



NEWS RELEASE

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ECONOMIC IMPACT STUDY FOR ORANGE COUNTY TOURISM RELEASED

Orange, Virginia – The Orange County Tourism Advisory Committee is pleased to announce the completion of an economic analysis of tourism in Orange County. The Tourism Advisory Committee retained Dr. Fletcher Mangum of Mangum Economics in late 2014, to conduct a confidential online survey of the nearly 180 tourism related businesses in Orange County, to give a more granular analysis of the contribution tourism makes to Orange County's overall economy.

Leigh Mawyer, Tourism Manager, said, "We are very pleased to have a study of this magnitude completed. We appreciate the participation in the survey by the business community and feel confident that the findings of the study will emphasize the importance of tourism to the economy of Orange County."

The response rate for the survey was 30.5% which is one of the highest rates Dr. Mangum has experienced, with this type of economic survey. Some principal findings of the analysis are:

- In 2013, the tourism industry directly contributed 616 jobs, \$17.5 million in labor income, and \$56.1 million in local economic impact output to Orange County's economy.
- Accounting for the "ripple" effect associated with the direct economic impact, the tourism industry's total economic contribution in 2013 grows to 796 full-time-equivalent jobs, \$24.1 million in labor income, and \$81.5 million in economic impact.
- Tourism was directly or indirectly responsible for generating approximately 12% of the overall private employment in Orange County in 2013.
- Economic activity from tourism was responsible for generating a total of \$12.6 million in overall tax revenue. Of that total, approximately \$2.8 million is comprised of local tax revenue collected by Orange County and used to support schools, public safety, and other local governmental services.

Lee Frame, Chairman of the Orange County Board of Supervisors, said, "The analysis prepared by Dr. Mangum empirically confirms that tourism and tourism-related businesses are important to Orange County and underscores our need to strategically support and promote the success of these businesses going forward."

Jay Billie, owner of the Inn at Westwood Farm and Chairman of the Tourism Advisory Committee, stated, "The economic study pinpoints where tourism is today in Orange County and its contribution to the overall vitality of the county. The study accentuates the importance of having a diverse economy in Orange County and our tourism segment is certainly contributing to the economic health of our community."

The study was presented to the Board of Supervisors by Dr. Mangum on April 28, 2015. A copy of the study is available online at <http://orangecountyva.gov/DocumentCenter/View/1357>.

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