2025

Economic Impact of Visitors to Virginia Beach

TOURISM ECONOMICS

AN OXFORD ECONOMICS COMPANY



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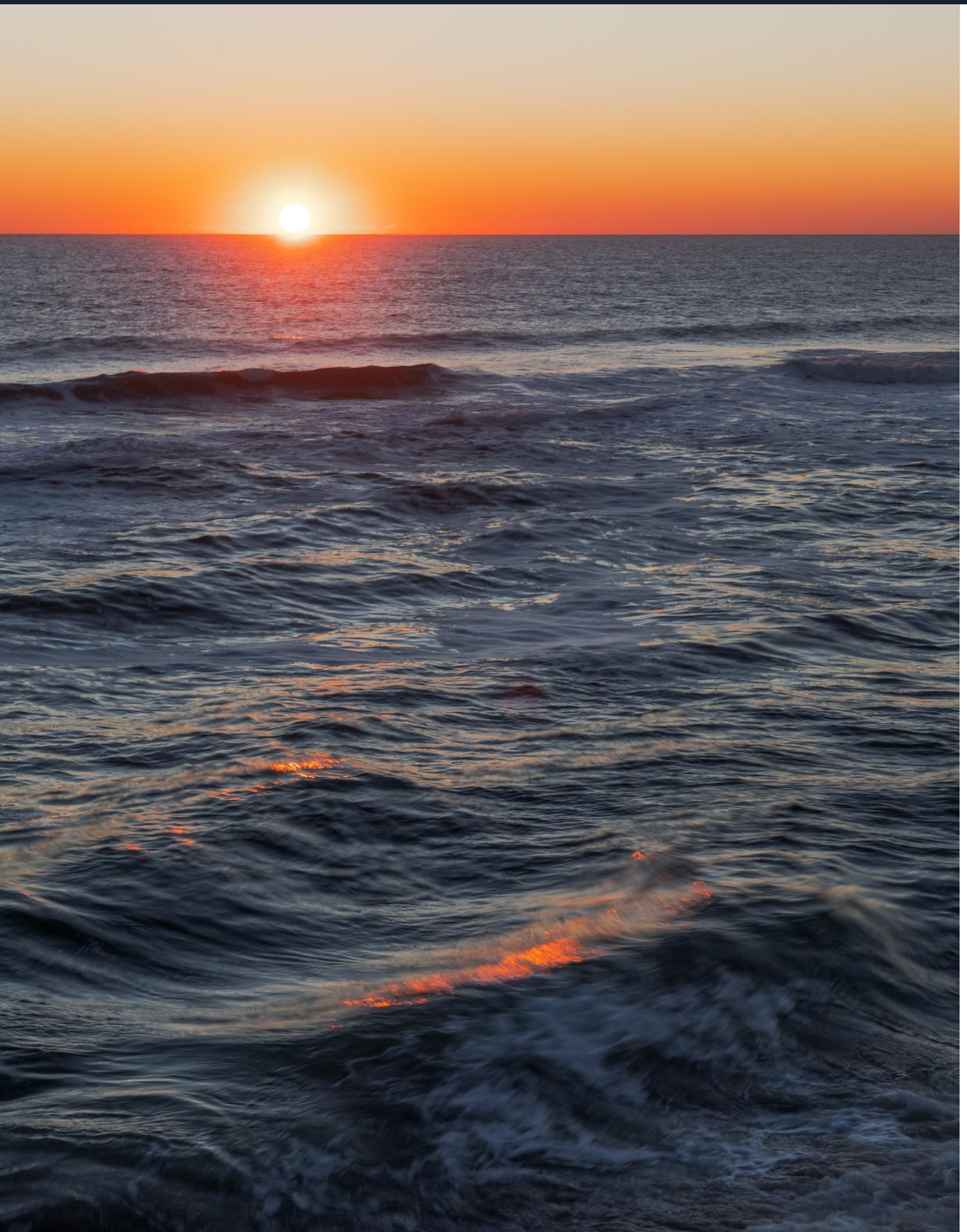
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Introduction

