



National Park Service
U.S. Department of the Interior

Colonial National
Historical Park

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Colonial National Historical Park News Release

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National Park Service Economic Impact Report for 2015

*Tourism to Colonial National Historical Park creates \$264,274.5 million in Economic Benefit
Report shows visitor spending supports 3,173 jobs in local area*

YORKTOWN, Va. –A new National Park Service (NPS) report shows that over 3.3 million visitors to Colonial National Historical Park in 2015 spent \$191 million in communities near the park. That spending supported in excess of 3100 jobs in the local area.

“Colonial National Historical Park welcomes visitors from across the country and around the world,” said Superintendent Kym Hall. “We are privileged to walk in the steps of Captain John Smith and Pocahontas where a successful English colonization of North America began in Jamestown, or to discover what it took for the United States to be independent as visitors explore the site of the last major battle of the Revolutionary War in Yorktown. Tourism is a significant driver in the national economy returning \$10 for every \$1 invested in the National Park Service, and it’s a big factor in our local economy as well. We appreciate our partnerships with Preservation Virginia, Jamestown Yorktown Foundation, Colonial Williamsburg and York and James City counties, just to name a few. We are also fortunate to have the support of every branch of the United States Armed Forces, and are glad to be able to give back by helping to sustain local communities.”

The peer-reviewed visitor spending analysis was conducted by U.S. Geological Survey economists Catherine Cullinane Thomas and Lynne Koontz for the National Park Service. The report shows \$16.9 billion of direct spending by 307.2 million park visitors in communities within 60 miles of a national park. This spending supported 295,000 jobs nationally, with 252,000 jobs found in these gateway communities, and had a cumulative benefit to the U.S. economy of \$32 billion.

According to the 2015 report, most park visitor spending was for lodging (31.1 percent) followed by food and beverages (20.2 percent), gas and oil (11.8 percent), admissions and fees (10.2 percent) and souvenirs and other expenses (9.8 percent).

Report authors this year produced an interactive tool. Users can explore current year visitor spending, jobs, labor income, value added and output effects by sector for national, state and local economies. Users can also view year-by-year trend data. The interactive tool and report are available at the NPS Social Science Program webpage.

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The National Park Service cares for special places saved by the American people so that all may experience our heritage.

To download the report visit <http://www.nature.nps.gov/socialscience/economics.cfm>

The report includes information for visitor spending at individual parks and by state.

To learn more about national parks in Virginia and how the National Park Service works with Virginia communities to help preserve local history, conserve the environment, and provide outdoor recreation, go to www.nps.gov/virginia

Colonial National Historical Park was established in 1930 to preserve the important seventeenth and eighteenth century sites in Jamestown, Williamsburg and Yorktown. The Colonial Parkway continues to link the sites in its 23 miles, and is today recognized as an “All-American road.”

About the National Park Service. More than 20,000 National Park Service employees care for America’s 409 national parks and work with communities across the nation to help preserve local history and create close-to-home recreational opportunities. Learn more at www.nps.gov.

