



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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Governor Glenn Youngkin announces record-breaking tourism spending in Virginia in 2024

Governor Glenn Youngkin, in partnership with the Virginia Tourism Corporation (VTC), recently announced that Virginia's tourism industry generated a record high \$35.1 billion in visitor spending in 2024, marking a 5.4% increase from \$33.3 billion in 2023.

"In 2024, a record-breaking one million additional overnight visitors chose Virginia, drawn by our unmatched beauty, rich heritage, and welcoming communities," said Governor Glenn Youngkin. "Those visitors traveled from farther away, stayed longer, and spent more, generating a record \$35.1 billion in direct spending. This unprecedented level of economic activity not only supports hundreds of thousands of good-paying jobs and strengthens local businesses, but it also generates crucial state and local tax revenues that help ease the tax burden for Virginia families. When visitors choose Virginia, they're not just taking a trip, they're investing in our economy, our workforce, and our future."

According to new data, Virginia also increased overnight visitors to 44.7 million in 2024, the highest number in state history.

Lisa Meriwether, Tourism Manager for the Danville Office of Economic Development & Tourism, emphasized the broader impact of this growth. "These results prove that more and more visitors are viewing Virginia as a premier travel destination. We are thrilled to see the momentous growth that is not only happening in Danville and Pittsylvania County, but also throughout Southern Virginia and the Commonwealth as a whole. When you build a place people want to visit, you are also strengthening a place where people want to call home."

VTC receives its annual economic impact data from Tourism Economics. The information is based on domestic visitor spending (travelers from within the United States) from per-person trips.

Visitors included those who stayed overnight or traveled more than 50 miles to the destination. Detailed economic impact data and methodology are available at www.vatc.org/research.

To learn more about regional tourism brand, Visit SoSi, and the efforts the City of Danville is taking to make Southern Virginia a great place to live, work, and explore, visit www.visitsosi.com.

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About the Danville Office of Economic Development & Tourism

The Danville Office of Economic Development & Tourism is responsible for leading the city of Danville's tourism efforts by branding and promoting the city and Pittsylvania County to differentiate it from other regional competitors through advertising, promotions, trade events, and visitor experience initiatives to stimulate economic growth for the region. To learn more about the Visit SoSi brand and regional attractions, visit <https://www.visitsosi.com/>.