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

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KEY FINDINGS

Key Findings

Visitors Generate Significant Economic Impact

In 2025, **14.4 million visitors spent $2.6 billion** in the Virginia Beach economy, generating a total economic impact of **$4.0 billion.**

14.4M VISITORS TO VIRGINIA BEACH

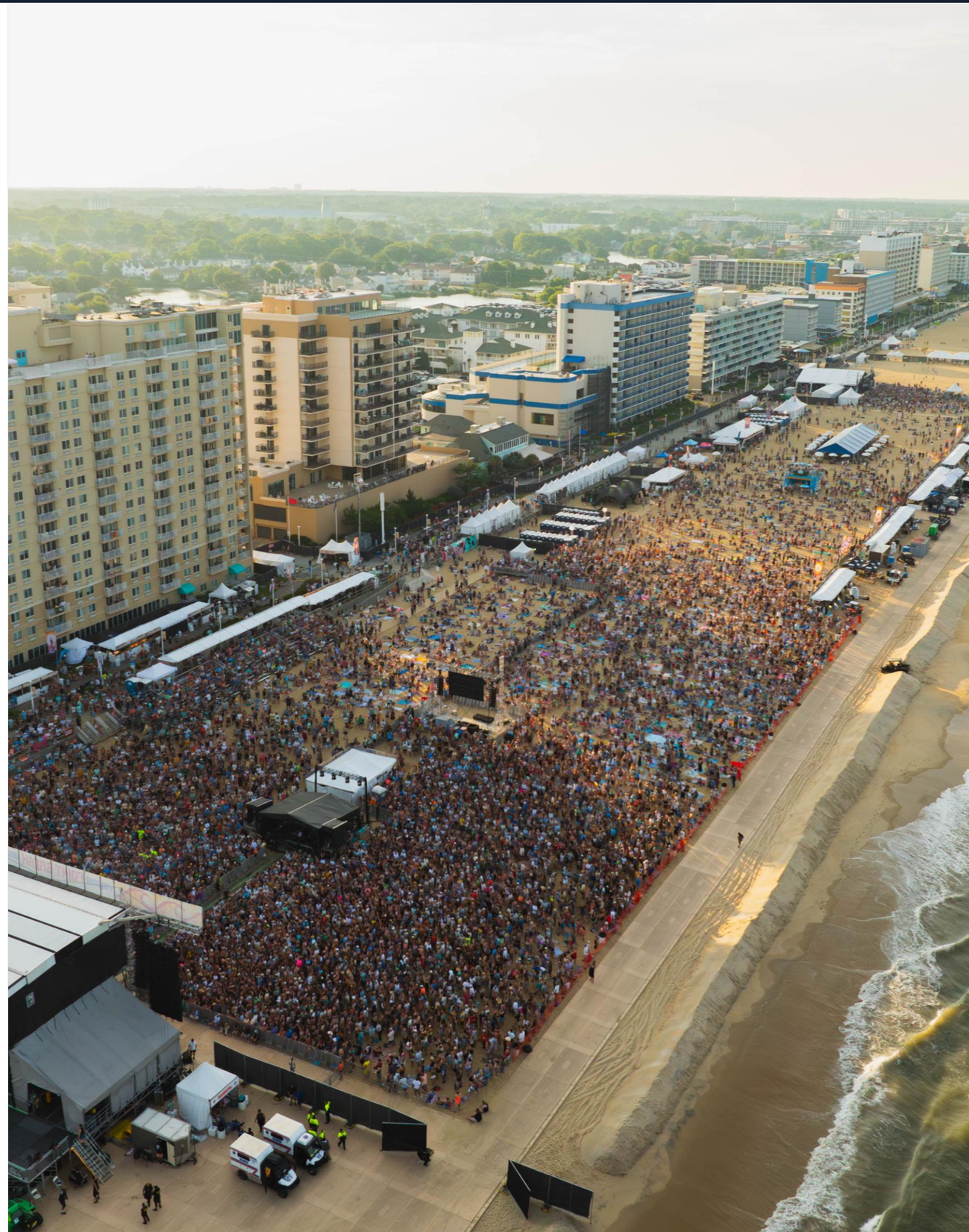
$2.6B VISITOR SPENDING

$4.0B TOTAL ECONOMIC IMPACT

$990.6M TOTAL PERSONAL INCOME

34,704 TOTAL JOBS SUPPORTED

$352.3M STATE AND LOCAL TAXES



Results in Context

The visitor economy is an economic pillar in Virginia Beach. In 2025, visitor spending supported one-in-five jobs in the city. In addition:

$2.6B VISITOR SPENDING

Visitors spent $7.2 million per day in Virginia Beach, on average.

