



FOR IMMEDIATE RELEASE

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CONTACT: Kelly Evans-Wilson, Champaign County Chamber of Commerce, 653-5764

### **Champaign County tourism generates \$42.2 million in 2005**

The Champaign County Chamber of Commerce & Visitors Bureau today released statistics detailing the impact of tourism in Champaign County for the year 2005. The statistics are a result of an integrated consumer-based research study organized by the Ohio Department of Travel & Tourism and conducted by Rovelstad & Associates and Longwoods International. The Champaign County Chamber & Visitors Bureau is one of 40 county/city convention and visitor bureaus, cities and economic development boards that took part in the study.

“Direct visitor spending and employment figures are essential factors to consider when evaluating the importance of travel and tourism to Champaign County’s economy,” stated Kelly Evans-Wilson Executive Director of the Chamber & Visitors Bureau. “We must also consider the indirect benefits that result from this important industry. By shaping the quality of life, leisure destinations play an important role in shaping the climate for business.”

According to the report, Champaign County’s direct sales (in current \$) to travelers totaled \$42.2 million in 2005. In Ohio, tourism contributed more than \$4.7 billion in combined state and local taxes, direct visitor spending totaled \$33.1 billion in 2005 and more than 560,000 full time equivalent tourism industry-related positions exist within the state with a total direct payroll of \$9.9 billion.

“This information is proof that tourism plays a vital role in our economy. Developing ways to market and promote our county should be a key factor in Champaign County’s economic future,” said Evans-Wilson.

The mission of the Champaign County Chamber of Commerce is for the purpose of advancing the commercial, industrial and civic interests of Champaign County and its trade area.

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