



BUSINESS BEAT

Economic Development News



October 2, 2020

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



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 benefits local residents as well as visitors.

"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.

[FULL Release](#)



The Department of Economic Development exists, in large degree, to support the businesses in our community. We take that charge very seriously and will continue to share information we feel will be timely, pertinent and helpful to you. This includes links to other agencies and resources that we will send out separately.

We also encourage your feedback. Please share ideas and information you have that would be helpful to our local businesses directly with us either on our FB page (ChooseManassas) or by email, at:
psmall@manassasva.gov or nsmith@manassasva.gov

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