$990.6M PERSONAL INCOME

This is the equivalent of $5,295 per resident household, regardless of any connection to the visitor economy.

34,704 JOBS

The visitor economy sustained 19.3% of all jobs in Virginia Beach in 2025.

$352.3M STATE & LOCAL TAXES

State and local taxes generated by the visitor economy offset resident taxes by $1,883 per household, including $1,303 in local taxes alone.



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VISITOR VOLUME & SPENDING

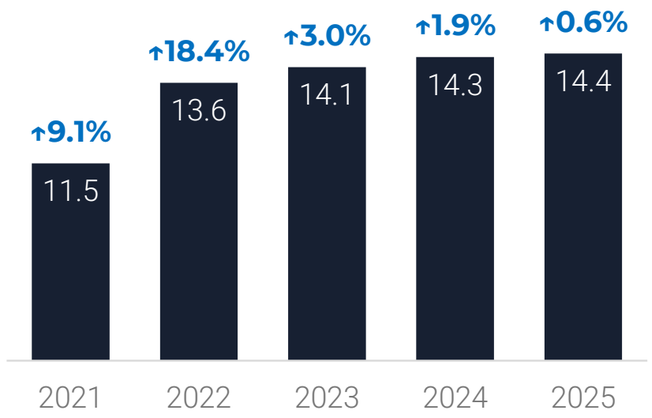


14.4 million visitors spent **$2.6 billion** in Virginia Beach in 2025.

Visitor Volume

14.4 million visitors traveled to Virginia Beach in 2025, a modest uptick over the prior year (+0.6%). Day arrivals led growth, increasing 0.8% year-over-year.

