



County of Prince Edward, Virginia

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Tourism Revenue Grew in Prince Edward County in 2011

- All Virginia localities saw increased tourism revenue while Virginia topped \$20 billion -

Governor Bob McDonnell's recent announcement that tourism in Virginia became a \$20 billion industry in 2011 was good economic news not just for the Commonwealth as a whole. Data released by the United States Travel Association reveals that every locality in Virginia posted an increase in tourism revenue last year

According to the USTA, tourism in Virginia generated \$20.4 billion in revenue, an eight percent increase over 2010. Tourism also supported 207,000 jobs in the Commonwealth and provided \$1.32 billion in state and local taxes. In terms of those numbers tourism is the third largest industry in Virginia.

Tourism was again an important contributor to the local economy in 2011. Tourism revenue for Prince Edward County reached \$19.73 million, a seven percent increase over 2010. Local tourism-supported jobs totaled \$3.93 million while local tourism-related taxes were approximately \$370,000. All data was received by the Virginia Tourism Corporation from 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.

“We have been closely monitoring the impact of travellers to Farmville and Prince Edward County for the last several years,” Magi Van Eps, Tourism and Visitor Center Coordinator for Prince Edward County said after this data was released. “In 2011, with the expectation of access opening to High Bridge, the Visitor Center saw a 19% increase in visitors to the region. Now, in 2012, between the Main Street Designation, along with the growth in downtown Farmville, the new signage along US-460 directing travellers to exit into Farmville, and the opening of the entire High Bridge Trail State Park to the public, these key opportunities are creating a wonderful economic impact for our whole community. So far in 2012, we have seen a 63.4% increase in visitors – just to the Heartland Regional Visitor Center.” Since access to High Bridge opened on Easter weekend this year, the state park has had almost 130,000 visitors year to date. In all of 2011, there were 86,110 visitors to the park. “That kind of news is what

keeps us excited and ready for the future here in Prince Edward County and Farmville.” Ms. Van Eps went on to state, “With this continuing good news about our economy – we all win.”

Anyone interested in learning more about the tourism opportunities in Prince Edward County, the Town of Farmville, and the Virginia’s Retreat region, is invited to visit the Heartland Regional Visitor Center at 121 E. Third Street, one block off of Main Street in downtown Farmville, Virginia. The Visitor Center is open 7 days a week, from 9 a.m. to 5 p.m.

The Virginia Tourism Corporation (VTC) is the state agency responsible for marketing Virginia to visitors and promoting the Virginia is for Lovers brand. The Virginia tourism Web site, <http://www.virginia.org/>, is one of the most visited in the nation and features destinations, events, travel packages and special offers from throughout the state.

Note to media: detailed economic impact data by locality is available on www.Vatc.org under Research.

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