

NEWS RELEASE

York County Public Affairs



757-890-3300
www.yorkcounty.gov
publicaffairs@yorkcounty.gov

Deirdre Roesch, Marketing & Communications Manager

York County Economic & Tourism Development
757-890-3386 desk | 757-879-1134 cell
deirdre.roesch@yorkcounty.gov

Visitor Spending Reached \$296.8M in York County in 2024

Tourism generated \$35.1 billion in visitor spending in Virginia, marking a nearly \$2 billion increase over 2023.

September 25, 2025

According to the most recent data released by the Virginia Tourism Corporation (VTC), visitor spending in York County reached \$296.8 million in 2024. Tourism supported 1,870 local jobs and generated \$14.7 million in tourism-related tax revenue.

Tourism in Virginia generated a record high \$35.1 billion in visitor spending in 2024, marking a 5.4% increase from \$33.3 billion in 2023. Overnight visitation to Virginia increased by over one million people to 44.7 million visitors in 2024, up from 43.6 million in 2023, surpassing pre-pandemic levels for the first time and setting a new record.

York County saw a slight increase in visitor spending on food and beverage (\$111.5 million) and retail (\$28.4 million) in 2024. Spending remained relatively steady in lodging (\$86.5 million), recreation (\$44.3 million), and transportation (\$26.1 million) during the same period.

“Tourism continues to be one of York County’s economic drivers, generating millions in spending that supports local jobs, strengthens small businesses, and enhances our community’s quality of life,” said Kristi Olsen, Director of York County Economic & Tourism Development. “We’re proud of the role Yorktown plays in Virginia’s success as both a historic destination and a vibrant waterfront village. As we look ahead to the VA250 commemoration and next year’s Sail Yorktown Festival, an official SailVirginiaSM 2026 Affiliate Harbor, we are excited to welcome even more visitors to experience the history, culture, and hospitality that make York County such a special place.”

Travelers spent \$96 million per day in Virginia in 2024, up from \$91 million in 2023. Virginia visitors directly drove \$2.5 billion in state and local tax revenue, an increase of \$100 million from 2023. Every Virginia household saves \$990 annually on state and local taxes because of the revenue generated by visitors.

The tourism industry in Virginia directly supported over 229,000 jobs in 2024, an increase of nearly 5,000 jobs compared to 2023. Direct travel employment is now at 95% of pre-pandemic employment levels. Virginia’s tourism workforce is growing gradually, but staffing shortages remain an ongoing challenge, particularly in the lodging sector.

York County, Virginia—home to historic Yorktown and the victory that won America’s independence—serves its community with pride.

“We are incredibly proud to see the continued momentum of Virginia’s tourism industry propelling us to new heights,” said President and CEO of Virginia Tourism Corporation Rita McClenny. “Through strategic marketing and close collaboration with statewide partners, VTC is driving new demand and encouraging longer stays across Virginia. From coast to cliff, our diverse destinations continue to captivate. As we look ahead to milestone moments such as the VA250 commemoration, Virginia is poised to play a leading role in how visitors engage with history, culture, and adventure.”

VTC receives its annual economic impact data from Tourism Economics. The information is based on domestic visitor spending (travelers from within the United States) from per-person trips. Visitors included those who stayed overnight or traveled more than 50 miles to the destination. Detailed economic impact data and methodology are available at vatc.org/research.

About York County Economic & Tourism Development

York County seeks to create a diverse economic base through continually recruiting, growing and retaining business across a variety of industries. The **Department of Economic and Tourism Development** is dedicated to expanding York County's tax base through capital investment in the County; promoting tourism; supporting large, small, and home-based businesses; and providing new employment opportunities for County residents. Its efforts result in improved quality of life throughout York County, including charitable giving, volunteerism, and job creation.

The Department of Economic and Tourism Development works in cooperation with many regional and state agencies to pursue its mission. Key among these allies are the Virginia Economic Development Partnership, Hampton Roads Alliance, Hampton Roads Small Business Development Center, Virginia Tourism Corporation, Visit Williamsburg, and the local Chambers of Commerce.

Learn more about York County Economic Development:
www.YesYorkCounty.com.

About Visit Yorktown

Visit Yorktown, a unit of York County Economic and Tourism Development, promotes year-round tourism through storytelling, aiming to attract audiences to its rich history, waterfront views, and engaging events. Visit Yorktown works closely with local businesses to market their products and services to a variety of audiences, including leisure tourists, educational groups, hospitality organizations, and event planners. Learn about Visit Yorktown (York County Tourism) at www.visitryorktown.org.

###