Virginia Beach Visitor Volume
millions



Sources: Longwoods International, Tourism Economics

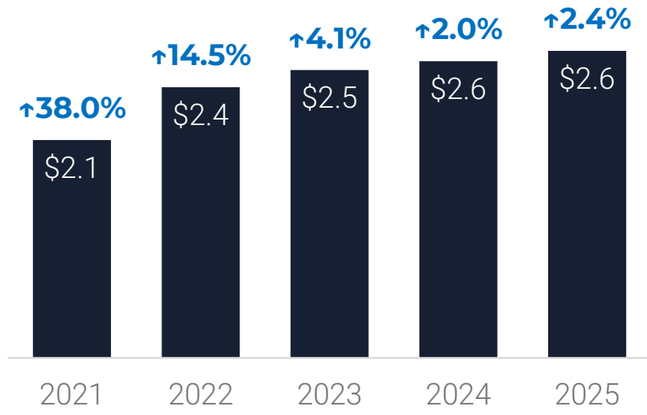
Visitor Spending

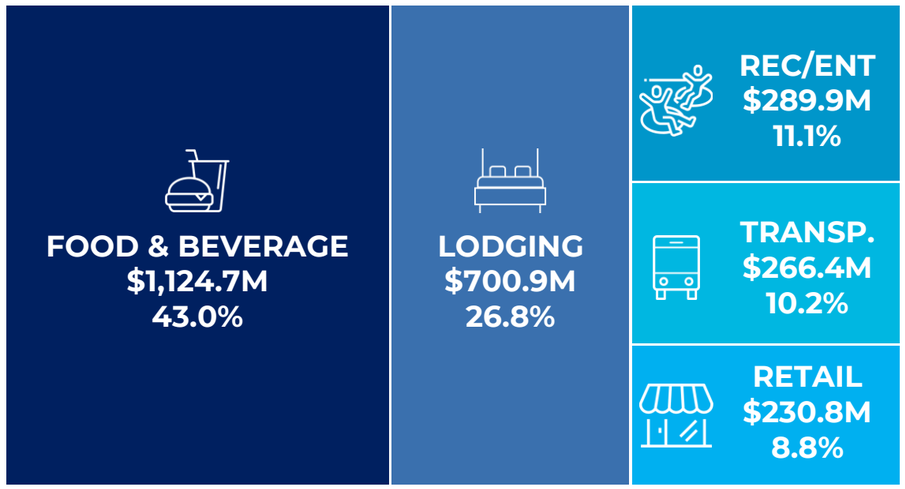
Visitor spending totaled $2.6 billion in 2025, an increase of 2.4% from the previous year.

Food and beverage was the largest spending category, accounting for $1.1 billion, or 43.0% of total visitor spending.

Lodging, including second homes and short-term rentals, accounted for 26.8% of visitor spending, totaling $700.9 million.

Virginia Beach Visitor Spending
$ billions





Source: Tourism Economics

Note: Lodging includes all accommodation types.

Visitor Volume and Spending Trends

Visitor spending increased 2.4% in 2025, supported primarily by slight domestic demand growth and higher prices.

Food and beverage spending led the gains, increasing 3.5% year-over-year, followed by recreation, which grew 2.3%. Lodging spending, including short-term rentals and second homes, increased 1.7% as average daily rates rose moderately. Lower gas prices weighed on transportation spending, which declined 0.1% from the prior year.

Visitor volume grew 0.6% year-over-year in 2025, with both day and overnight trips posting slight gains. Leisure travel led overall growth, while business travel edged down following strong growth in 2024. Day visitors remained the larger share of the market, accounting for 59% of total visitor volume.

Virginia Beach Visitor Spending
$ billions

	2021	2022	2023	2024	2025	2025 Growth
Total visitor spending	**$2.10**	**$2.40**	**$2.50**	**$2.55**	**$2.61**	**2.4%**
Food & beverage	$0.88	$1.00	$1.06	$1.09	$1.12	3.5%
Lodging	$0.58	$0.66	$0.68	$0.69	$0.70	1.7%
Recreation	$0.22	$0.26	$0.28	$0.28	$0.29	2.3%
Transportation	$0.22	$0.26	$0.27	$0.27	$0.27	-0.1%
Retail	$0.19	$0.22	$0.22	$0.23	$0.23	1.5%

Source: Tourism Economics

Note: Lodging includes all accommodation types.

Virginia Beach Visitor Volume, by Segment
millions

	2021	2022	2023	2024	2025	2025 Growth
Total visitors	**11.52**	**13.64**	**14.05**	**14.31**	**14.40**	**0.6%**
Leisure	6.71	7.97	8.15	8.29	8.35	0.8%
VFR	4.29	4.85	5.09	5.14	5.19	0.9%
Business	0.52	0.82	0.81	0.89	0.87	-2.2%
Total overnight visitors	**5.29**	**5.60**	**5.78**	**5.89**	**5.91**	**0.4%**
Leisure	2.88	2.99	3.07	3.14	3.15	0.5%
VFR	2.20	2.29	2.38	2.38	2.41	1.1%
Business	0.21	0.31	0.33	0.37	0.35	-5.7%
Total day visitors	**6.23**	**8.04**	**8.27**	**8.42**	**8.49**	**0.8%**
Leisure	3.83	4.98	5.08	5.15	5.19	0.9%
VFR	2.09	2.56	2.71	2.76	2.78	0.9%
Business	0.31	0.50	0.48	0.52	0.52	0.2%

