



City of Manassas, Virginia  
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## **Tourism Revenue Reached \$68 Million in the City of Manassas in 2016**

City of Manassas, VA . . . Data released by the United States Travel Association (USTA) reveals that all regions in Virginia posted an increase in tourism revenue last year.

Tourism was again an important contributor to the local economy in 2016. Tourism revenue for the City of Manassas reached \$68,000,000. Local tourism-supported jobs totaled 580 while local tourism-related taxes were \$1,800,000, a 3.5% increase. 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 City of Manassas prides itself on being visitor friendly,” said City Manager W. Patrick Pate. “According to 2016 Citizen Satisfaction Survey completed by ETC Institute, the City of Manassas scored more than 20 percent above the national average in customer service.”

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.

“As the 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.”

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. To plan your next vacation in Virginia, visit [www.virginia.org](http://www.virginia.org) and discover why Virginia is for Lovers.

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