fxva fairfax county virginia

exceptional ROI. enduring impact.

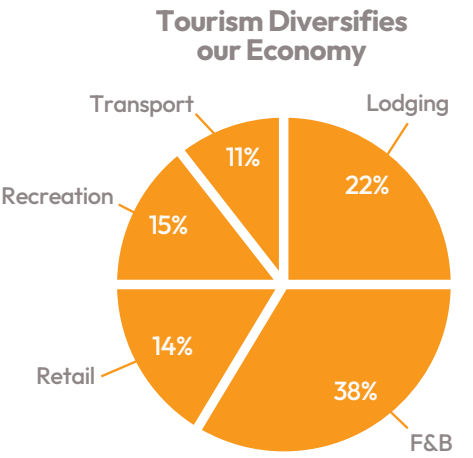
$109 for every $1 invested in tourism marketing.



smart investing = stronger returns

Tourism is a proven economic driver for Fairfax County.

- **$3.9 billion** in tourism spending in 2024
- **$305 million** in state and local taxes ($189 million local)
- **$454 million** additional spending during ARPA boost
- **Diversified** tax base that supports long-term growth



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tourism doesn't just bring visitors. it brings vitality.



Visit Fairfax: Experience that delivers.

- **$568 million** in visitor spending in FY25
- **337,000** visitor parties
- **501,000** paid hotel room nights
- **136** new group events



Transient Occupancy Tax Recommendations



- **$1.5 Million** Infrastructure Fund
  - Provides long-term support for tourism infrastructure and development.
- **$1 Million** Grant Program
  - Empowers local tourism businesses and expands marketing reach for Fairfax County.
- **$4 Million** Direct Tourism Marketing & Promotion
  - Attracts high-value sports tournaments and business meetings.
  - Expands consumer marketing in top-performing markets.
  - Supports and promotes community events.
  - Adds strategic hires in AI, marketing, communications, and sales.