Note: VFR = Visiting friends and relatives

Virginia Beach Visitor Volume and Spending, by Segment
millions of visitors, $ billions, and $ per person

	2021	2022	2023	2024	2025	2025 Growth
Total visitors	**11.52**	**13.64**	**14.05**	**14.31**	**14.40**	**0.6%**
Overnight	5.29	5.60	5.78	5.89	5.91	0.4%
Day	6.23	8.04	8.27	8.42	8.49	0.8%
Total visitor spending	**$2.10**	**$2.40**	**$2.50**	**$2.55**	**$2.61**	**2.4%**
Overnight	$1.41	$1.51	$1.58	$1.61	$1.64	2.3%
Day	$0.68	$0.89	$0.93	$0.94	$0.97	2.5%
Per visitor spending	**$182**	**$176**	**$178**	**$178**	**$181**	**1.7%**
Overnight	$268	$271	$273	$273	$278	1.9%
Day	$110	$110	$112	$112	$114	1.6%

Sources: Longwoods International, Tourism Economics

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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.

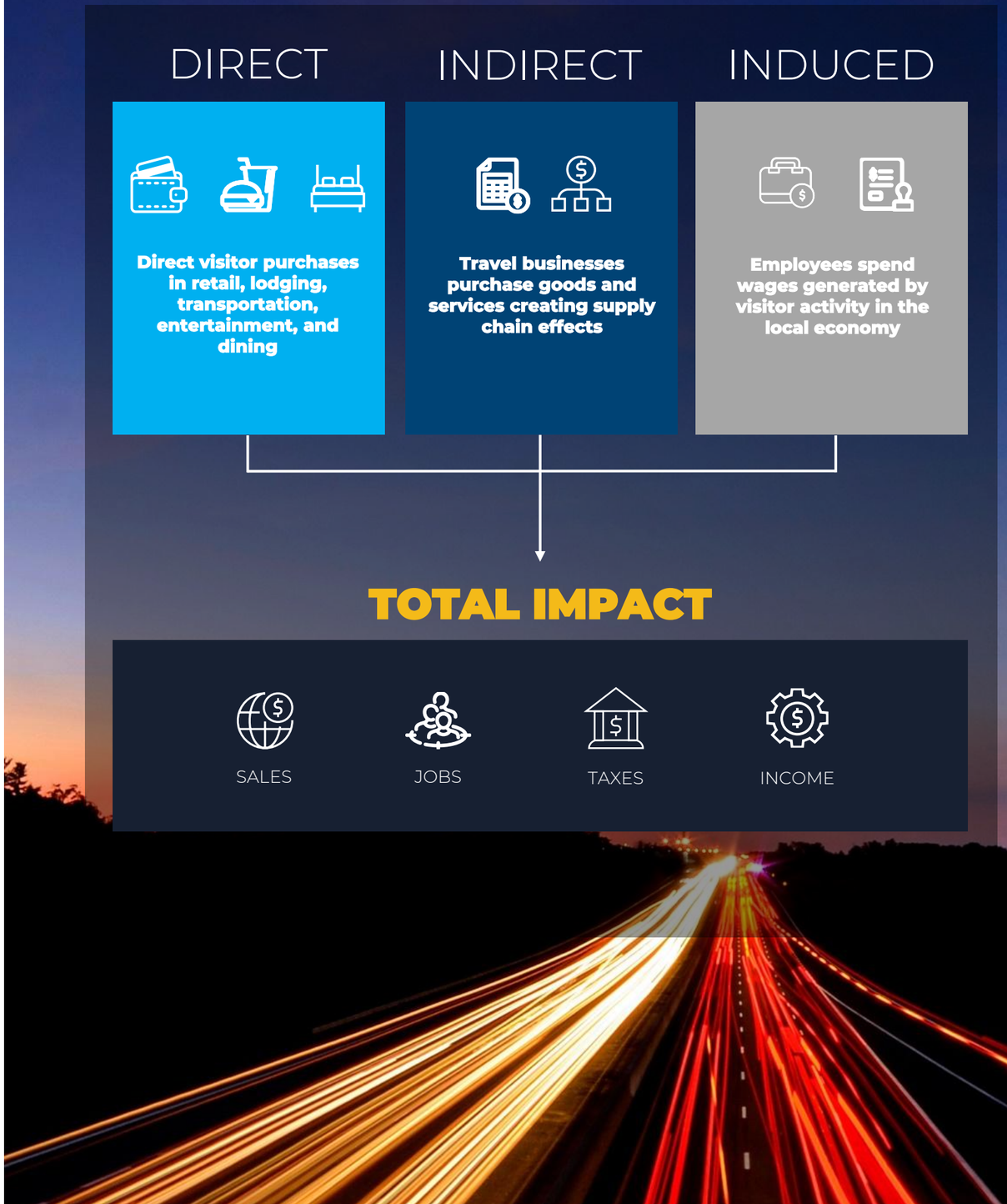
This provides a detailed profile of visitor spending by industry, which is then connected to a local input-output (I-O) economic impact model constructed within the IMPLAN platform. This uses government (Bureau of Economic Analysis and Census) data to trace the flow of visitor spending through the local 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



