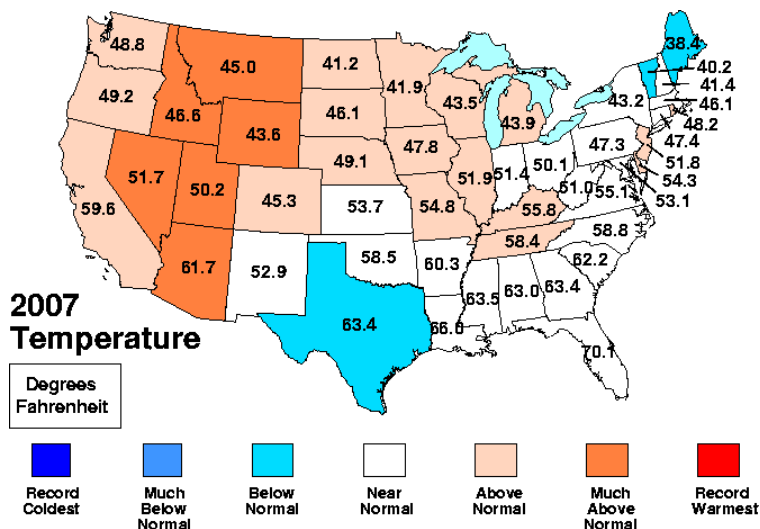


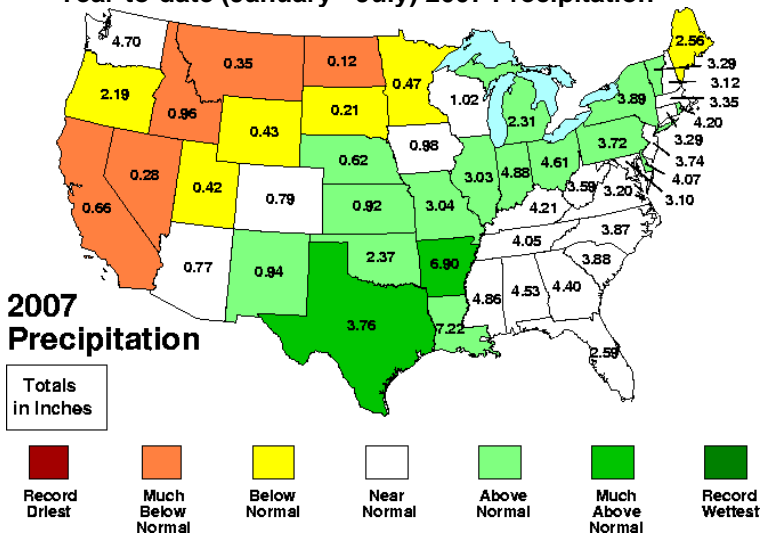
Virginia Tourism Monitor

Information current as of 9/4/07

Year-to-date (January - July) 2007 Temperature



Year-to-date (January - July) 2007 Precipitation



Source-NOAA- <http://lwf.ncdc.noaa.gov/oa/climate/research/cag3/cag3.html>

Consumer Services Center & Fulfillment

Consumer Services Center has responded to and fulfilled 267,555 inquiries through July 2007. This number represents **printed** fulfillment only.

Welcome Centers through July 2007

Total visitors	down 30.5% YTD
2007 Year-to-date	774,443*
2006 Year-to-date	1,113,843*

* excludes Bell Tower figures

Reservations

Year-To-Date Reservations	3,299
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(*Lamburg, Clear Brook, and Fredericksburg WC's relocated to temporary locations due to construction beginning Jan., May, and Oct. 2006, respectively)

Virginia.org web stats (through August 2007)

Page Views (Impressions) – Up 22%
 2007 page impressions – 24,343,867
 2006 page impressions – 19,947,530

Unique Users – Up 35%
 2007 year-to-date – 3,477,325
 2006 year-to-date – 2,568,334

*Referrer Links – Up 35%
 2007 year-to-date – 1,831,838
 2006 year-to-date – 1,358,687

**"Referrer Links" are the links that visitors click on to leave Virginia.org and go to another site. These links are typically partners, such as vendors, affiliates, or the like.

Lodging

Data from the Virginia Department of Taxation show lodging taxable sales (hotels/motels, campgrounds, bed & breakfasts) totaled \$1.38 billion through Q2 2007, up 4.2% over the same period last year.

http://www.virginia.edu/coopercenter/vastat/taxablesales/tax_sales.html



Statewide lodging room demand was up 1.8% through July 2007 compared to the same period of 2006, according to Smith Travel Research, Inc. Room rates have increased by 4.1% to \$99.64 through July 2007. Occupancy rates, which reflect changes in *both the supply and demand* for rooms, averaged 64.1% through July, up 0.6% from the same period of 2006.



