



NEWS RELEASE

For Immediate Release
September 12, 2014

For more information contact:
Leigh Mawyer
Tourism Manager
540-661-5328
lmawyer@orangecountyva.gov

ORANGE COUNTY INCREASES TOURISM REVENUE IN 2013

Orange, VA – September 12, 2014 – In a report generated by the Virginia Tourism Corporation, tourism was again an important contributor to the local economy of Orange in 2013. Tourism revenue in Orange County reached \$43.659 million, a 1 percent increase over 2012. Local tourism-supported jobs totaled 557 jobs, which is a 3.4 percent increase over 2012. State tax receipts for Orange County totaled \$1.819 million and local tax receipts totaled \$1.267 million for 2013. These figures represent a 0.5 percent and 2.4 percent increase over 2013 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 \$21.5 billion in travel spending. Tourism also supported 213,000 jobs in the Commonwealth and provided \$842 million in state taxes and \$581 million in local taxes. The data also revealed that every region in Virginia posted an increase in tourism revenue last year.

“For at least the last five years, Orange County has made gains in Tourism revenues. These numbers make the case that tourism is an important part of Orange County’s economy. We are pleased with the collaboration with Virginia Tourism Corporation and our Tourism partners and look forward to continued success next year,” said S. Teel Goodwin, Orange County Board of Supervisors Chairman.

“Tourism plays a key role in our economic development and growth in the Commonwealth, providing valuable jobs for citizens and stimulating business of all sizes,” said Governor Terry McAuliffe. “During my administration, I have made tourism a fundamental part of my economic development initiatives. The data released today shows once again that tourism provides a tremendous return on investment, and continues to provide jobs—213,000 of them—to the citizens of Virginia.”

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 County. Through its presence at the Visitors Center in the Train Depot, website www.visitorangevirginia.com, Facebook page www.facebook.com/#!/VisitOrangeCountyVirginia, multiple publications and partnerships with tourism entities in and around Orange County, the mission of Orange County Tourism continues to be to promote the County as a travel destination, thereby stimulating the local economy and enhancing the quality of life for citizens and visitors alike.

For more information or to volunteer, please contact Leigh Mawyer, Tourism Manager, at (540) 661-5328 or lmawyer@orangecountyva.gov.

####