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ECONOMIC IMPACT

Business Sales Impacts

Visitors spent $2.6 billion in Virginia Beach in 2025. These direct impacts generated an additional $1.4 billion through supply chain (indirect) and income (induced) effects.

As a result, the total economic impact of visitors reached $4.0 billion in 2025, 2.5% ahead of the prior year.

$2.6B Visitor Spending *(Direct Sales)* + **$0.9B** Indirect Sales + **$0.5B** Induced Sales = **$4.0B** Total Economic Impact

Business Sales by Industry (2025)

$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	**$2,612.7**	**$889.5**	**$493.0**	**$3,995.2**
Food & Beverage	$1,124.7	$37.7	$42.8	$1,205.2
Lodging	$670.4	$0.0	$0.0	$670.5
Finance, Insurance and Real Estate	$114.3	$278.7	$193.4	$586.4
Recreation and Entertainment	$289.9	$25.9	$7.1	$322.9
Business Services		$266.5	$43.1	$309.6
Retail Trade	$230.8	$12.1	$39.4	$282.2
Communications		$107.7	$18.5	$126.2
Other Transport	$84.7	$23.1	$4.8	$112.6
Gasoline Stations	$97.9	$1.2	$2.5	$101.6
Education and Health Care		$6.2	$75.6	$81.8
Personal Services		$24.6	$28.6	$53.2
Government		$34.3	$14.2	$48.4
Construction and Utilities		$35.0	$8.5	$43.5
Wholesale Trade		$25.6	$12.6	$38.1
Manufacturing	$9.5	$1.5	$11.1	
Agriculture, Fishing, Mining	$1.4	$0.3	$1.7	

Source: Tourism Economics



Visitor spending generated a total economic impact of **$4.0 billion**.

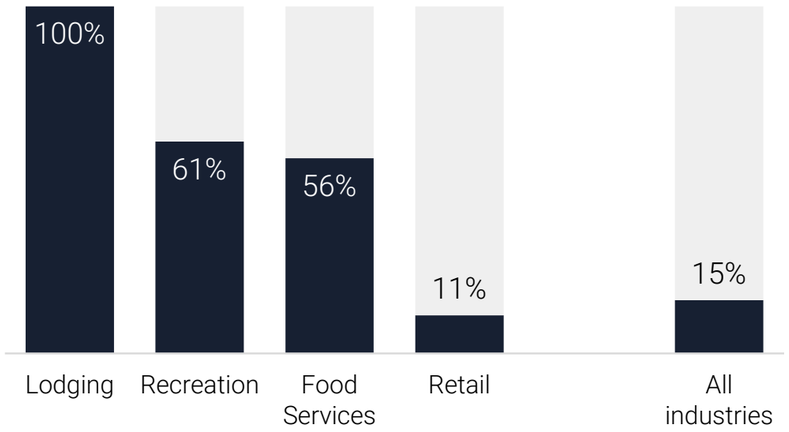
Direct Employment

Employment directly supported by visitor activity increased 1.9% in 2025, reaching 27,663 jobs.

