



# TOURISM MATTERS TO LOCALS

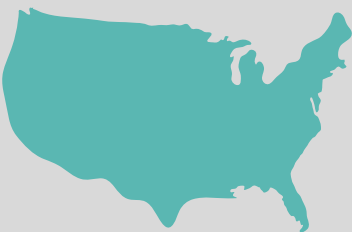
2023 Economic Impact of Visitors on Virginia Beach



virginia  
beach

If not for Tourism, Virginia Beach families would need to contribute \$1,819 in taxes to maintain the current level of services.\*

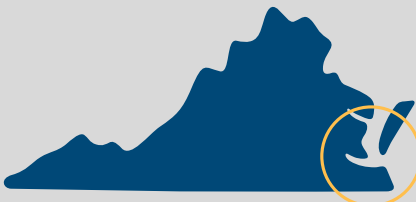
## 2023 ECONOMIC IMPACT OF TOURISM



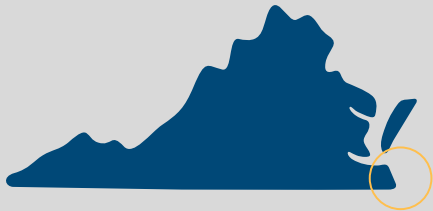
On the United States:  
\$1.3 Trillion  
in direct spending  
8M Jobs  
\$89B  
in State and local tax revenue



On Virginia:  
\$33.3 Billion  
in direct travel-related expenditure  
224,269 Jobs  
\$2.3B  
State and local tax revenue



On Coastal Virginia:  
\$6.8 Billion  
in direct travel-related expenditure  
53,707 Jobs  
\$552M  
State and local tax revenue



On Virginia Beach:  
\$2.5 Billion  
indirect travel-related expenditure  
33,836 Jobs  
\$336M  
State and local tax revenue

Source: [www.ustravel.org](http://www.ustravel.org) ; [www.vatc.org](http://www.vatc.org); 2023 VB Tourism Impact Report. \* State and local taxes are reflected in this statement, however, if only including local taxes the savings equal \$1,253

# Visitor Spending



**Food & Beverage \$1,058M**

Full-service restaurants, fast food, convenience stores, bars, grocery stores



**Lodging \$678M**

Hotel, Motel, Private Homes



**Retail \$224M**

Souvenirs, general merchandise, malls, shopping centers



**Transportation \$266M**

Taxis, buses, parking, public transportation, car rentals, gasoline stations



**Rec & Entertainment \$275M**

Theaters, amusements, entertainment venues, other rec.

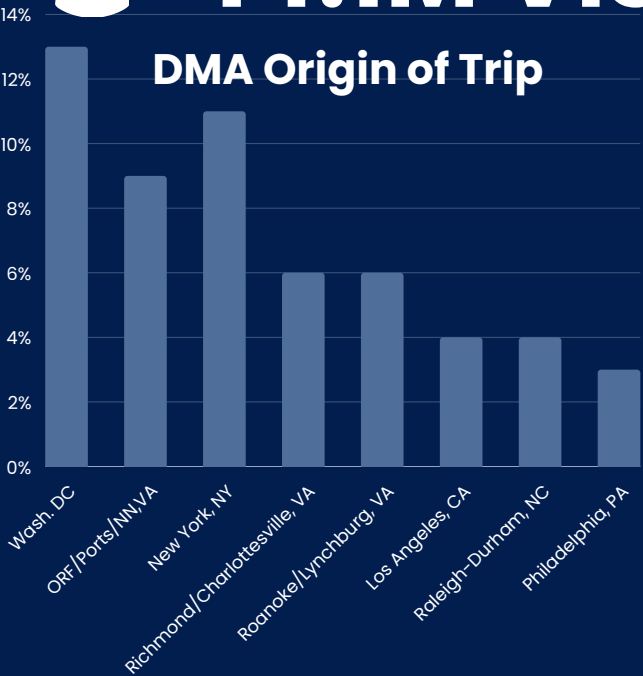
**\$2.5B**

## 2023 ECONOMIC IMPACT OF TOURISM ON VIRGINIA BEACH

**Total Economic  
Impact  
\$3.8B**



**14.1M Visitors**



**8.27M Day Visitors**



**5.78M Overnight Visitors**



**Repeat Visitor  
79%**



**Avg Party Size  
2.9**



**Avg Age  
43**



**Avg HHI  
\$67.9K**



**Avg Length of Stay  
3.8 nights**

### Activity Groupings



**Outdoor 66%**  
U.S. Norm: 47%



**Entertainment 65%**  
U.S. Norm: 54%



**Sporting 26%**  
U.S. Norm: 20%



**Business 18%**  
U.S. Norm: 15%



**Cultural 35%**  
U.S. Norm: 28%