

Take a Closer Look at Virginia Beach!

"Tourism is a billion-dollar industry in Virginia Beach. It provides support to more than 13,000 jobs and contributes more than \$59 million that helps pay for major public projects, as well as essential City services like police, fire, schools, stormwater and roads." — Mayor Will Sessoms

Virginia Beach residents enjoy a higher quality of life, thanks to tourism!

All year long, millions of visitors are drawn to our coastal city each year! And yes, citizens do enjoy this beautiful and exciting coastal region as well. But tourism provides an even more important benefit for your neighborhoods, schools, infrastructure, hospitals, and strong job base and why so many people love living here!

On a state level, spending by domestic travelers to Virginia in 2016 equaled \$65 million a day. Overall travel expenditures increased 3.3 percent to \$23.7 billion. As the fifth largest private employer in Virginia, the travel and tourism industry supported more than 229,000 jobs and \$5.6 billion in payroll.

2016 TOURISM ECONOMIC IMPACT (Source: US Travel Assn)

- Virginia Beach visitors spent a record \$1.49 billion in 2016, an increase of 6.2 percent over 2015
- Local tax receipts grew 8.3 percent, reaching almost \$59.5 million
- State tax receipts were reported at \$72.5 million, representing an 8.2 percent increase
- Employment in travel and tourism related jobs in Virginia Beach grew by 5.6 percent, increasing payroll by a substantial 8.5 percent to more than \$277 million

VISITATION NUMBERS (Source: Longwoods International)

- 15.2 million total visitors, 9.4% increase over 2015
- Of those 15.2 million, 7.1 million were overnight visitors and 8.1 million were day visitors

This message of appreciation to Virginia Beach and Coastal Virginia residents, was sponsored by the Virginia Beach Hotel Association and The Virginia Beach Restaurant Association. Thank you for the opportunity to serve you!

