

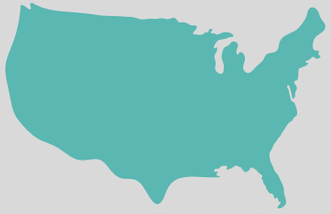
TOURISM MATTERS TO LOCALS

2025 Economic Impact of Visitors on Virginia Beach

virginia beach

Without Tourism, Virginia Beach families would need to contribute $1,833 in taxes to maintain the current level of services.*

2025 ECONOMIC IMPACT OF TOURISM



On the United States:

$1.4 Trillion

in direct direct spending

15M Jobs

$92B

State and local tax revenue



On Virginia:

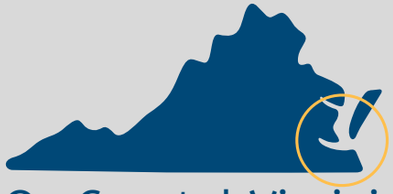
$36.2 Billion

in direct travel-related expenditure

332,302 Jobs

$3.4B

State and local tax revenue



On Coastal Virginia:

$7.1 Billion

in direct travel-related expenditure

54,648 Jobs

$578.6M

State and local tax revenue



On Virginia Beach:

$2.6 Billion

in direct travel-related expenditure

34,704 Jobs

$352.3M

State and local tax revenue

*Source: www.ustravel.org ; www.vatc.org; 2025 VB Tourism Impact Report. * State and local taxes are reflected in this statement, however, if only including local taxes the savings equal $1,303*

2025 ECONOMIC IMPACT OF TOURISM ON VIRGINIA BEACH

Visitor Spending

Food & Beverage $1,124.7M
Full-service restaurants, fast food, convenience stores, bars, grocery stores

Lodging $700.9M
Hotel, Motel, Private Homes

Retail $230.8M
Souvenirs, general merchandise, malls, shopping centers

Transportation $266.4M
Taxis, buses, parking, public transportation, car rentals, gasoline stations

Rec & Entertainment $289.9M
Theaters, amusements, entertainment venues, other rec.

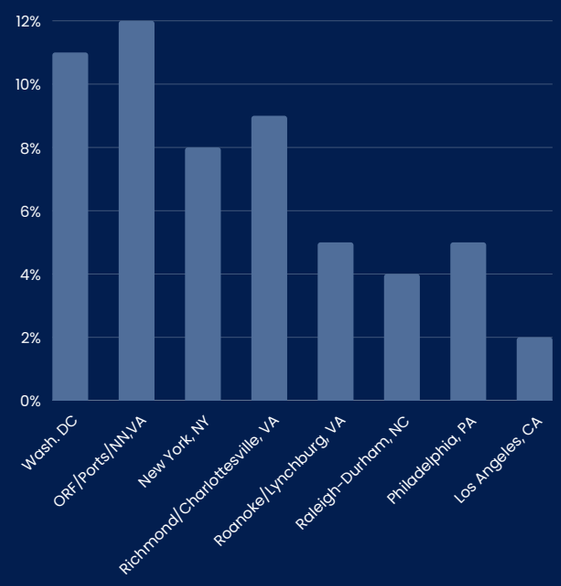
$2.6B

Total Economic Impact



$4.0B

DMA Origin of Trip



14.4M Visitors

Repeat Visitor
75%

Avg Party Size
3.0

Avg Age
42

Avg HHI
$73.2K

Total Nights Away
3.8 nights

Activity Groupings

Recreational 65%
US Norm: 52%

Entertainment 67%
US Norm: 62%

Other Activities 47%
US Norm: 41%

Sporting 22%
US Norm: 21%

Business 16%
US Norm: 17%

Cultural 37%
US Norm: 33%