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Tourism Revenue Increased in the City in 2016

-All of Virginia regions saw increased tourism revenue while Virginia topped \$24 billion-

Harrisonburg, Va. – Data released by the United States Travel Association (USTA) reveals that all regions in Virginia posted an increase in tourism revenue last year.

According to the US Travel Association, tourism in Virginia generated \$24 billion in travel spending. Tourism also supported 230,000 jobs in the Commonwealth and \$1.7 billion in state and local taxes. The increase is largely attributed to Virginia’s tourism development all around the state, including: new hotels, restaurants, agritourism, craft breweries, wineries, distilleries, cideries, sports, outdoor recreation, festivals and events, music venues, wedding venues, meeting and convention venues, attractions and so much more. Virginia’s changing tourism product makes the Commonwealth a destination for authentic travel experiences and thriving communities.

Tourism was again an important contributor to the local economy in 2016. Tourism revenue for Harrisonburg reached \$118,605,915, a 4% percent change over 2015. Local tourism-supported jobs totaled 1,152 while local tourism-related taxes were \$9,722,194. All data was received by the Virginia Tourism Corporation (VTC) from US Travel Association and is based on domestic visitor spending (travelers from within the United States) from trips taken 50 miles or more away from home.

“The increase in tourism revenue continues to prove the importance of our tourism efforts locally,” explained Harrisonburg Mayor Deanna Reed. “In addition to bringing revenue to our local community, the tourism industry brings jobs, visitors, and support to our local businesses. We are excited to showcase our wonderful city and look forward to continuing this momentum in the future.”

“As one of Virginia’s largest private sector industries, tourism represents \$24 billion in economic impact and contributes \$1.7 billion in state and local taxes, injecting critical dollars into our communities statewide,” said **Todd Haymore, Secretary of Commerce and Trade**. “The tourism industry supports local businesses, services, and infrastructure, and is an important contributor to job creation. Communities all across Virginia continue to develop new tourism product, making the Commonwealth one of the most exciting and compelling destinations in the world.”

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The Virginia Tourism Corporation is the state agency responsible for marketing Virginia to visitors and promoting the [Virginia is for Lovers](#) brand. *Virginia is for Lovers* is the longest-running state tourism slogan in the country. *Virginia is for Lovers* stands for love, pure and simple, and promotes the state as the ideal destination for loved ones to completely connect on a great vacation. *Virginia is for Lovers* was named one of the top 10 tourism marketing campaigns of all time by Forbes and was inducted into the National Advertising Walk of Fame in 2009.

Plan your next vacation in Virginia. Visit www.virginia.org to discover why Virginia is for Lovers.

The Virginia Tourism Corporation receives its annual economic impact data from the U.S. Travel Association. The information is based on domestic visitor spending (travelers from within the United States) from per-person trips taken 50 miles or more away from home. Detailed economic impact data by locality is available on www.vatc.org under Research.

The City of Harrisonburg is centrally located in the Shenandoah Valley of Virginia. It is home to almost 55,000 people. More information about the City of Harrisonburg is online at www.HarrisonburgVA.gov.



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