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NEWS RELEASE



Largest Percent Increase in 2014 Visitor Spending Was in Orange County, NC *Orange County Sees 7.75 % Increase Over Previous Year*

CHAPEL HILL, NC - (August 11, 2015) — Visit North Carolina announced today that domestic visitors to and within Orange County, NC spent \$181.65 million in 2014, an increase of 7.75 percent from 2013. This percentage increase in visitor spending was the largest in North Carolina.

Tourism impact highlights for 2014 in Orange County:

- Visitors to Orange County in 2014 generated \$181.65 million.
- Total payroll generated by the tourism industry in 2014 Orange County was \$33.55 million.
- State tax revenue generated in Orange County totaled \$9.46 million.
- \$3.88 million in local taxes were generated.
- Together the tax revenue from travel totaled \$13.34 million. This represents a \$95.33 tax saving to each county resident.
- The travel and tourism industry directly employs nearly 1,800 in Orange County.

These statistics are from the “2014 Economic Impact Of Travel On North Carolina Counties.” The study was prepared for Visit North Carolina by the U.S. Travel Association. Economic impact is represented by measures of spending, employment, payroll, business receipts and tax revenues generated by traveler spending.

The growth in tourism in Orange County is due to several key factors said Laurie Paolicelli, Orange County Director of Community Relations & Tourism.

“We saw increased healthcare related business, resulting from software training and UNC Healthcare project consultants; construction business related to new student housing and a spike in destination weddings,” said Paolicelli.

Paolicelli noted that the county’s newest hotel, The Hampton Inn & Suites in Carrboro which saw its first full year in 2014, has attracted new groups. “In fact, all of our hotels are ahead of projections in transient business and corporate meetings (on average of 100 attendees),” she said.

“We also attribute our multi-tiered advertising and marketing programs to our increased demand,” added Paolicelli. “A number of national accolades have come to Chapel Hill, Carrboro and Hillsborough, NC. All of this contributed to increased travel to Orange County.”

Statewide Domestic visitors to and within North Carolina spent a record \$21.3 billion in 2014, an increase of 5.5 percent from 2013. For more information about the travel impact numbers

statewide, click on the research tab at <http://www.partners.visitnc.com> or contact Visit North Carolina.

The Chapel Hill/Orange County Visitors Bureau is Chapel Hill and Orange County NC's official Destination Marketing Organization and is accredited by the Destination Marketing Accreditation Program (DMAP) of the Destination Marketing Association International in Washington, DC. The Visitors Bureau is a department of Orange County Government. The Bureau's mission is to develop and coordinate visitor services in Orange County and to implement marketing programs that will enhance the economic activity and quality of life in the community. For information: www.VisitChapelHill.org.

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