

**News Release
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Hampton's tourism industry marks substantial growth in 2022

Visitors spent \$300.6 million in 2022 according to new study

Hampton, VA - Hampton has experienced a significant boost in its economy according to the release of the [2022 Economic Impact of Travel study](#) by the Virginia Tourism Corporation (VTC). The report reveals impressive figures, showcasing the city's thriving tourism industry and its positive effects on the local area. Hampton proudly saw an increase in direct visitor spending, job creation, and local and state tax revenue. Additionally, Hampton ranked as a top five fastest growing city in the Commonwealth with a 12.1 percent growth in expenditures from 2021 to 2022, and a 37.4 percent increase compared to 2019.

Hampton welcomed \$300.6 million in direct visitor spending, a testament to the city's appeal as a top local and statewide visitor destination. This influx of revenue has not only bolstered the local economy, but has also generated a multitude of employment opportunities. The industry is sustained by a total of 2,857 jobs, providing a significant contribution to the overall prosperity of the community.

The economic impact study also highlights the substantial contributions made by the tourism industry to state and local tax revenue. Hampton's success in attracting visitors resulted in \$9,151,351 in state tax receipts, further benefiting the entire state of Virginia. Additionally, the city generated an impressive \$15,989,111 in local taxes.

"We're thrilled to see such remarkable growth and positive trends in Hampton's tourism industry," said Mary Fugere, Director of the Hampton Convention & Visitor Bureau. "These figures demonstrate Hampton's ability to attract national visitors and highlight the hard work and dedication of our local businesses in providing exceptional experiences for travelers."

The economic impact study displays the city's commitment to fostering a thriving tourism industry. Hampton's unique blend of historical landmarks such as Fort Monroe National Monument, cultural attractions like Hampton University Museum and Hampton History Museum, and renowned facilities and amenities like the Hampton, Virginia Aquaplex and the Hampton Roads Convention Center continue to draw visitors from near and far.

Tourism plays a vital role in Hampton's economic landscape, supporting a wide range of businesses, including hotels, restaurants, retail establishments, sporting and entertainment

venues. The city's continued success in attracting visitors benefits these industries and creates a ripple effect throughout the local economy, positively impacting various sectors and contributing to the overall impact of the Coastal Virginia region.

Across the Commonwealth, tourism seems to be trending upward as well. According to the study, overnight visitation to Virginia in 2022 increased by 10 percent to 42.2 million visitors, up from 38.3 million in 2021. Additionally, Virginia's tourism industry generated \$30.3 billion in visitor spending across all communities in 2022, a 20.3 percent increase from 2021.

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.