

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Orange County, NC Visitor Spending At All Time High

CHAPEL HILL, NC - (August 29, 2016) — Visit North Carolina announced recently that domestic visitors to and within Orange County, NC spent more than \$184 million in 2015. This figure equates to \$1,305 spent per Orange County resident. The 2015 economic impact reflects the highest numbers on record.

“Most impressive is the continued growth in payroll and the growing tax receipts,” said Laurie Paolicelli, Executive Director of the Chapel Hill/Orange County Visitors Bureau.

- Visitors to Orange County in 2015 generated \$184.45 million, up 1.54% from 2014.
- Total payroll generated by the tourism industry in Orange County in 2015 was \$35.50 million, a 5.8% increase.
- State tax revenue generated in Orange County totaled \$9.98 million, up 5.5%.
- \$3.97 million in local taxes were generated, an increase of 2.4%
- Together the tax revenue from travel totaled \$13.95 million.
- The travel and tourism industry directly employs 1,820 in Orange County.

These statistics are from the “Economic Impact of Travel on North Carolina Counties 2015.” The study was prepared for Visit North Carolina by the U.S. Travel Association. Economic impact is represented by measures of spending, employment, payroll, and tax revenues from travel-generated and travel-supported businesses.

This growth in tourism in Orange County is due to several key factors noted Paolicelli.

“In 2015 demand was at all-time high. The University North Carolina at Chapel Hill is the primary draw as is visitation from education and healthcare related travel, state association meetings at area hotels and a rise in popularity of college towns as a destination for retirees, relocating families and cultural arts visitors. This creates an uptick in travelers who want to visit friends and family in Orange County,” said Paolicelli.

As the official accredited destination marketing organization of Chapel Hill and Orange County, the mission of the Chapel Hill/Orange County Visitors Bureau 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. The Visitors Bureau is a department of Orange County, NC Government. For information: www.VisitChapelHill.org

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