

# 2024

## Economic Impact of Visitors to Virginia Beach





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## Introduction

**Visitors are integral to the Virginia Beach economy**, generating significant financial benefits for residents and local businesses. Visitor activity also produces substantial tax revenue which supports government services.

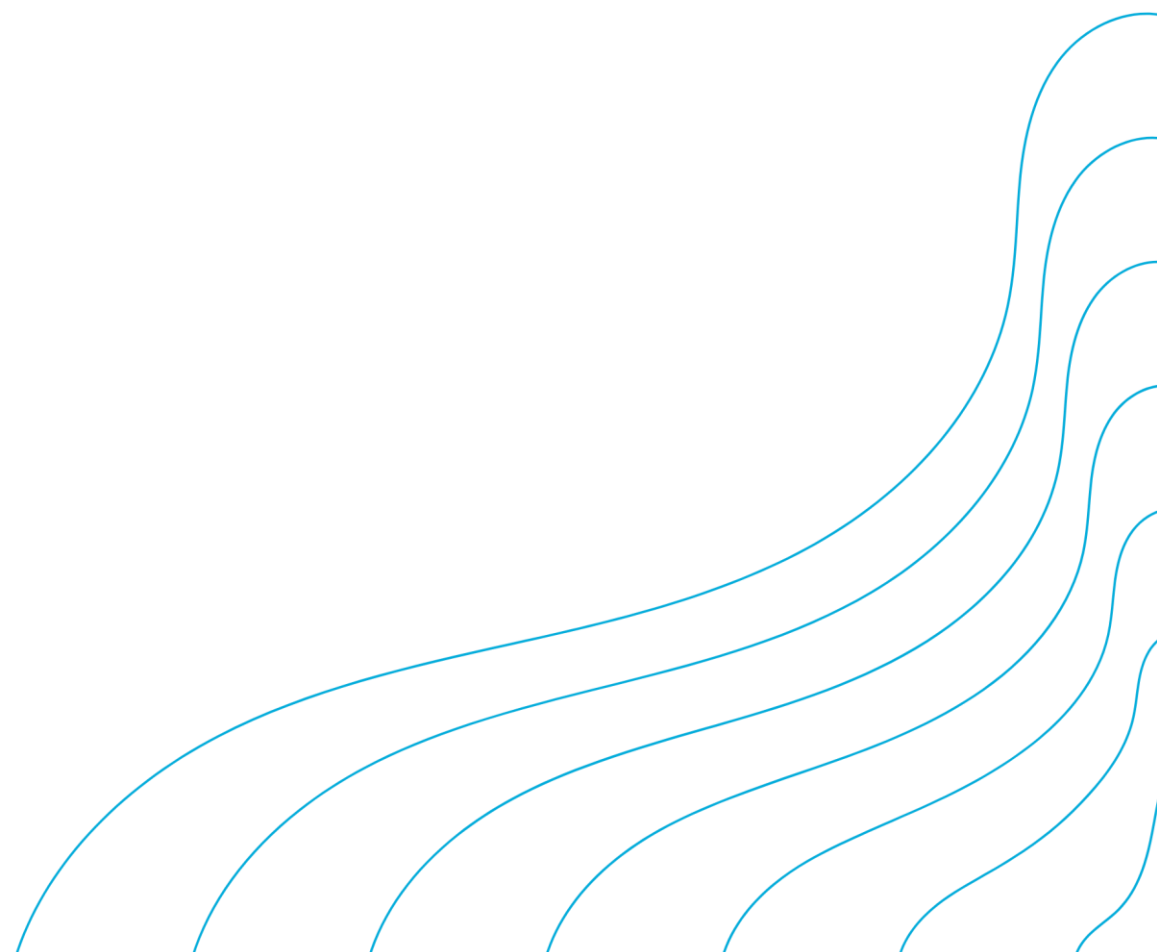
Credible measurements of the visitor economy are designed to inform policy decisions that foster the sector's development.

To quantify the significance of the Virginia Beach visitor economy, Tourism Economics developed a comprehensive analysis of visitor spending and its total economic impact on businesses, employment, personal income, and taxes. At a high level, our approach includes the following stages:

- Compilation of visitor statistics
- Compilation of industry data
- Compilation of government data
- Analysis of visitor spending by category
- Economic impact modeling



# KEY FINDINGS





# Key Findings

## Visitors Generate Significant Economic Impact

In 2024, **14.3 million visitors** spent **\$2.6 billion** in the Virginia Beach economy, generating a total economic impact of **\$3.9 billion**.



**14.3M** VISITORS TO VIRGINIA BEACH



**\$2.6B** VISITOR SPENDING



**\$3.9B** TOTAL ECONOMIC IMPACT



**\$949.0M** TOTAL PERSONAL INCOME



**34,076** TOTAL JOBS SUPPORTED



**\$340.8M** STATE AND LOCAL TAXES





## Results in Context

The visitor economy is an economic pillar in Virginia Beach. In 2024, visitor spending supported one-in-five jobs in the city. In addition:



### **\$2.6B VISITOR SPENDING**

Visitors spent \$7.0 million per day in Virginia Beach, on average.



### **\$949.0M PERSONAL INCOME**

This is the equivalent of \$5,103 per resident household, regardless of any connection to the visitor economy.