Visitor-supported employment is a significant part of several industries in Virginia Beach—all of lodging employment, 61% of recreation employment, and 56% of food services employment were supported by visitor spending.

Overall, direct tourism jobs accounted for about 15% of all jobs in Virginia Beach in 2025.

Tourism Employment Intensity
share of total industry employment



Source: Tourism Economics



Employment Impacts

Visitor activity sustained 27,663 direct jobs in 2025, with an additional 7,041 jobs supported by the indirect and induced impacts of visitor activity. Total employment impacts tallied 34,704 in 2025, translating to one-in-five jobs in the city.

27.7K Direct Jobs + **4.5K** Indirect Jobs + **2.5K** Induced Jobs = **34.7K** Total Jobs

Employment by Industry (2025)

jobs

	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Total, all industries	**27,663**	**4,511**	**2,530**	**34,704**
Food & Beverage	12,180	463	501	13,144
Recreation and Entertainment	4,405	301	68	4,774
Other Transport	3,490	286	61	3,838
Lodging	3,606	0	0	3,606
Retail Trade	2,736	96	365	3,197
Business Services		1,610	220	1,830
Finance, Insurance and Real Estate	318	958	326	1,601
Gasoline Stations	929	19	19	967
Education and Health Care		65	613	678
Personal Services		224	265	489
Communications		166	21	187
Government		119	39	158
Wholesale Trade		81	10	91
Construction and Utilities		59	20	79
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 over 13,000 jobs in the food and beverage industry.

Personal Income Impacts

Visitor activity generated $645.9 million in direct personal income in 2025. Including indirect and induced impacts, employees received $990.6 million in personal income.

$645.9M Direct Personal Income **+** **$222.5M** Indirect Personal Income **+** **$122.2M** Induced Personal Income **=** **$990.6M** Total Personal Income

Personal Income by Industry (2025)

$ millions

	Direct Personal Income	Indirect Personal Income	Induced Personal Income	Total Personal Income
Total, all industries	**$645.9**	**$222.5**	**$122.2**	**$990.6**
Food & Beverage	$310.1	$13.6	$13.3	$337.1
Business Services		$107.7	$17.1	$124.8
Lodging	$117.9	$0.0	$0.0	$117.9
Recreation and Entertainment	$86.9	$3.1	$1.9	$91.8
Retail Trade	$72.6	$3.7	$12.3	$88.6
Finance, Insurance and Real Estate	$12.5	$30.2	$15.2	$57.9
Education and Health Care		$2.2	$37.9	$40.1
Gasoline Stations	$29.7	$0.3	$0.7	$30.7
Other Transport	$16.2	$5.1	$0.9	$22.2
Personal Services		$10.2	$10.9	$21.1
Government		$16.2	$4.7	$20.9
Communications		$15.4	$2.3	$17.7
Wholesale Trade		$7.4	$3.4	$10.8
Construction and Utilities		$4.3	$1.2	$5.6
Manufacturing	$3.0		$0.4	$3.4
Agriculture, Fishing, Mining	$0.1		$0.0	$0.1

Source: Tourism Economics



Tax Impacts

Visitor activity generated $576.0 million in government revenues in 2025, with state and local taxes alone tallying $352.3 million.

