

Travel will power our economic recovery. Why travel matters to WEST VIRGINIA

STATE	SPENDING	PAYROLL	JOB	TRAVEL INDUSTRY EMPLOYMENT RANKING
2019	\$4.5 Billion	\$1.1 Billion	39,758	4
2020	▼ -34%	▼ -29%	▼ -32%	▼ 7
2021	▼ 16% Below 2019 Levels			

Prior to the COVID-19 pandemic, the thriving travel and tourism industry was a significant economic driver in **WEST VIRGINIA**. In 2019:

- Domestic and international travelers spent **\$4.5 billion** while visiting.
- For every **\$1 million** spent in West Virginia by domestic and international travelers, **8.8 jobs were created**.
- Travel spending directly supported **39,758 jobs**, making the travel industry the state's **4th largest workforce**, representing **7.2%** of our state's total private sector employment.
- Travel spending generated **\$519 million in taxes to state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

In 2020 and 2021, the COVID-19 pandemic led to historic declines in travel to **WEST VIRGINIA** and caused severe economic harm to our attractions, hotels, restaurants and more.

- Spending by domestic and international travelers **declined 34% in 2020**, shuttering many local businesses and putting our residents out of work. **Spending remained 16% below 2019 levels in 2021**.
- **Travel employment fell by 32% in 2020** and travel's share of total private industry employment fell from **7.2% to 5.3%**.

SOURCE: U.S. Travel Association, Tourism Economics

TRAVEL REMAINS THE HARDEST-HIT INDUSTRY, WITH AN UNEVEN RECOVERY ACROSS ALL SECTORS.

