



Department of Economic Development
City of Manassas
Contact: Patrick J. Small, CECd
Email: psmall@manassasva.gov

FOR IMMEDIATE RELEASE

Date: October 2, 2020

Visitors to Manassas Spent More Than \$74.5 Million in 2019

Virginia achieved a record-setting \$26.7 billion total

Manassas, VA — October 2, 2020 — Data released by the United States Travel Association (USTA) reveals that all regions in Virginia posted an increase in tourism activity last year. The City of Manassas continued its trend of annual gains for the 10th consecutive year with expenditures reaching \$74.6 million, a 2.6% increase from 2018.

Tourism is a critical contributor to the Manassas economy. In 2019, visitor spending was directly responsible for 578 jobs with an annual payroll of \$12.7 million and \$1.9 million in local tax receipts. Efforts by the City of Manassas to promote a strong tourism economy benefit local residents as well as visitors. In the 2018 Manassas Citizen Satisfaction Survey, 85% of residents loved the events and festivals put on in the historic downtown district. These events drove local and visiting traffic to the downtown area, aiding in the ongoing revitalization effort by spurring more small business investment and entrepreneurial activity. Since 2014, confidence in the city's revitalization efforts, ability to attract and retain private sector jobs, and availability of employment have all increased.

"In 2019 nearly 500,000 people came to Manassas to visit our attractions or to enjoy our festivals, parades, events, and markets" said Manassas Mayor Hal Parrish. "In the most recent Citizen Satisfaction survey residents ranked Manassas 22% higher than the National average as a place to visit." Positioning the City as a tourist destination has also created an outstanding place to live. Over 75% of residents plan to stay in Manassas for at least the next 2 years, and 80% have lived in Manassas for over 5 years already.

The Virginia Tourism Corporation receives its annual economic impact data from the U.S. Travel Association. The information is based on domestic visitor spending (travelers from within the United States) from per-person trips taken 50 miles or more away from home. Detailed economic impact data by locality is available on www.vatc.org under Research.

About the City of Manassas Department of Economic Development

The City of Manassas fosters economic development through collaborative partnerships, sustainable fiscal management and supportive City services. The Department of Economic Development (DED) is directly responsible for business attraction, retention, expansion and tourism initiatives in the City. As a resourceful and collaborative organization, we work in partnership with our key stakeholders to ensure that we have what businesses need; including a highly educated and technical workforce with access to major universities and first-class training providers. We take an active leadership role in all that we do, serving as a community builder, collaborator and agent of economic growth. For help with your business needs please visit: <https://choosemanassas.org/> or call 703.257.8882.

- ### -