



PRINCE WILLIAM COUNTY/MANASSAS
CONVENTION & VISITORS BUREAU

PRESS RELEASE

For Immediate Release

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**PRINCE WILLIAM COUNTY TOURISM REVENUES
INCREASE 16 PERCENT**

Travelers spent an estimated \$308 million in Prince William County in 2004, a 16.8 percent increase over 2003 tourism revenues, the Prince William County/Manassas Convention & Visitors Bureau announced today.

Traveler spending estimates are derived from county hotel revenues. In 2004, travelers spent more than \$52 million at the county's 35 hotels.

Over the past decade, tourism has yielded approximately \$3 billion in positive economic impact to the area, as travelers visit the destination's attractions, shop in area stores, and stay in hotels.

While it is not possible to accurately estimate the number of travelers who visit Prince William County, the number likely exceeds 1 million.

Based on 2004 attendance estimates, Prince William County's "most visited" attractions are:

Potomac Mills Mall	30 million + visitors annually
Manassas National Battlefield Park	718,271
Leesylvania State Park	274,212
Prince William Forest Park	228,614
Splashdown Waterpark	118,097

Events also attract thousands of visitors to the county. Prince William County's most-attended events include:

Occoquan Spring and Fall Arts and Crafts Festivals	230,000 attendees
Prince William County Fair	76,000
July 4 festivities (Manassas & Manassas Park)	54,500

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Historic Manassas Christmas Parade	55,000
Historic Manassas Fall Jubilee	53,000

“With the addition of the Marine Corps Heritage Center and the Belmont Bay Science Center over the next several years, tourism will continue to provide growing economic benefits to our area,” said Tabatha Mullins, CVB Executive Director. “Tourism provides jobs for thousands of individuals in the region.”

The destination is now preparing to welcome more than 20,000 visitors for the PGA TOUR Presidents Cup tournament, September 20-25, 2005. Individuals interested in learning more about attending the Presidents Cup can contact the Prince William County/Manassas CVB at 1-800-432-1792 to obtain a free *Presidents Cup Map & Area Guide*.

The Prince William County/Manassas Convention and Visitors Bureau is the destination marketing organization for Prince William County and Manassas. Through targeted marketing efforts the CVB promotes the region to potential leisure visitors, tour groups, and media representatives for the purpose of increasing tourism and economic growth. The CVB is an independent, non-profit organization funded by Prince William County.

For more information, visit www.visitpwc.com.

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