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## **Bedford Touts Economic Impact of Visitors During National Tourism Week**

(Bedford, Va.) Bedford is touting the economic impact of visitors to the area as part of National Tourism Week, May 8-16, 2010. Tourism is one of Virginia's most powerful industries, generating \$19.2 billion in revenue, supporting 210,000 jobs and providing \$1.28 billion in state and local taxes.

Locally, tourism has a significant impact on the Bedford area's economy. Data compiled by the U.S. Travel Association shows that tourism in 2008 (the last year that complete figures are available) brought in \$ 84 Million in revenue for Bedford City and County, supporting over 1,100 jobs and generating over \$ 2.6 Million in local taxes. According to Sergei Troubetzkoy, Director of Tourism for Bedford, "this past year was excellent for Bedford and for our local attractions and businesses despite a weak economy. Poplar Forest, for example, doubled their attendance last year to an all-time high." Troubetzkoy added, "So far, it appears that 2010 will be another banner year for Bedford Tourism."

The Bedford Tourism Office is sponsoring a contest throughout the month of May in honor of National Tourism Week. Entry forms are available at the Bedford Welcome Center and on the tourism website – [www.visitbedford.com](http://www.visitbedford.com) . A drawing of all correct entries received by the May 31 deadline will be held in early June to determine the winner of a Bedford Gift Basket worth several hundred dollars.

The Virginia Tourism Corporation, the state agency responsible for marketing Virginia to travelers from across the globe, is partnering with local tourism offices statewide to shine a spotlight on the power of tourism.

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“Tourism is an instant source of revenue for Virginia,” said Alisa Bailey, president and CEO of the Virginia Tourism Corporation. “Our marketing efforts bring visitors to communities across the commonwealth, in turn supporting local businesses and jobs. The state tax revenue alone generated by tourism is enough to educate 78,000 Virginia students or employ 11,500 state police officers.”

Other facts about tourism in Virginia:

- Virginia ranks eighth in the nation for domestic visitor spending.
- Every \$1 Virginia invests in tourism marketing generates \$5 in tax revenue alone.
- Virginia is for Lovers is one of the most recognized and celebrated tourism brands in the country.
- Virginia is within a day’s drive or less of 60 percent of the U.S. population, adding to the state’s appeal and value as a destination.
- The Virginia Travel Guide is free to anyone by visiting [www.Virginia.org](http://www.Virginia.org) or calling 1-800-VISITVA

For more information about travel and tourism in Virginia and to plan a vacation, go to [www.Virginia.org](http://www.Virginia.org).

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