

NEWS RELEASE

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TOURISM ADVISORY COMMITTEE CONDUCTS STRATEGIC PLANNING WORKSHOPS

Orange, Virginia – On January 28, 2015, the Orange County Tourism Advisory Committee, in conjunction with the Orange County Department of Tourism, conducted the first of three workshops, entitled “Drive Tourism”, to begin the strategic planning process for tourism in Orange County.

These workshops, facilitated and produced by Virginia Tourism Corporation and based on the State Tourism Plan, are conducted with the facilitators taking the group of 15-25 tourism stakeholders through a series of exercises designed to focus on the strengths and weaknesses of tourism in Orange County and to define goals for future tourism development. Each workshop ends with homework for the group to complete and return to Virginia Tourism Corporation. The results of the workshop and homework are then researched and returned to the County as part of the next workshop. At the end of the three “Drive Tourism” workshops, Orange County will have the framework for an actionable five-year plan for tourism. The workshop results will also be used in application for a \$10,000 micro economic development grant from the state of Virginia to help toward implementation of the five-year plan.

Bryan David, Orange County Administrator said, “Our direct engagement of businesses and organizations supporting tourism should go far to help broaden this vitally important economic asset of our community.”

The next “Drive Tourism” workshop will be held in Spring, 2015. More information on the State Tourism Plan and the “Drive Tourism” workshops can be found at www.vatc.org. The Orange County Tourism Department, along with its local partners, remains focused on increasing tourism revenues and visitation to the County for the benefit of its citizens and businesses.

