



NEWS RELEASE

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ORANGE COUNTY BOASTS 3.7% INCREASE IN TOURISM REVENUE IN 2012

Orange, VA – September 5, 2013 – In a report generated by the Virginia Tourism Corporation, tourism was again an important contributor to the local economy of Orange in 2012. Tourism revenue in Orange County reached \$43.238 million, a 3.7 percent increase over 2011. Local tourism-supported jobs totaled 551 jobs, which is a 1.3 percent increase over 2011. State tax receipts for Orange County totaled \$1.80 million and local tax receipts totaled \$1.23 million for 2012. These figures represent a 3.1 percent and 2.5 percent increase over 2011 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 \$21.2 billion in revenue, a four percent increase over 2011 and a new record high for the Commonwealth. Tourism also supported 210,000 jobs in the Commonwealth and provided \$1.36 billion in state and local taxes.

“For at least the last five years, Orange County has made gains in Tourism revenues. These numbers affirm that tourism continues to be an important part of Orange County’s economy. We are pleased that the collaboration with the Virginia Tourism Corporation and our Tourism partners works so well, and we look forward to continued success next year,” 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 Orange. Through its presence at the Visitors Center in the Train Depot, website www.visitorangevirginia.com, 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 lmawyer@orangecountyva.gov.

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