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For more information contact:
Julie Perry
Director of Economic Development & Tourism
jperry@orangecountyva.gov
(540) 661-5324

ORANGE COUNTY VISITOR SPENDING REACHED $54.4 MILLION IN 2023

ORANGE COUNTY, Va. – According to the most recent statistics released by the Virginia Tourism Corporation (VTC), visitor spending for Orange County reached $54.4 million in 2023, a 3.1% change over 2022. Tourism-supported jobs in Orange totaled 660 while local tourism-related taxes were $3 million.

At the state level, Virginia generated a record high $33.3 billion in visitor spending in 2023, an increase of nearly 10% from 2022, exceeding pre-pandemic levels by 14.7%. The tourism industry in Virginia directly supported over 224,000 jobs in 2023, an increase of over 13,000 jobs relative to 2022. Direct travel employment is now at 93% of pre-pandemic employment levels. Visitor-facing industries accounted for more than 5% of all jobs in Virginia last year.

All five categories of visitor spending in the Commonwealth have now fully recovered to pre-pandemic levels and beyond. Those categories include recreation, transportation, lodging, food & beverage, and retail. Recreation was the fastest growing category in 2023, up 12% over 2022 and 24% beyond pre-pandemic levels, more than any other category, as travelers continue to show a strong preference for experiences.

“Visitors contribute significantly to the tax base in Orange County and 2023 was a banner year for the local industry. In addition to year-over-year growth, Orange surpassed its pre-pandemic spending levels by 19.3%” said Julie Perry, Director of Economic Development and Tourism. “We’re proud of the historic sites, craft beverage producers, agritourism attractions, small businesses and boutique lodging partners that work so hard to make Orange County a great destination for everyone to enjoy!"

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