



# TOURISM MATTERS TO LOCALS

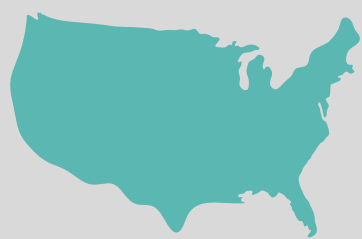
2024 Economic Impact of Visitors on Virginia Beach



virginia  
beach

Without Tourism, Virginia Beach families would need to contribute \$1,832 in taxes to maintain the current level of services.\*

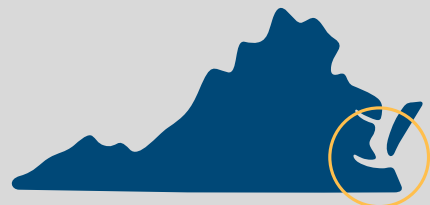
## 2024 ECONOMIC IMPACT OF TOURISM



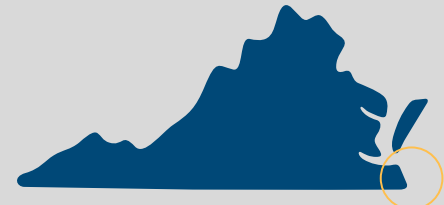
On the United States:  
\$1.3 Trillion  
in direct spending  
15M Jobs  
\$89B  
in State and local tax revenue



On Virginia:  
\$35.1 Billion  
in direct travel-related expenditure  
229,170 Jobs  
\$2.5B  
State and local tax revenue



On Coastal Virginia:  
\$7 Billion  
in direct travel-related expenditure  
54,260 Jobs  
\$565M  
State and local tax revenue



On Virginia Beach:  
\$2.6 Billion  
indirect travel-related expenditure  
34,076 Jobs  
\$340.8M  
State and local tax revenue

Source: [www.ustravel.org](http://www.ustravel.org) ; [www.vatc.org](http://www.vatc.org); 2024 VB Tourism Impact Report. \* State and local taxes are reflected in this statement, however, if only including local taxes the savings equal \$1,261

# Visitor Spending



Food & Beverage \$1,086.4M

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



Lodging \$688.9M

Hotel, Motel, Private Homes



Retail \$227.3M

Souvenirs, general merchandise, malls, shopping centers



Transportation \$266.6M

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



Rec & Entertainment \$283.3M

Theaters, amusements, entertainment venues, other rec.

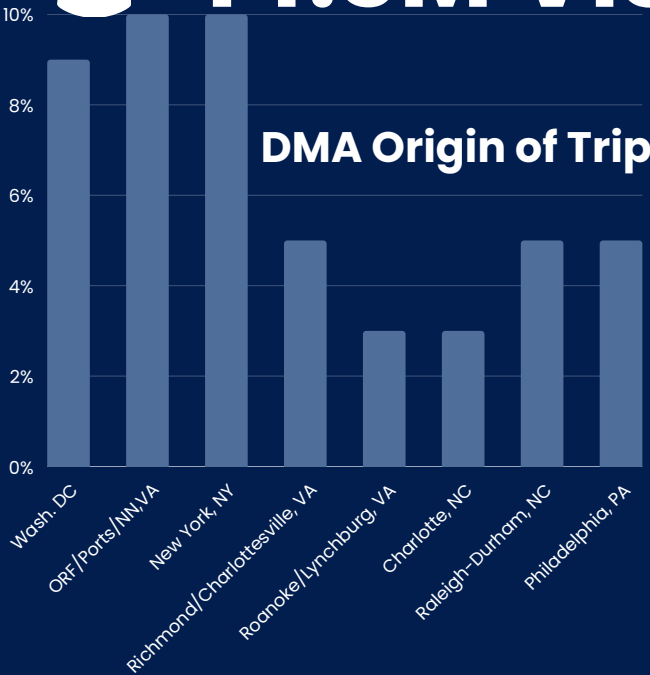
# \$2.6B

## 2024 ECONOMIC IMPACT OF TOURISM ON VIRGINIA BEACH

# Total Economic Impact \$3.9B



# 14.3M Visitors



## 8.42M Day Visitors



## 5.89M Overnight Visitors



**Repeat Visitor**  
77%



**Avg Party Size**  
3.0



**Avg Age**  
43.1



**Avg HHI**  
\$71.5K



**Avg Length of Stay**  
4.0 nights

### Activity Groupings



**Outdoor 67%**  
U.S. Norm: 49%



**Entertainment 69%**  
U.S. Norm: 62%



**Sporting 24%**  
U.S. Norm: 23%



**Business 16%**  
U.S. Norm: 17%



**Cultural 36%**  
U.S. Norm: 31%