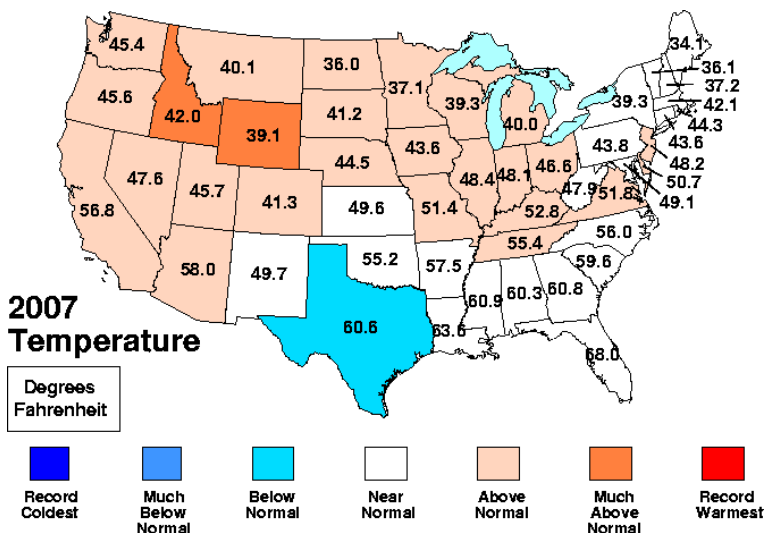


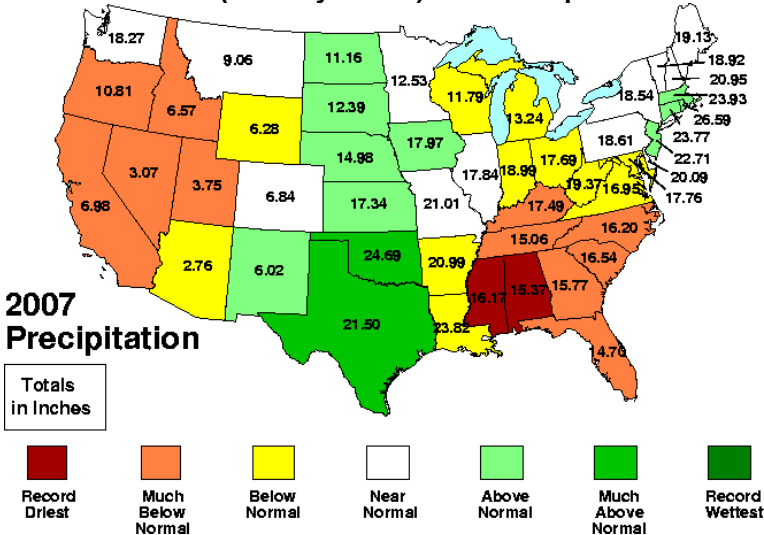
# Virginia Tourism Monitor

Information current as of 8/3/07

## Year-to-date (January - June) 2007 Temperature



## Year-to-date (January - June) 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 199,517 inquiries through May 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

(\*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 July 2007)

Page Views (Impressions) – Up 25%  
 2007 page impressions – 21,185,573  
 2006 page impressions – 16,927,175

Unique Users – Up 39%  
 2007 year-to-date – 3,049,733  
 2006 year-to-date – 2,186,484

\*Referrer Links – Up 40%  
 2007 year-to-date – 1,616,171  
 2006 year-to-date – 1,151,418

\*\*"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 \$3.00 billion through Q4 2006. Because of database modifications at the Virginia Department of Taxation, business classification categories changed with the 3<sup>rd</sup> quarter of 2005 to reflect NAICS codes. Data from before this time is not directly comparable with current data.

[http://www.virginia.edu/coopercenter/vastat/taxablesales/tax\\_sales.html](http://www.virginia.edu/coopercenter/vastat/taxablesales/tax_sales.html)



Statewide lodging room demand was up 2.0% through June 2007 compared to the same period of 2006, according to Smith Travel Research, Inc. Room rates have increased by 4.2% to \$98.90 through June 2007. Occupancy rates, which reflect changes in *both the supply and demand* for rooms, averaged 62.7% through June, up 0.7% 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 \$9.07 billion through Q4 2006. Because of database modifications at the Virginia Department of Taxation, business classification categories changed with the 3<sup>rd</sup> quarter of 2005 to reflect NAICS codes. Data from before this time is not directly comparable with current data.