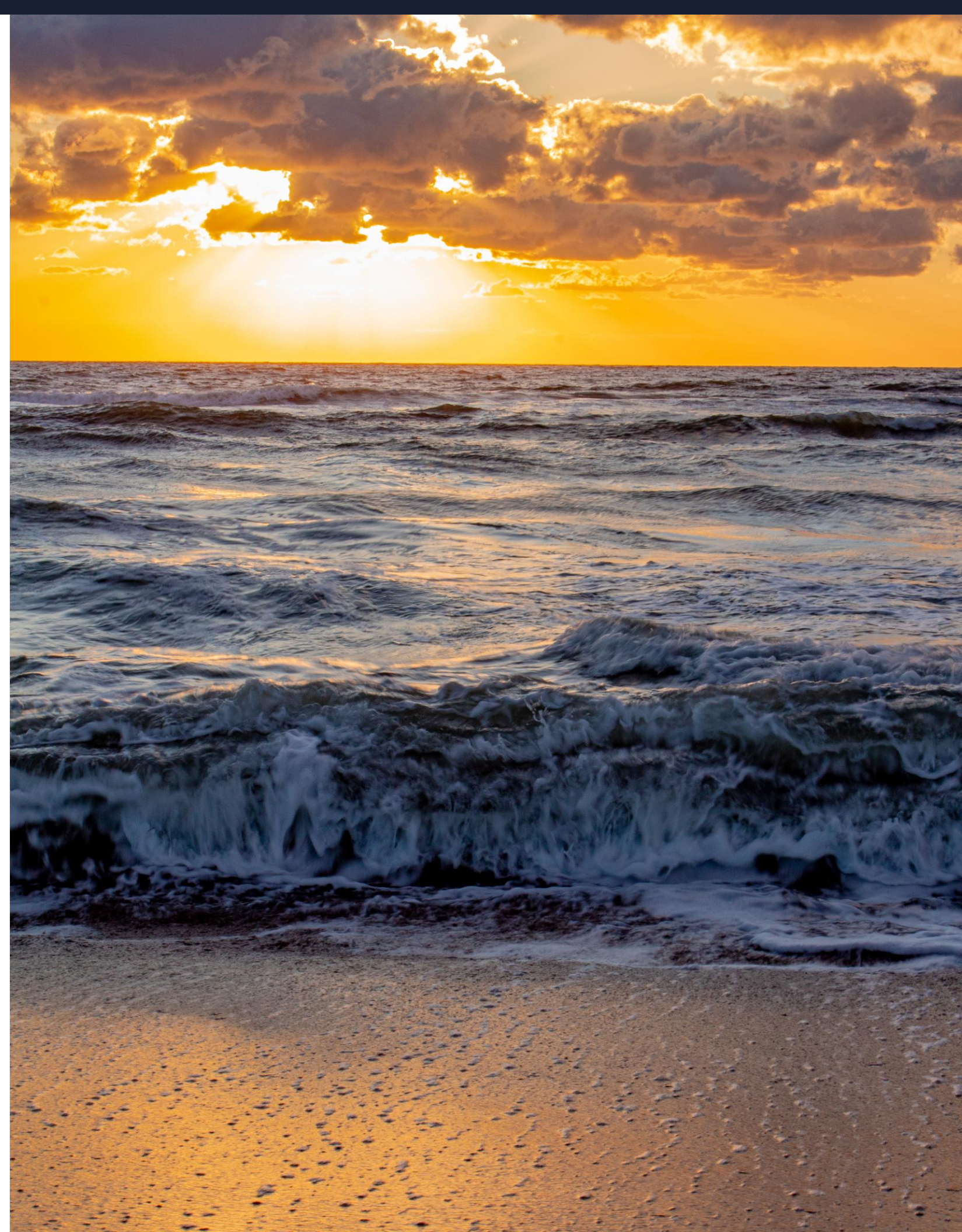
### **34,076 JOBS**

The visitor economy sustained 19.0% of all jobs in Virginia Beach in 2024.



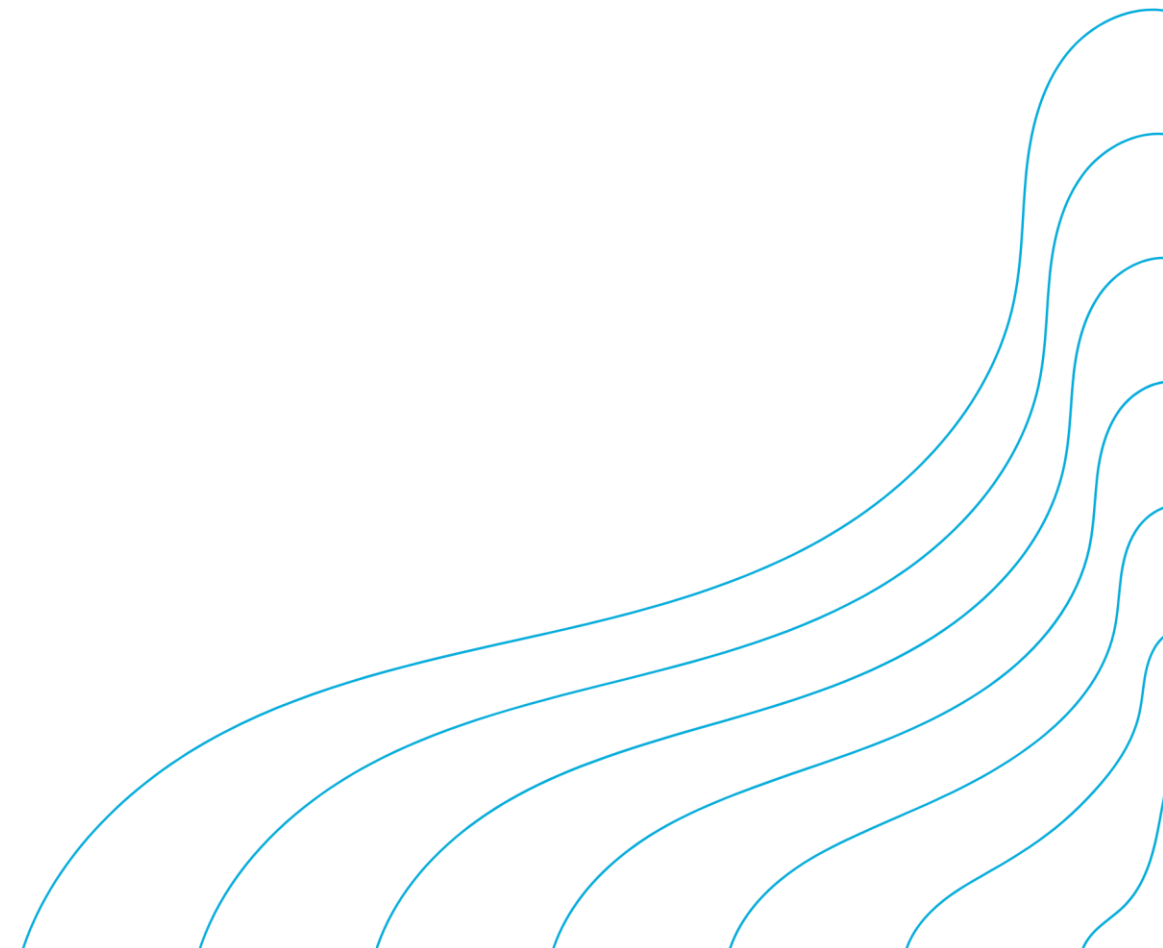
### **\$340.8M STATE & LOCAL TAXES**

State and local taxes generated by the visitor economy offset resident taxes by \$1,832 per household.





