



Virginia Beach Tourism Industry

Quick Facts

January, 2018

Quick Facts about Virginia Beach Tourism

All figures based on 2016 data

Travel Matters - As one of the largest industries and economic drivers in the city, tourism plays a pivotal role in encouraging growth and funding initiatives that enhance Virginia Beach's valued community.

How many visitors choose Virginia Beach for a visit or vacation?

Approximately 15.2 million:

- o 8.1 million day visitors and 7.1 million overnight visitors

(Source: Longwoods International)

What is the economic impact of tourism?

\$1.49 billion in direct travel-related expenditures

- o \$4.1 million on average spent each day
- o \$132 million in state and local tax revenue

How many jobs does the tourism industry support?

13,650 local jobs of a wide range are directly supported by tourism.

(Source: U.S. Travel Association)

What kind of taxes do visitors pay? Visitors pay taxes such as hotel, meal, and amusement tax. In 2016, that tax revenue topped \$119 million for Virginia Beach.

How is the tax revenue used? Taxes generated by visitors go to pay for schools, roads, public safety, emergency medical services, and other critical city services.

In 2015 and 2016 combined, approximately \$10 million in hotel tax alone was allocated to the Virginia Beach Public School system. Visitor taxes are also allocated to the Tourism Investment Program (TIP) and the Tourism Advertising Program (TAP).

(Source: City of Virginia Beach)