



NEWS RELEASE

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TOURISM REVENUE REACHED \$51+ MILLION IN ORANGE COUNTY IN 2018

Orange County, VA – Data released by the United States Travel Association (USTA) reveals that all regions in Virginia posted an increase in tourism revenue last year.

According to the US Travel Association, tourism in Virginia generated \$26 billion in travel spending. Tourism also supported 235,000 work opportunities for Virginia communities and contributed \$1.8 billion in state and local taxes. The increase is largely attributed to Virginia's tourism promotion and development efforts all around the state, including: new hotels, restaurants, agritourism, craft breweries, wineries, distilleries, cideries, sports, outdoor recreation, festivals and events, music venues, wedding venues, meeting and convention venues, attractions and so much more. Virginia's changing tourism industry makes the Commonwealth a destination for authentic travel experiences and vibrant communities.

Tourism is at a record level in Virginia, and visitor spending has continued to grow year after year. With continued increase in mobility, more sophisticated technology, and changing demographics, travel demand is at an all-time high. Travelers are seeking unique experiences in their leisure time, and view travel as an important factor for their quality of life.

Tourism was a critical contributor to the local economy in 2018. Tourism revenue for Orange County reached \$51+ million, a 5.3 percent increase over 2017. Local tourism-supported jobs totaled 613, while local tourism-related taxes generated were \$1.49 million.

All data was received by the Virginia Tourism Corporation (VTC) from US Travel Association and is based on domestic visitor spending (travelers from within the United States) from trips taken 50 miles or more away from home.

Jim White, Chairman of the Orange County Board of Supervisors, shared his thoughts on the latest data received from the state, "This most recent data confirms tourism's contribution to the County's growing economy and highlights the contribution of local businesses that serve our community and visitors."

Orange County Tourism's Manager, Lori Landes-Carter added, "Orange County's growing tourism industry is the result of our passionate business owners striving every day to provide quality experiences, nonprofit organizations supporting and preserving our cherished historic treasures, arts and culture, and many local volunteers donating hundreds of hours a year to support our destinations. All these elements weave together to create a rich tapestry that strengthens our community and place in Central Virginia and the State."

"Virginia's tourism industry had a banner year in 2018, hitting new records and making important impacts on our communities across the Commonwealth," said Rita McClenny, president and CEO of Virginia Tourism Corporation. "As we celebrate the 50th anniversary of Virginia is for Lovers and the

tourism industry's continued growth this year, we also celebrate the people who impact and influence our communities with their vision, passion, and love for the tourism industry. Our industry is made up of creative, hard-working, and dedicated professionals, and they work every day to make our communities more vibrant and dynamic. They help to make Virginia the best place to live, work, and visit, and are our most powerful ambassadors for Virginia is for Lovers."

www.VisitOrangeVirginia.com

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.



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