# VISITOR VOLUME & SPENDING



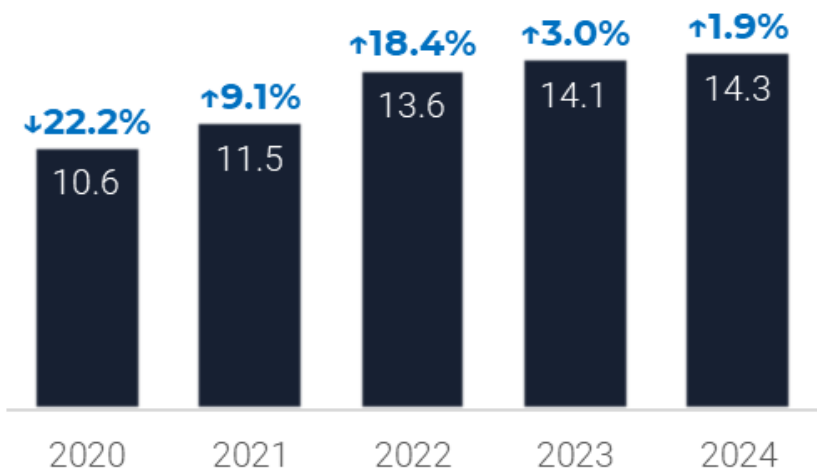
Virginia Beach welcomed **14.3 million** visitors who spent **\$2.6 billion** in 2024.



## Visitor Volume

In 2024, 14.3 million visitors traveled to Virginia Beach, a steady gain over the prior year (+1.9%). Overnight arrivals led growth, increasing 2.0% year-over-year.

Virginia Beach Visitor Volume  
millions

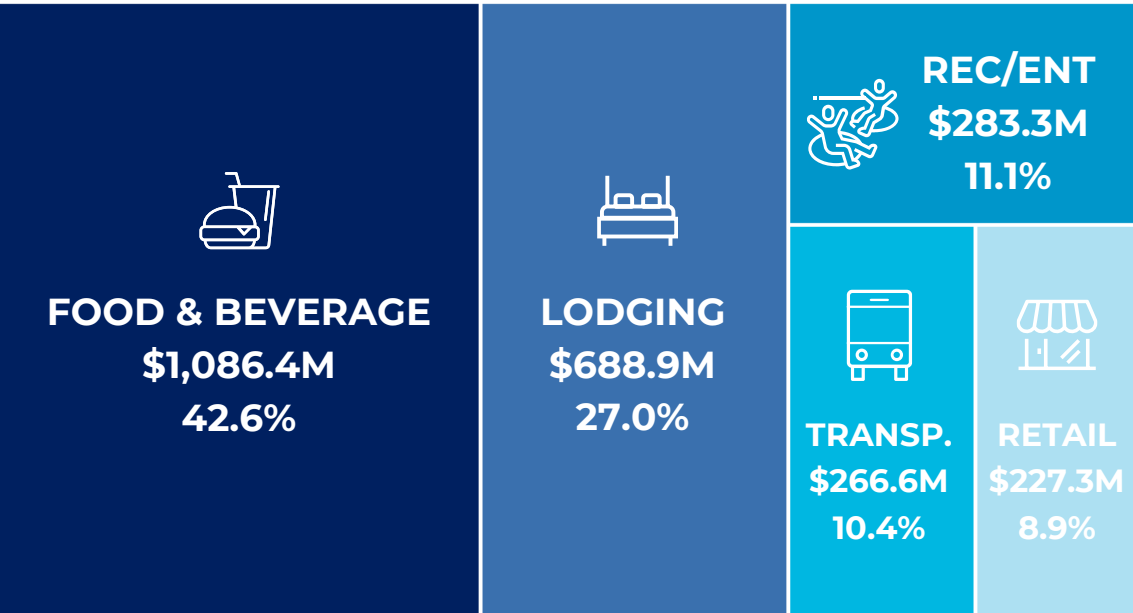
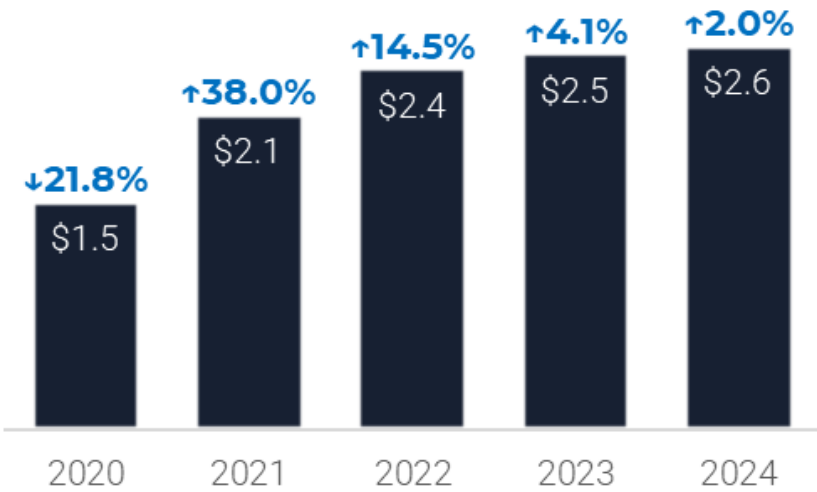


Sources: Longwoods International, Tourism Economics

## Visitor Spending

Visitor spending increased 2.0% in 2024, reaching \$2.6 billion. Of the \$2.6 billion spent, food and beverage purchases accounted for \$1.1 billion—42.6% of all visitor spending. Lodging spending, including second homes and short-term rentals, represented 27.0% of total visitor spending.