Food Service

Data from the Virginia Department of Taxation show food service taxable sales (restaurants, cafeterias, delicatessens, taverns, etc.) reached \$4.81 billion through Q2 2007, up 13.6% from the same period of 2006.

http://www.virginia.edu/coopercenter/vastat/taxablesales/tax_sales.html

Car Rentals

Sales from (daily) rental automobiles reached \$431 million through July, up 5.1% over the same period in 2006, according to the Virginia Department of Motor Vehicles.



Gasoline sales (# of Gallons sold)

Gasoline sales reached 1.66 million gallons through May 2007, an increase of 3.2% from the same period of 2006.

Virginia Tourism Monitor

Information current as of 9/4/07

Airports:



Newport News/ Williamsburg International Airport

Newport News/Williamsburg International Airport served 606,018 airline passengers through July 2007. This is a 0.8% decrease compared to the same period of 2006.

Richmond International Airport reported an 11.4% increase in passenger activity through July 2007 with a total of 2,079,369 passengers year-to-date. This compares with a total of 1,866,352 passengers for the same period of 2006.

Ronald Reagan Washington National Airport

Year-to-date (Jan-Jul 2007), passenger activity has increased by 0.5% from the same period of 2006. Year-to-date, 11.1 million passengers have used Ronald Reagan National Airport. This compares to 11.0 million in the same period of 2006.

Washington Dulles International Airport

Year-to-date (Jan-Jul 2007), passenger activity has increased by 10.9% from 2006. Year-to-date, 14.6 million passengers have used Washington Dulles International Airport. This compares to 13.2 million in the same period of 2006.

Parks (State and National)

Visits to Virginia's State Parks through July 2007 are up 1.3% compared to the same period of 2006

2007 year to date 4,249,716

2006 year to date 4,194,539



Recreational Visits to Virginia's *National Parks* through June 2007 are down 3.0% compared to the same period of 2006.

2007 Year-to-date – 9,770,954

2006 Year-to-date – 10,073,761

National Trends:

TIA's Travel Price Index

The Travel Price Index for July 2007 reflects an increase of 3.2% year to date. Developed by the Travel Industry Association of America (TIA), the Travel Price Index (TPI) measures the seasonally unadjusted inflation rate of the cost of travel away from home in the United States. The TPI is released monthly and is directly comparable to the CPI.

CPI for All Urban Consumers (CPI-U)

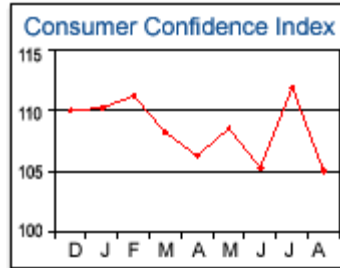
The Consumer Price Index for All Urban Consumers (CPI-U) was virtually unchanged in July, before seasonal adjustment, the Bureau of Labor Statistics of the U.S. Department of Labor reported today. The July level of 208.299 (1982-84=100) was 2.4 percent higher than in July 2006.

(<http://www.bls.gov/news.release/cpi.nr0.htm>)

Consumer Confidence

The Conference Board Consumer Confidence Index, which had surged in July, gave back all of the gain in August. The Index now stands at 105.0 (1985=100), down from 111.9 in July.

<http://www.conferenceboard.org/economics/consumerconfidence.cfm>



International

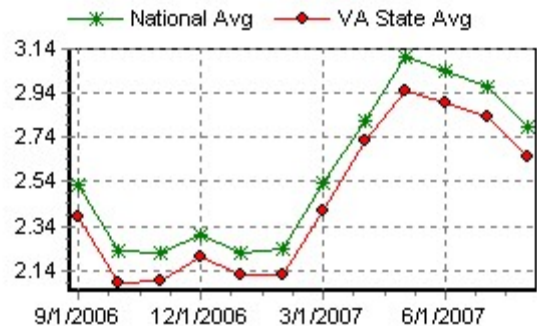
The U.S. Department of Commerce today announced that 3.8 million international visitors traveled to the United States in May 2007, an increase of 10 percent over May 2006. Total visitation in the first five months of 2007 was up almost eight percent from the same period in 2006. International visitors also spent \$9.7 billion during the month, up eight percent from May 2006 and \$47.6 billion year-to-date, also up eight percent from the same period in 2006.

(Source: *Tourism Industry NEWS* –August 8, 2007)

(<http://www.tinet.ita.doc.gov/tinews/archive/tinews2007/20070808.html>)

Gasoline Prices in VA compared to National Average

(Source: AAA's Daily Fuel Gauge Report – 12 month average)



Source: AAA Fuel gauge Report

(<http://www.fuelgauge.com/VAavg.asp>)