

Direct Economic Impact and Spending Shares by Industries, 2021

Source: Tourism Economics

Locality	Region	2021 Direct Impacts											
		Direct Visitor Spending, 2021 (in millions)								Employment	Labor Income (in millions)	State Taxes (in millions)	Local Taxes (in millions)
		Lodging*	F&B	Retail	Recreation	Transport**	Total Spending	Total Spending % Change (2021/2020)	Spending Share of State				
CHARLES CITY	Coastal Virginia - Hampton Roads	\$2.5	\$2.2	\$0.5	\$0.9	\$1.2	\$7.2	44.7%	0.03%	48	\$1.4	\$0.2	\$0.2
CHESAPEAKE CITY	Coastal Virginia - Hampton Roads	\$91.1	\$167.9	\$57.9	\$68.0	\$81.7	\$466.7	29.7%	1.85%	4,505	\$126.4	\$13.6	\$24.0
FRANKLIN CITY	Coastal Virginia - Hampton Roads	\$2.9	\$5.3	\$1.7	\$1.9	\$4.7	\$16.5	34.2%	0.07%	198	\$4.4	\$0.5	\$0.8
HAMPTON CITY	Coastal Virginia - Hampton Roads	\$64.0	\$100.0	\$32.3	\$32.3	\$39.5	\$268.2	46.8%	1.06%	2,426	\$64.9	\$7.8	\$13.6
ISLE OF WIGHT	Coastal Virginia - Hampton Roads	\$10.1	\$14.6	\$10.8	\$5.0	\$6.2	\$46.7	36.5%	0.19%	478	\$12.0	\$1.4	\$2.0
JAMES CITY	Coastal Virginia - Hampton Roads	\$156.7	\$88.1	\$102.3	\$127.1	\$47.6	\$521.9	55.6%	2.07%	4,619	\$171.4	\$15.5	\$23.7
NEW KENT	Coastal Virginia - Hampton Roads	\$2.9	\$4.8	\$9.5	\$2.7	\$8.0	\$27.9	40.5%	0.11%	203	\$7.8	\$0.7	\$1.1
NEWPORT NEWS CITY	Coastal Virginia - Hampton Roads	\$49.5	\$102.7	\$46.4	\$39.7	\$63.9	\$302.2	37.1%	1.20%	2,985	\$113.4	\$9.1	\$17.8
NORFOLK CITY	Coastal Virginia - Hampton Roads	\$164.2	\$285.3	\$110.2	\$97.7	\$469.1	\$1,126.6	55.0%	4.47%	6,969	\$281.1	\$25.1	\$50.2
POQUOSON CITY	Coastal Virginia - Hampton Roads	\$2.7	\$4.5	\$0.9	\$1.2	\$2.0	\$11.3	43.1%	0.04%	120	\$3.2	\$0.3	\$0.5
PORTSMOUTH CITY	Coastal Virginia - Hampton Roads	\$6.8	\$21.5	\$6.4	\$8.2	\$15.4	\$58.3	57.5%	0.23%	605	\$16.0	\$1.6	\$3.7
SOUTHAMPTON	Coastal Virginia - Hampton Roads	\$1.9	\$2.3	\$0.6	\$0.9	\$2.7	\$8.4	34.0%	0.03%	106	\$2.5	\$0.2	\$0.4
SUFFOLK CITY	Coastal Virginia - Hampton Roads	\$25.6	\$46.8	\$12.5	\$14.9	\$20.2	\$120.0	36.0%	0.48%	1,233	\$33.2	\$3.6	\$6.7
SURRY	Coastal Virginia - Hampton Roads	\$3.0	\$0.5	\$0.0	\$0.2	\$0.1	\$3.9	12.4%	0.02%	20	\$0.6	\$0.0	\$0.3
VIRGINIA BEACH CITY	Coastal Virginia - Hampton Roads	\$542.8	\$793.2	\$229.9	\$305.6	\$250.3	\$2,121.8	49.4%	8.41%	17,606	\$545.0	\$60.2	\$114.4
WILLIAMSBURG CITY	Coastal Virginia - Hampton Roads	\$79.0	\$94.4	\$44.2	\$112.3	\$29.7	\$359.7	57.6%	1.43%	2,667	\$113.3	\$10.6	\$17.2
YORK	Coastal Virginia - Hampton Roads	\$80.0	\$94.6	\$26.5	\$39.9	\$24.1	\$264.9	59.2%	1.05%	1,659	\$48.7	\$6.8	\$12.9
Regional Total	Coastal Virginia - Hampton Roads	\$1,285.9	\$1,828.6	\$692.6	\$858.6	\$1,066.5	\$5,732.2	48.7%	22.7%	46,447	\$1,545.4	\$157.3	\$289.5