Virginia Beach Visitor Spending  
\$ billions



Source: Tourism Economics

Note: Lodging includes all accommodation types.



# Visitor Volume and Spending Trends

Visitor spending increased 2.0% in 2024, supported primarily by moderate demand growth.

Spending on recreation led gains in 2024, increasing 2.9% year-over-year, followed by food and beverages, which grew 2.7%. Lodging spending, including short-term rentals and second homes, increased 1.6% as average daily rates fell slightly. A decline in gas prices weighed on transportation spending, limiting its increase to 0.2% compared with the prior year.

Visitor volume grew 1.9% year-over-year in 2024, with both day and overnight trips posting steady gains from the prior year. Business travel led overall growth as the segment continued its rebound from the sharp downturn in 2020. Day visitors remained the larger share of the market, accounting for 58.8% of total volume.

## Virginia Beach Visitor Spending

\$ billions

	2020	2021	2022	2023	2024	2024 Growth
Total visitor spending	\$1.52	\$2.10	\$2.40	\$2.50	\$2.55	2.0%
Food & beverage	\$0.60	\$0.88	\$1.00	\$1.06	\$1.09	2.7%
Lodging	\$0.38	\$0.58	\$0.66	\$0.68	\$0.69	1.6%
Recreation	\$0.21	\$0.22	\$0.26	\$0.28	\$0.28	2.9%
Transportation	\$0.17	\$0.22	\$0.26	\$0.27	\$0.27	0.2%
Retail	\$0.17	\$0.19	\$0.22	\$0.22	\$0.23	1.4%

Source: Tourism Economics

Note: Lodging includes all accommodation types.

## Virginia Beach Visitor Volume, by Segment

millions

	2020	2021	2022	2023	2024	2024 Growth
Total visitors	10.56	11.52	13.64	14.05	14.31	1.9%
Leisure	6.03	6.71	7.97	8.15	8.29	1.7%
VFR	4.18	4.29	4.85	5.09	5.14	0.9%
Business	0.34	0.52	0.82	0.81	0.89	9.3%
Total overnight visitors	4.56	5.29	5.60	5.78	5.89	2.0%
Leisure	2.38	2.88	2.99	3.07	3.14	2.3%
VFR	2.03	2.20	2.29	2.38	2.38	0.1%
Business	0.15	0.21	0.31	0.33	0.37	11.9%
Total day visitors	5.99	6.23	8.04	8.27	8.42	1.8%
Leisure	3.65	3.83	4.98	5.08	5.15	1.4%
VFR	2.15	2.09	2.56	2.71	2.76	1.6%
Business	0.19	0.31	0.50	0.48	0.52	7.5%

Note: VFR = Visiting friends and relatives

## Virginia Beach Visitor Volume and Spending, by Segment

millions of visitors, \$ billions, and \$ per person

	2020	2021	2022	2023	2024	2024 Growth
Total visitors	10.56	11.52	13.64	14.05	14.31	1.9%
Overnight	4.56	5.29	5.60	5.78	5.89	2.0%
Day	5.99	6.23	8.04	8.27	8.42	1.8%
Total visitor spending	\$1.52	\$2.10	\$2.40	\$2.50	\$2.55	2.0%
Overnight	\$0.92	\$1.41	\$1.51	\$1.58	\$1.61	2.1%
Day	\$0.60	\$0.68	\$0.89	\$0.93	\$0.94	2.0%
Per visitor spending	\$144	\$182	\$176	\$178	\$178	0.2%
Overnight	\$201	\$268	\$271	\$273	\$273	0.1%
Day	\$100	\$110	\$110	\$112	\$112	0.2%

Sources: Longwoods International, Tourism Economics



# ECONOMIC IMPACT METHODOLOGY





# Economic Impact Methodology

The development of visitor economy impact modeling begins with a comprehensive demand side analysis. Visitor survey data provides estimates on the volume of visitors by type and their spending in specific industries (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type, as well as employment and personal income by industry, are used to supplement and confirm demand-side visitor spending calculations.