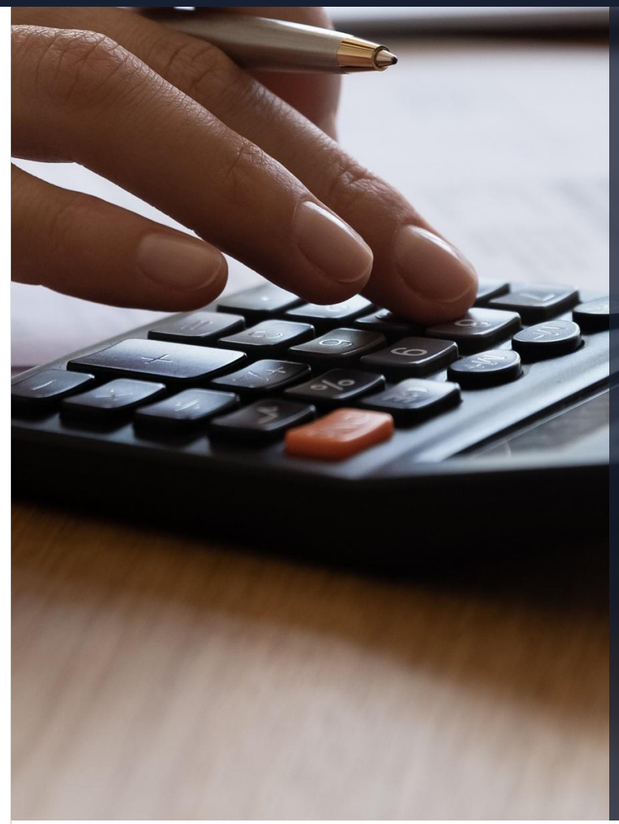
The $352.3 million in state and local taxes generated by tourism is the equivalent of $1,883 for every household in Virginia Beach.

The local portion of visitor-generated tax revenue contributed the equivalent of $1,303 per household toward local government services.

Tax Impacts (2025)
$ millions

	Total
Total Tax Revenues	**$576.0**
Federal Taxes	**$223.7**
Personal Income	$69.7
Corporate	$17.7
Indirect Business	$12.9
Social Insurance	$123.4
State and Local Taxes	**$352.3**
Sales	$97.8
Bed Tax	$54.0
Meal Tax	$42.0
Amusement Tax	$6.1
Personal Income	$22.4
Corporate	$3.1
Social Insurance	$0.0
Excise and Fees	$23.4
Property	$103.4

Source: Tourism Economics



The visitor economy generated **$576.0 million in government revenue** in 2025.

Tax Impacts (2025)
$ millions

	State	Local
Total Tax Revenues	**$108.6**	**$243.7**
Sales	$71.2	$26.7
Transient Occupancy Tax		$54.0
Meal Tax		$42.0
Amusement Tax		$6.1
Personal Income	$22.4	
Corporate	$3.1	
Social insurance	$0.0	
Excise and Fees	$11.6	$11.9
Real and Personal Property	$0.3	$103.1

Source: Tourism Economics

Economic Impact Trends

The Virginia Beach visitor economy continued to grow in 2025, with growth accelerating from the previous year. Visitor-supported employment again grew faster than overall local employment, while incomes also posted healthy gains, reflecting tourism's continued contribution to Virginia Beach's economic health.

Economic Impacts in Virginia Beach

$ millions, jobs

	2021	2022	2023	2024	2025	2025 Growth
Total visitor spending	$2,098	$2,402	$2,501	$2,552	$2,613	2.4%
Total jobs supported	31,037	32,704	33,836	34,076	34,704	1.8%
Total income supported	$808	$900	$934	$949	$991	4.4%
Total S&L* taxes supported	$295	$324	$336	$341	$352	3.4%

Source: Tourism Economics
*State and local



TOURISM ECONOMICS

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, amusement, 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.*
SECOND HOMES	*Where applicable, spending associated with seasonal second homes for recreational use as defined by the Census Bureau.*

ECONOMIC IMPACT DEFINITIONS

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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