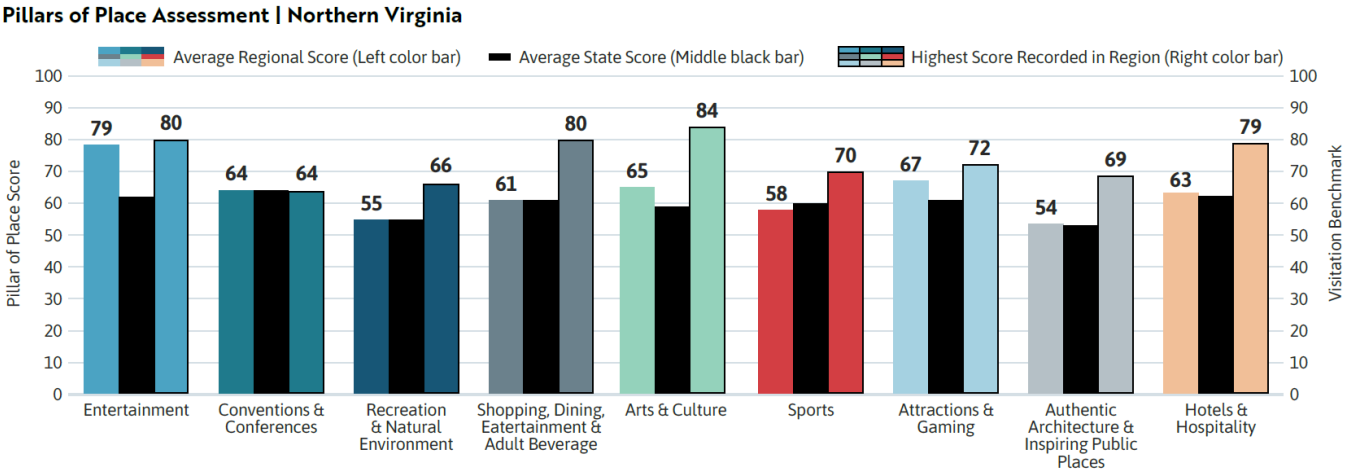
HOTELS & HOSPITALITY | ENTERTAINMENT

Boutique lodging in western and southern counties • Potomac waterfront recreation • Smaller indoor entertainment venues in urban cores

THREATS

Competitors investing in meeting and sports facilities • Traffic and connectivity challenges • High development costs • Lost event business without purpose-built venues

PILLARS OF PLACE – REGIONAL ASSET PERFORMANCE



Entertainment has the region's highest average asset score, with standout individual attractions across several pillars. Conventions, Sports and Hospitality offer opportunities to strengthen the region's overall asset base.

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Northern Virginia

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vatc.org/STP

AUDIENCE PROFILES

A POWER ELITE

Accomplished professionals who value refined, authentic experiences
Enjoy premium dining, culture and heritage
Seek curated experiences and upscale stays

G YOUNG CITY SOLOS

Socially active urban professionals
Value convenience, innovation and memorable experiences
Enjoy dining, entertainment and walkable destinations

B FLOURISHING FAMILIES

Family-focused parents with active lifestyles
Value education, recreation and time together
Enjoy enriching family trips and comfortable stays

COMPETITORS

Philadelphia and Countryside, Pennsylvania • Piedmont Region, North Carolina • Middle Tennessee • Louisville Region, Kentucky

WHAT MAKES THE REGION UNIQUE

Northern Virginia pairs nationally recognized historic landmarks and vibrant urban districts with nearby wine country and outdoor escapes.. Two major airports and a strong corporate market connect these experiences to leisure and business travelers.

REGIONAL PRIORITIES

CONVENTIONS & CONFERENCES

Northern Virginia's strong corporate economy, two international airports, and proximity to Washington, D.C., create significant demand for meetings and conventions. However, the region lacks a major convention facility with an attached full-service hotel, limiting its ability to compete for larger events.

SPORTS | ATTRACTIONS & GAMING

The region already attracts substantial sports tourism but loses opportunities for regional and national tournaments because it lacks large, consolidated indoor and outdoor youth sports complexes. Events often require multiple facilities across counties, creating challenges for organizers and visitors.

HOTELS & HOSPITALITY | RECREATION & NATURAL ENVIRONMENT

Lodging needs vary across Northern Virginia. Urban destinations need full-service hotels to support group travel, while rural counties could benefit from boutique stays that connect visitors with wineries, historic downtowns, agritourism and outdoor recreation.

ENTERTAINMENT | ARTS & CULTURE | SHOPPING, DINING, EATERTAINMENT

Major venues attract nationally recognized performers and out-of-state visitors. Smaller and midsized indoor multipurpose venues in urban centers could expand year-round entertainment, and support meetings and group events.

TACTICAL RECOMMENDATIONS

CONVENTIONS & HOTELS

- Study an 80–100K SF exhibit hall and 500+ room hotel
- Add meeting and ballroom space for major events
- Pursue rural boutique lodging opportunities

SPORTS

- Study 8-court indoor sports facility
- Evaluate 12-field outdoor tournament complex
- Consolidate facilities for larger events

ENTERTAINMENT

- Develop small and midsized indoor venues
- Attract touring acts and group events
- Complement existing major outdoor venues