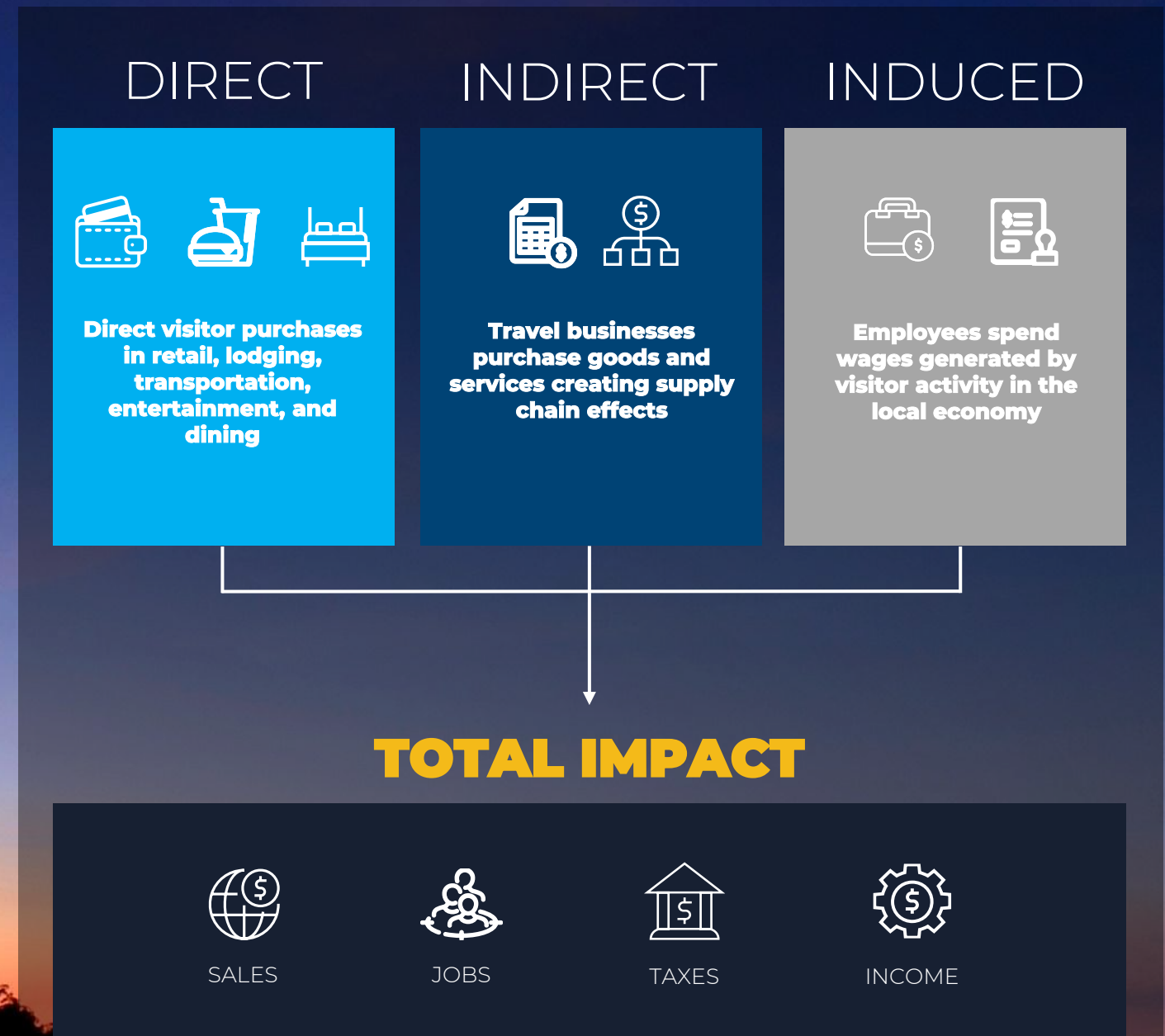
This provides a detailed profile of visitor spending by industry, which is then connected to a local input-output (I-O) economic impact model constructed within the IMPLAN platform. This uses government (Bureau of Economic Analysis and Census) data to trace the flow of visitors through the local economy and its effects on businesses, households, and government. The model quantifies three levels of impact:

- 1. Direct impacts:** Visitor spending creates direct economic value within a defined set of sectors. This supports a proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Businesses providing direct services to visitors purchase goods and services, generating additional impacts called indirect impacts or supply-chain effects.
- 3. Induced impacts:** Additional business activity is generated as employees spend incomes locally that are earned due to visitor activity. This is called the induced impact or income effect.

The model calculates these three levels of impact—direct, indirect and induced—for the following metrics:

- Spending
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

# Economic Impact Model





# ECONOMIC IMPACT

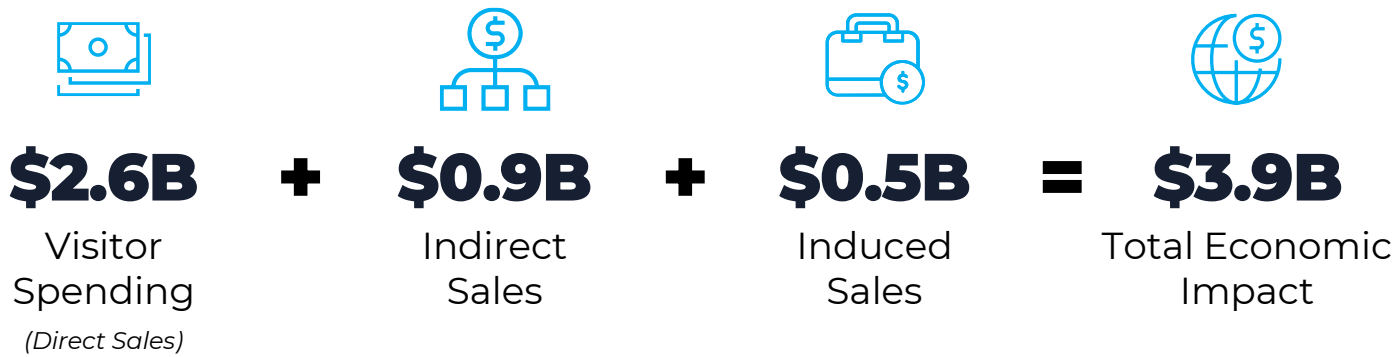




# Business Sales Impacts

Visitors spent \$2.6 billion in Virginia Beach in 2024. These direct impacts generated an additional \$1.3 billion through supply chain (indirect) and income (induced) effects.

As a result, the total economic impact of visitors reached \$3.9 billion in 2024.



## Business Sales by Industry (2024)

\$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$2,553	\$867	\$480	\$3,900
Food & Beverage	\$1,086	\$36	\$41	\$1,164
Lodging	\$659	\$0	\$0	\$659
Finance, Insurance and Real Estate	\$112	\$272	\$189	\$573
Recreation and Entertainment	\$283	\$24	\$7	\$315
Business Services		\$260	\$42	\$302
Retail Trade	\$227	\$12	\$39	\$278
Communications		\$105	\$18	\$123
Other Transport	\$83	\$23	\$5	\$110
Gasoline Stations	\$102	\$1	\$3	\$106
Education and Health Care		\$6	\$73	\$79
Personal Services		\$24	\$28	\$52
Government		\$33	\$14	\$47
Construction and Utilities		\$34	\$8	\$43
Wholesale Trade		\$25	\$12	\$37
Manufacturing		\$9	\$1	\$11
Agriculture, Fishing, Mining		\$1	\$0	\$2

