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FOR IMMEDIATE RELEASE

**The Boar's Head Touts Economic Impact of Visitors
During National Tourism Week**

-Tourism Means Business for Virginia - \$19.2 billion in revenue and 210,000 jobs-

Charlottesville, Virginia, May 8, 2010: The Boar's Head is touting the economic impact of visitors to the area as part of National Tourism Week, May 8-16. 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.

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.

"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.
- Charlottesville is within a day’s drive or less of over half of the U.S. population, adding to the our appeal and value as a destination.

The Boar’s Head, a 170-room resort situated on 573 acres in the Virginia countryside, offers Four-Diamond dining, a state-of-the-art sports club, award-winning tennis, championship golf, a luxury spa, children’s programs, currently 22,000 square feet of meeting space including our new meeting and social pavilion, and close proximity to attractions such as Monticello, the Blue Ridge Mountains and numerous wineries. The Boar's Head is owned and operated by the University of Virginia Foundation.

For more information or to make reservations, please call The Boar’s Head at 434.296.2181 or 800.476.1988 or visit the resort’s web site at www.boarsheadinn.com.

For more information about travel and tourism in Virginia and to plan a vacation, go to www.Virginia.org.

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