

Press Release

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From: Caroline County
Board of Supervisors
Re: Caroline County Tourism
Domestic Travel Spending Increases
Date: 9-16-09
Percy Ashcraft, County Administrator

Caroline Tops Northern Virginia Tourism Percentage Growth

The Virginia Tourism Corporation reported today outstanding news about Caroline's growth in Tourism Travel spending from 2007-2008—Caroline tied for first in the Northern Virginia Region in Traveler Spending. For the five year period from 2003 to 2008, Caroline's percentage of growth was First in Northern Virginia.

The numbers represent the growth in people spending money in Caroline which creates jobs, tax revenues and more solid local businesses.

The overall Virginia Average for 2007-2008 is 2.8%--**Caroline increased by 10.3 %.**
For the five year period, Caroline grew by over 50%.

Caroline tied with the City of Alexandria for first place in the 2007-2008 period.

By State analysis, Caroline is placed in the Northern Virginia 16 communities region which places the County head to head with Washington, DC suburbs. Caroline is the Southern most community in the region.

For all of Virginia, Caroline in 2008 tied for fourth place in percentage of growth. Caroline's surge forward has occurred in the worst economy since the Great Depression, as many economists state. Many Virginia communities reported reduction of percentage in Tourism spending during the reporting periods.

Since the time frame reported, Caroline has added a Visitor Center considered by Tourism professionals as the best community owned Visitor Center in Virginia, and a number of restaurants to the list of tourism beneficiaries. On September 24, the State Fair of Virginia begins operations at Meadow Events Park. Additional revenue opportunities are anticipated.

The County hopes to realize more revenues from the solid gains established by the program. Tourism Manager, Kathy Beard, has been developing new marketing materials for visitors and conducting operations at the Visitor Center while staging the County's successful Fairs and Festivals.

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A copy of the full VTC report can be viewed:

<http://www.vatc.org/research/2008ExpendituresByRegion.xls>