Source: Tourism Economics

Visitor spending generated a total economic impact of **\$3.9 billion.**





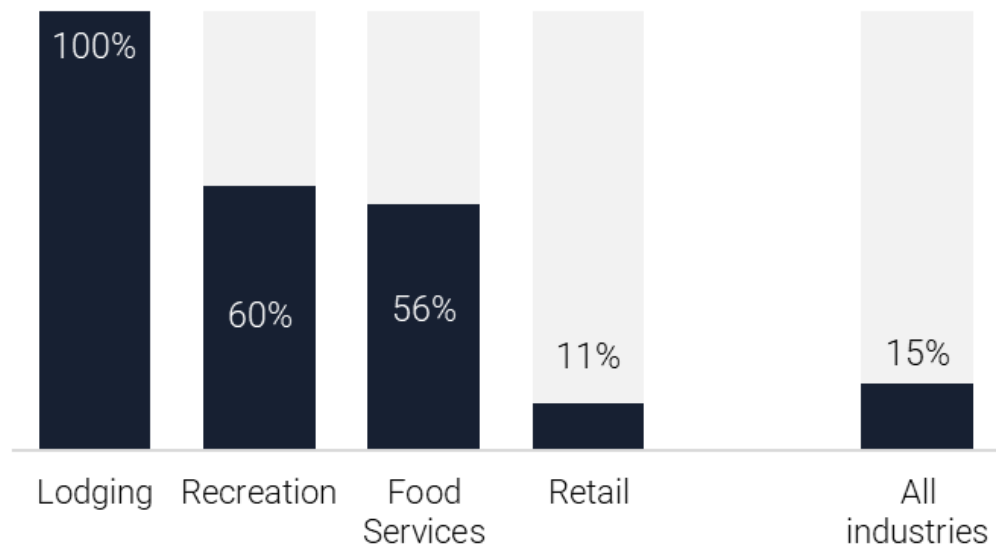
# Direct Employment

Employment directly supported by visitor activity increased 0.7% in 2024, reaching 27,142 jobs.

Visitor-supported employment is a significant part of several Virginia Beach industries—all of lodging employment, 60% of recreation employment, and 56% of food and beverage jobs are supported by visitor spending.

Overall, direct tourism jobs accounted for about 15% of all jobs in Virginia Beach in 2024.

**Tourism Employment Intensity**  
share of total industry employment



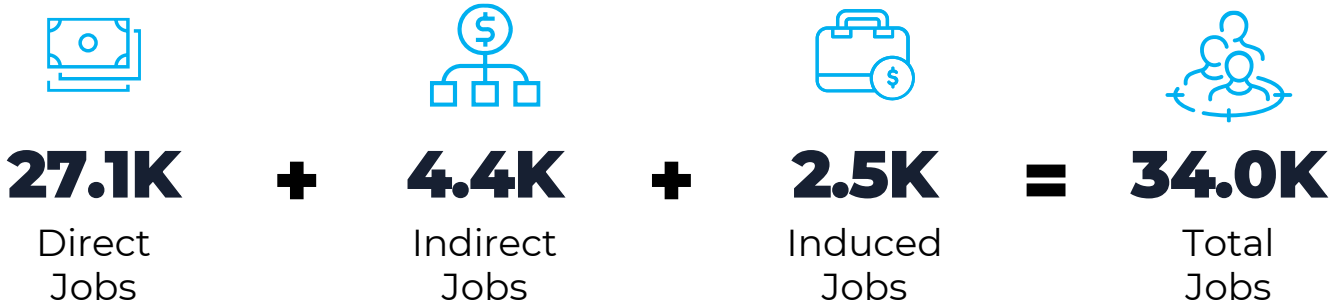
Source: Tourism Economics





# Employment Impacts

Visitor activity sustained 27,142 direct jobs in 2024, with an additional 6,935 jobs supported from the indirect and induced impacts of visitor activity. Total employment impacts tallied 34,076 in 2024, translating to one-in-five jobs in the city.



## Employment by Industry (2024)

jobs

	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Total, all industries	27,142	4,445	2,490	34,076
Food & Beverage	12,005	450	489	12,943
Recreation and Entertainment	4,441	291	66	4,798
Other Transport	3,496	282	60	3,838
Retail Trade	2,731	95	362	3,188
Lodging	3,180	0	0	3,180
Business Services		1,585	216	1,800
Finance, Insurance and Real Estate	325	951	323	1,600
Gasoline Stations	964	19	19	1,003
Education and Health Care		64	601	665
Personal Services		223	261	484
Communications		166	21	186
Government		118	39	156
Wholesale Trade		80	10	90
Construction and Utilities		59	19	78
Manufacturing		43	2	45
Agriculture, Fishing, Mining		20	1	21

Source: Tourism Economics

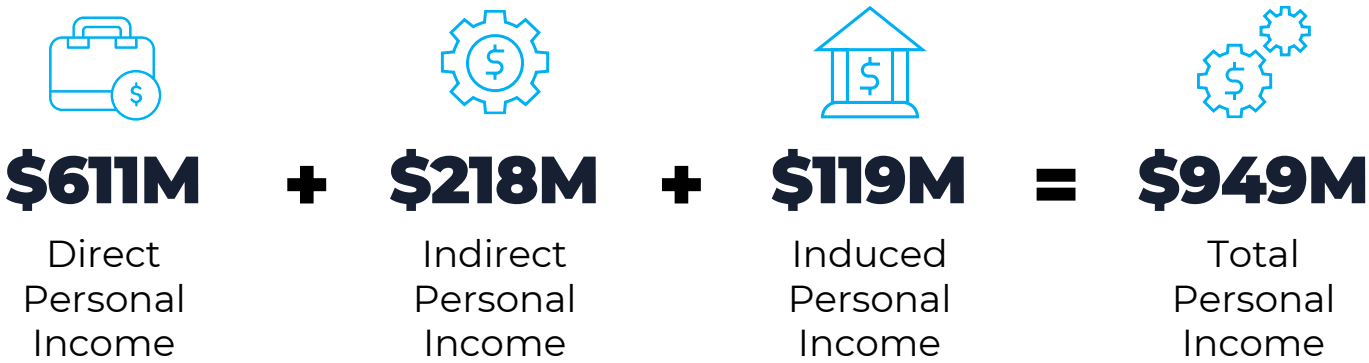
The visitor economy supported **one-in-five jobs** in Virginia Beach, including nearly 13,000 jobs in the food and beverage industry.





# Personal Income Impacts

Visitor activity generated \$611 million in direct personal income in 2024. Including indirect and induced impacts, employees received \$949 million in personal income.



