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**TOURISM IN
GLOUCESTER COUNTY**

Sept. 2, 2025

TOURISM **IN GLOUCESTER COUNTY**

- Tourism action plan – 2023/2024
- Launch of restaurant week in 2024
- Nearly \$225,000 in grant funding from VTC awarded to the locality and locality-based businesses and organizations since 2022
- VA250 Preservation Fund - \$690,000
- DRIVE Tourism+ recipient for 2025 - \$10,000; workshop on Oct. 9
- Regional DMO through MPPDC in progress
- Work collaboratively with Gloucester organizations – Main St. Preservation Trust, The Cook Foundation
- Support tourism-related entrepreneurs

STATE FAST FACTS ABOUT TOURISM

2024

44.7 million overnight visitors (+2.5%)

\$35.1 billion in visitor spending across Virginia (+5.4%)

Travelers spent \$96 million per day in Virginia in 2024 up from \$91 million in 2023

\$2.5 billion in state & local tax revenue (+4.2%)

Tourism saves every VA household \$990 in state and local taxes.

Source: Virginia Tourism Corporation

ECONOMIC IMPACT IN GLOUCESTER COUNTY



ECONOMIC IMPACT IN GLOUCESTER COUNTY

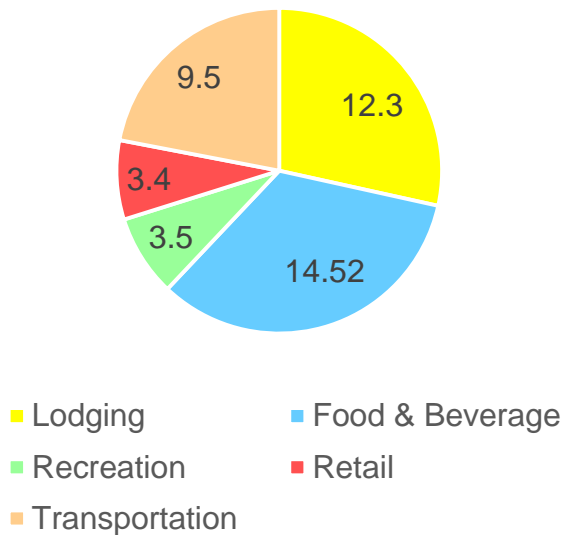
Gloucester

	2019	2020	2021	2022	2023	Percent Change
Travel Economic Impacts						
Employment	450	384	399	403	421	4.5%
Expenditures	\$ 39,255,530	\$ 33,062,367	\$ 43,007,707	\$ 43,183,695	\$ 47,257,737	9.4%
Labor Income	\$ 10,509,800	\$ 9,423,977	\$ 10,770,541	\$ 11,162,538	\$ 12,346,686	10.6%
Local Tax Receipts	\$ 1,768,592	\$ 1,504,542	\$ 1,787,956	\$ 1,901,916	\$ 2,054,186	8.0%
State Tax Receipts	\$ 1,028,872	\$ 812,366	\$ 1,014,545	\$ 1,053,005	\$ 1,146,297	8.9%

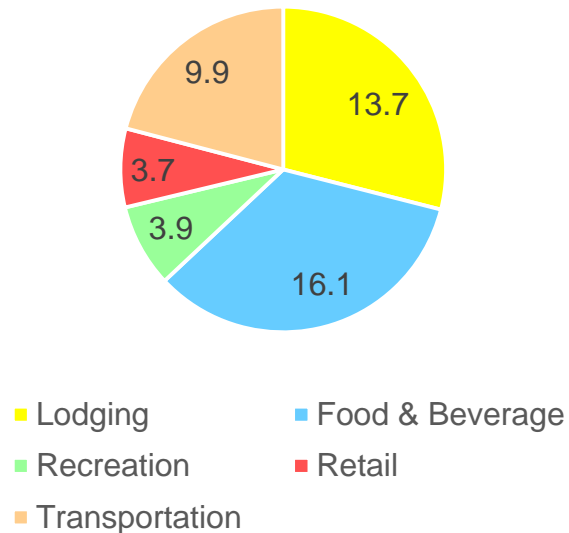
Source: Virginia Tourism Corporation

SECTOR EXPENDITURES IN GLOUCESTER COUNTY (in millions)

2022 (in millions)



2023 (in millions)



Source: Virginia Tourism Corporation

2024 VISITOR PROFILE

Summary

65.5% of visitors spent at least one night in the destination (-3.6%)

34.5% of visitors took day trips

Average nights in destination – 1.7 (+0.2%)

Most popular months May, July, August

Top three origin DMAs:

Norfolk/Portsmouth/Newport News

Richmond region

Washington DC/Northern VA

Source: Arrivalist data for Virginia Tourism Corporation

GLOUCESTER COUNTY TOURISM ACTION PLAN



TOURISM ACTION PLAN

PROCESS

- Two half day facilitated sessions
- Facilitated by Virginia Tourism Corporation
- 21 participants
- Input from Gloucester tourism staff
- Goals developed based on existing documents
- Objectives and activities developed





FOUR GOALS OF THE **TOURISM ACTION PLAN**

- Expand promotional efforts and strengthen tourism marketing strategies
- Expand and diversify tourism-related opportunities
- Foster existing and create new community and business partnerships and relationships
- Advocate and seek funds for enhancement and preservation of the historical, cultural, and natural assets of Gloucester County

THANK YOU! QUESTIONS?



Contact Laura at lmesser@virginia.org