

VIRGINIA'S VISITOR ECONOMY NEVER STOPS

EVERY SECOND

A CARLOAD'S WORTH OF VISITORS ARRIVES IN VIRGINIA

117.1 MILLION VISITORS IN 2025, UP 2.2%, INCLUDING A RECORD 46.6 MILLION OVERNIGHT & INTERNATIONAL VISITORS

EVERY MINUTE

VISITORS PAY \$5,000 IN VIRGINIA STATE & LOCAL TAXES

\$2.6 BILLION IN 2025, INCLUDING OVER \$1 BILLION IN PROPERTY TAXES GENERATED BY VISITOR ACTIVITY

EVERY 2½ MINUTES

ENOUGH VISITORS ARRIVE TO KEEP ANOTHER VIRGINIAN WORKING

231,880 DIRECT TOURISM JOBS, 2,710 MORE THAN 2024

EVERY HOUR

VISITORS PUT \$1.2 MILLION INTO VIRGINIANS' PAYCHECKS

\$10.6 BILLION IN DIRECT PERSONAL INCOME, UP 3.9%

EVERY DAY

VISITORS SPEND \$99 MILLION ACROSS THE COMMONWEALTH

\$36.2 BILLION IN 2025, A RECORD FOR THE FOURTH CONSECUTIVE YEAR

ALL RATES ARE ANNUAL AVERAGES CALCULATED FROM 2025 TOTALS
SOURCES: TOURISM ECONOMICS & LONGWOODS INTERNATIONAL

**2025 Economic Impact
of Visitors in Virginia**

**VIRGINIA
IS FOR
LOVERS**



46.6 MILLION
OVERNIGHT & INTERNATIONAL VISITORS
A SECOND STRAIGHT RECORD YEAR

\$36.2 BILLION
IN VISITOR SPENDING
A FOURTH STRAIGHT RECORD YEAR, UP 3.1%

ALL BENEFITING VIRGINIA

**\$1,020* IN TAXES
PER HOUSEHOLD**
PAID BY VISITORS & NOT RESIDENTS

**231,880
JOBS**
FOR VIRGINIANS

SOURCES: TOURISM ECONOMICS & LONGWOODS INTERNATIONAL
*REFLECTS TOTAL TAX IMPACT (DIRECT, INDIRECT, AND INDUCED); ALL OTHER FIGURES ARE DIRECT BASIS.

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