## Personal Income by Industry (2024)

\$ millions

	Direct Personal Income	Indirect Personal Income	Induced Personal Income	Total Personal Income
Total, all industries	\$611	\$218	\$119	\$949
Food & Beverage	\$301	\$13	\$13	\$327
Business Services		\$105	\$17	\$122
Lodging	\$97	\$0	\$0	\$97
Recreation and Entertainment	\$84	\$3	\$2	\$89
Retail Trade	\$71	\$4	\$12	\$87
Finance, Insurance and Real Estate	\$13	\$30	\$15	\$58
Education and Health Care		\$2	\$37	\$39
Gasoline Stations	\$30	\$0	\$1	\$31
Other Transport	\$16	\$5	\$1	\$21
Personal Services		\$10	\$11	\$21
Government		\$16	\$5	\$20
Communications		\$15	\$2	\$17
Wholesale Trade		\$7	\$3	\$11
Construction and Utilities		\$4	\$1	\$5
Manufacturing		\$3	\$0	\$3
Agriculture, Fishing, Mining		\$0	\$0	\$0

Source: Tourism Economics



# Tax Impacts

Visitor activity generated \$559.6 million in government revenues in 2024.

State and local taxes alone tallied \$340.8 million in 2024.

In the absence of visitor activity, Virginia Beach households would need to contribute \$1,261 to maintain the current level of local government services.

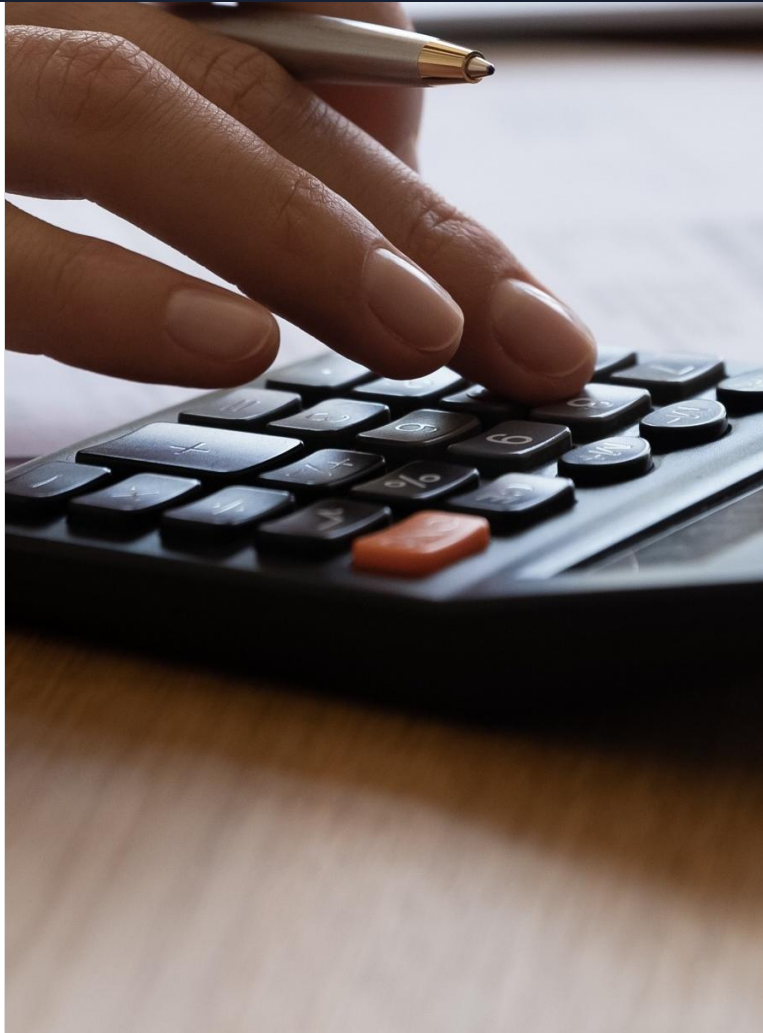
The \$340.8 million in state and local taxes generated by tourism is the equivalent of \$1,832 for every household in Virginia Beach.

## Tax Impacts (2024)

\$ millions

	Total
Total Tax Revenues	\$559.6
Federal Taxes	\$218.8
Personal Income	\$66.9
Corporate	\$17.2
Indirect Business	\$12.4
Social Insurance	\$122.3
State and Local Taxes	\$340.8
Sales	\$95.5
Bed Tax	\$51.9
Meal Tax	\$39.2
Amusement Tax	\$6.2
Personal Income	\$21.6
Corporate	\$3.0
Social Insurance	\$0.03
Excise and Fees	\$22.8
Property	\$100.5

Source: Tourism Economics



The visitor economy generated **\$559.6 million in government revenue** in 2024.

## Tax Impacts (2024)

\$ millions

	State	Local
Total Tax Revenues	\$106.2	\$234.6
Sales	\$69.6	\$25.9
Transient Occupancy Tax		\$51.9
Meal Tax		\$39.2
Amusement Tax		\$6.2
Personal Income	\$21.6	
Corporate	\$3.0	
Social insurance	\$0.03	
Excise and Fees	\$11.5	\$11.3
Real and Personal Property	\$0.4	\$100.2

Source: Tourism Economics



# Economic Impact Trends

The Virginia Beach visitor economy continued to grow in 2024, even as the pace of expansion moderated. Visitor-supported employment rose slightly faster than overall local job growth and tax revenues also posted steady gains, reflecting tourism’s ongoing value to Virginia Beach’s economic health.

