



## **NEWS RELEASE**

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## Orange County Experiences Double Digit Growth in Tourism Revenue in 2011

Orange, VA – September 12, 2012 – In a report generated by the Virginia Tourism Corporation, tourism was again an important contributor to the local economy of Orange in 2011. Tourism revenue in Orange County reached \$41.68 million, a 10.2 percent increase over 2010. Local tourism-supported jobs totaled 540 jobs, which is a 3.7 percent increase over 2010. State tax receipts for Orange County totaled \$1.76 million and local tax receipts totaled \$1.21 million for 2011. These figures represent a 5.2 percent and 5 percent increase over 2010, respectively. All data was received by the Virginia Tourism Corporation from United States Travel Association (USTA) and is based on domestic visitor spending (travelers from within the United States) from per person trips taken 50 miles or more away from home.

According to the USTA, tourism in Virginia generated \$20.4 billion in revenue, an eight percent increase over 2010. Tourism also supported 207,000 jobs in the Commonwealth and provided \$1.32 billion in state and local taxes. In terms of those numbers tourism is the third largest industry in Virginia.

"We are very pleased with the most recent economic impact numbers we received from Virginia Tourism Corporation. These numbers continue to indicate that tourism is a viable economic engine for Orange County," said S. Teel Goodwin, Orange County Board of Supervisors Chairman.

The Orange County Tourism Department remains focused on increasing tourism revenues and visitation to the County for the benefit of the citizens and businesses in Orange. Through its presence at the Visitors Center in the Train Depot, website <a href="www.visitorangevirginia.com">www.visitorangevirginia.com</a>, multiple publications and appearances, the mission of Orange County Tourism remains strong.

For more information or to volunteer, please contact Leigh Mawyer, Tourism Manager, at 540-661-5328 or <a href="mayyer@orangecountyva.gov">mayyer@orangecountyva.gov</a>.

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