[http://www.virginia.edu/coopercenter/vastat/taxablesales/tax\\_sales.html](http://www.virginia.edu/coopercenter/vastat/taxablesales/tax_sales.html)

## Car Rentals

Sales from (daily) rental automobiles reached \$357 million through June, up 5.1% over the same period in 2006, according to the Virginia Department of Motor Vehicles.



# Virginia Tourism Monitor

Information current as of 8/3/07

## Gasoline sales (# of Gallons sold)

Gasoline sales reached 967 million gallons through March 2007, an increase of 2.6% from the same period of 2006.

## Airports:



### Newport News/ Williamsburg International Airport

Newport News/Williamsburg International Airport served 496,922 airline passengers through June 2007. This is a 0.0% change compared to the same period of 2006.

**Richmond International Airport** reported an 11.4% increase in passenger activity through June 2007 with a total of 1,741,895 passengers year-to-date. This compares with a total of 1,564,254 passengers for the same period of 2006.

### Ronald Reagan Washington National Airport

Year-to-date (Jan-May 2007), passenger activity has decreased by 0.3% from the same period of 2006. Year-to-date, 7.64 million passengers have used Ronald Reagan National Airport. This compares to 7.66 million in the same period of 2006.

### Washington Dulles International Airport

Year-to-date (Jan-May 2007), passenger activity has increased by 11.6% from 2006. Year-to-date, 10.1 million passengers have used Washington Dulles International Airport. This compares to 9.1 million in the same period of 2006.

## Parks (State and National)

Visits to Virginia's State Parks through June 2007 are up 1.7% compared to the same period of 2006

2007 year to date 3,132,646

2006 year to date 3,079,882



Recreational Visits to Virginia's *National Parks* through May 2007 are down 4.1% compared to the same period of 2006.

2007 Year-to-date – 7,173,032

2006 Year-to-date – 7,476,227

## National Trends:

### TIA's Travel Price Index

The Travel Price Index for June 2007 reflects an increase of 3.1% 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)

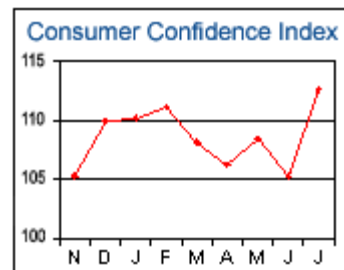
The Consumer Price Index for All Urban Consumers (CPI-U) increased 0.2 percent in June, before seasonal adjustment, the Bureau of Labor Statistics of the U.S. Department of Labor reported today. The June level of 208.352 (1982-84=100) was 2.7 percent higher than in June 2006.

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

## Consumer Confidence

The Conference Board Consumer Confidence Index, which had dipped in June, rebounded in July. The Index now stands at 112.6 (1985=100), down from 105.3 in June.

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



## International

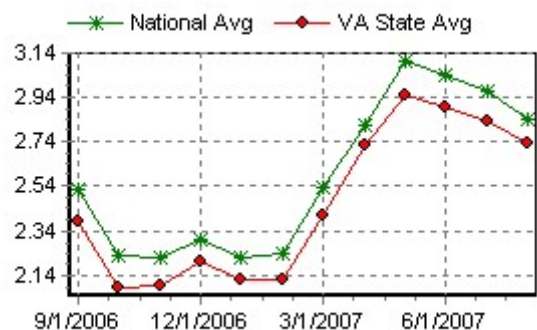
The U.S. Department of Commerce today announced that 4.0 million international visitors traveled to the United States in April 2007, an increase of almost two percent over April 2006. Total visitation for the first four months of 2007 was up 7 percent from the same period in 2006. International visitors also spent \$9.7 billion during the month, up 10 percent over April 2006.

(Source: *Tourism Industry NEWS* – July 16, 2007)

(<http://www.tinet.ita.doc.gov/tinews/archive/tinews2007/20070716.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> )