## Economic Impacts in Virginia Beach

\$ millions, jobs

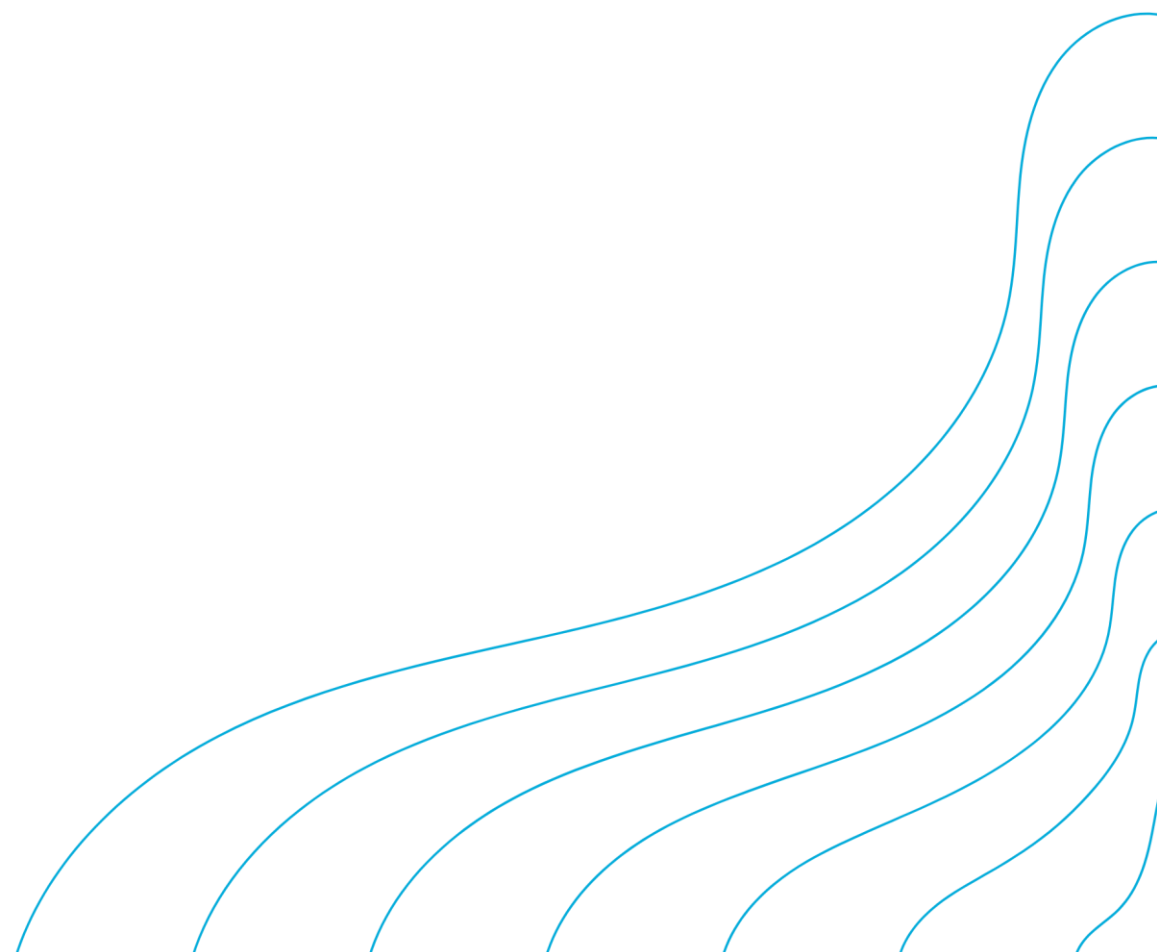
	2020	2021	2022	2023	2024	2024 Growth
Total visitor spending	\$1,520	\$2,098	\$2,402	\$2,501	\$2,552	2.0%
Total jobs supported	29,311	31,037	32,704	33,836	34,076	0.7%
Total income supported	\$731	\$808	\$900	\$934	\$949	1.6%
Total S&L* taxes supported	\$217	\$295	\$324	\$336	\$341	1.5%

Source: Tourism Economics  
\*State and local





# APPENDIX





# Appendix

## Methodology Overview

Measuring the visitor economy begins with a comprehensive demand side analysis. A visitor is defined as someone who stayed overnight or traveled more than 50 miles to the destination.

The study area is defined as the city of Virginia Beach.

Visitor survey data provide estimates on the volume of visitors by type and their spending in specific categories (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type as well as employment and personal income by industry are used to supplement and confirm demand-side visitor spending calculations.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis (BEA). This is more comprehensive than Bureau of Labor Statistics (BLS QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in the QCEW data.

The complete set of data inputs is provided below.

## Data Sources

- **Longwoods International:** Consumer survey data, including spending and visitor profile characteristics
- **STR and AirDNA:** Lodging performance data, including room demand and revenue, for hotels and short-term rentals
- **City of Virginia Beach:** Data on lodging and restaurant tax revenue
- **BEA/BLS:** Employment and wage data, by industry
- **US Census:** Business sales and employment by industry, and seasonal second homes inventory
- **Tourism Economics:** International travel data for overseas, Canadian, and Mexican travel to Virginia Beach based on aviation, survey, and credit card information

## Glossary

SPENDING DEFINITIONS	LODGING	All accommodation businesses, including hotels, B&Bs, campgrounds, and short-term rentals. This includes food, entertainment, and other services provided by these establishments.
	FOOD & BEVERAGE	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
	RECREATION	Includes visitors spending within the arts, entertainment and recreation sector.
	RETAIL	Includes visitor spending in all retail sub-sectors within the local economy, excluding grocery stores.
	LOCAL TRANSPORT	Ride share, taxis, limos, trains, rental cars, buses, and gasoline purchases.
	AIR TRANSPORT	Where applicable, the local share of air transportation spending.
ECONOMIC IMPACT DEFINITIONS	SECOND HOMES	Where applicable, spending associated with seasonal second homes for recreational use as defined by the Census Bureau.
	DIRECT IMPACT	Impacts (business sales, jobs, income, and taxes) related to businesses where visitors spend dollars (e.g. recreation, transportation, lodging).
	INDIRECT IMPACT	Impacts created from the purchase of goods and services as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected sectors (i.e. business-to-business purchases).
	INDUCED IMPACT	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor activity.
	EMPLOYMENT	Employment is measured by the Bureau of Economic Analysis (BEA) definition, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.
	PERSONAL INCOME	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
	LOCAL TAXES	City and County taxes generated by visitor spending. Includes any local sales, income, bed, usage fees, licenses and other revenue streams to local governmental authorities.
	STATE TAXES	State tax revenues generated by visitor spending. Includes sales, income, corporate, usage fees and other assessments of state governments.

## About the Research Team

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modeling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

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