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**News Release
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Hampton's tourism industry shows signs of major growth, recovery

-Visitors spent \$268.2 million in 2021 according to new report-

Hampton, VA - While many industries are still recovering from the COVID-19 pandemic, traveling is trending upwards throughout Virginia. According to an [Economic Impact of Visitors in Virginia](#) report released last week by Tourism Economics for the Virginia Tourism Corporation (VTC), Hampton received major visitor spending in 2021, indicating that the city made a full recovery in tourism in comparison to 2020 and experienced growth over 2019.

The data shows that Hampton generated \$268,167,329 in tourism spending in 2021, a 46.8 percent increase compared to 2020. Travelers also contributed to a 28.8 percent increase for the same timeframe in local taxes generated by visitor spending. Additionally, jobs created directly from spending by visitors in the tourism industry saw a 11.7 percent increase in 2021 compared to 2020. Income supported by visitor spending rose by 24.1 percent.

The report further indicates that the city has maintained a steady rise in tourism spending since 2019, in many cases exceeding pre-pandemic travel spending. Expenditures created directly from visitor spending rose 23 percent over 2019. Labor income supported by direct visitor spending saw an 11 percent rise. Local taxes generated by tourism spending increased five percent over 2019 and state tax revenue created by direct visitor spending grew by 17 percent over 2019.

Across the Commonwealth, tourism seems to be trending upward as well. According to the report, in 2021, overnight visitation to Virginia increased by 31 percent to 38.5 million visitors, up from 29.5 million in 2020. As a result, Virginia's tourism industry generated \$25.2 billion in visitor spending across all communities in 2021, a 44 percent increase from 2020.

"We are very excited that tourism and visitor spending has fully recovered in Hampton," said Mary Fugere, director of Hampton Convention & Visitor Bureau. "Travelers to Hampton continue to enjoy our profound history and enticing businesses and attractions. Also, as visitors continue to come to Hampton for conferences, events, and competitions, we are on pace to continue this upward trend in the years to come."

Despite the catastrophic effect that the COVID-19 pandemic had on the nation, visitors continued to choose Hampton. Since the pandemic, the city has been able to welcome several new businesses including restaurants, retail stores, specialty shops and much more. Many festivals, events, and programs have returned to Hampton after taking a hiatus during the pandemic. The city will also be opening its Hampton, Virginia Aquaplex later this month. This facility is slated to have a major impact on regional sports tourism. The Hampton, Virginia Aquaplex will be the largest of its kind in the state.

To find more information about this economic impact report, visit <https://www.vatc.org/research/economicimpact/>

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Partially bordered by the Hampton Roads harbor and Chesapeake Bay, Hampton, with the 344,000 sq. ft. Hampton Roads Convention Center and the award-winning Hampton Coliseum, is located in the center of Coastal Virginia and the Hampton Roads metropolitan area. Hampton is the site of America's first continuous English-speaking settlement, the site of the first arrival of Africans in English North America, and is home to such visitor attractions as the Virginia Air & Space Science Center, Fort Monroe National Monument, Hampton History Museum, Hampton University Museum, The American Theatre, among others.