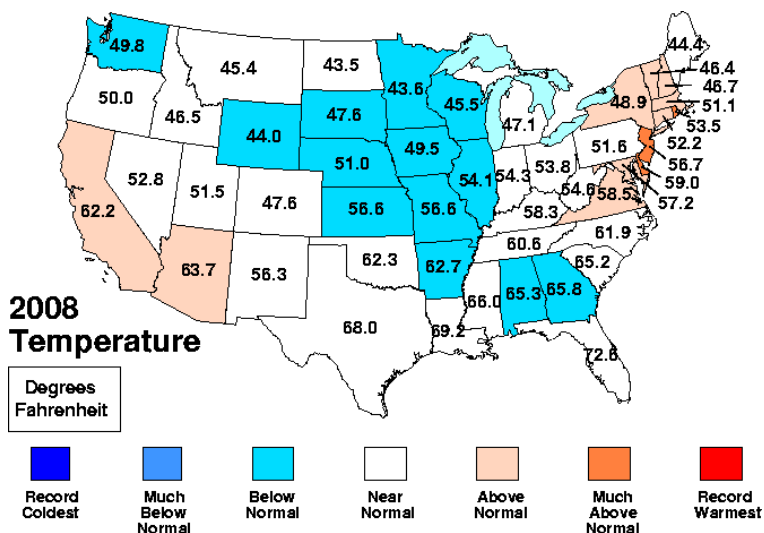


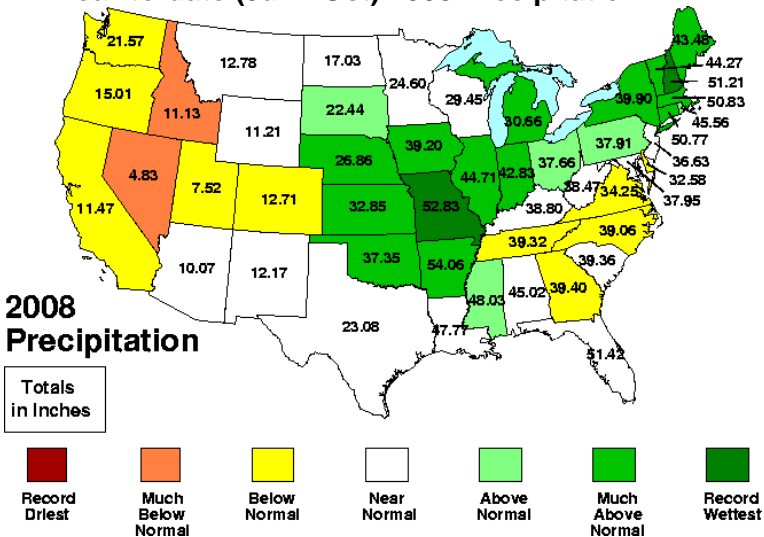
Virginia Tourism Monitor

Information current as of 12/02/08

Year-to-date (Jan - Oct) 2008 Temperature



Year-to-date (Jan - Oct) 2008 Precipitation



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

Consumer Services Center & Fulfillment

Consumer Services Center has responded to and fulfilled 384,892 inquiries through August 2008. This number represents **printed** fulfillment only.

Welcome Centers through October 2008

The Virginia Welcome Centers underwent numerous improvements in 2007 resulting in the renovations of the Lamsburg, Clear Brook, and Fredericksburg Welcome Centers and the addition of the Potomac Gateway and East Coast Gateway Welcome Centers.

Overall, Virginia Welcome Centers assisted **1,855,992** visitors through October 2008 and made **5,111** reservations on their behalf.

A detailed report can be found here:

<http://www.vatc.org/research/WelcomeCenters/WelcomeCenters.html>

2008tourismmonitornov24

Virginia.org web stats (through November 2008)

Page Views (Impressions) – Up 8.2%

2008 page impressions – 34,991,354

2007 page impressions – 32,353,076

Unique Users – Up 18.2%

2008 year-to-date – 5,489,842

2007 year-to-date – 4,645,728

*Referrer Links – Down 3.0%

2008 year-to-date – 2,264,081

2007 year-to-date – 2,334,946

**"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 \$2.3 billion through September 2008, up 1.5% over the same period last year.

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



Statewide lodging room demand was down 2.7% through October 2008 compared to the same period of 2007, according to Smith Travel Research, Inc. Room rates have increased by 3.1% to \$103.95 through October 2008. Occupancy rates, which reflect changes in *both the supply and demand* for rooms, averaged 61.1% through October, down 5.8% from the same period of 2007.



Food Service

Data from the Virginia Department of Taxation show food service taxable sales (restaurants, cafeterias, delicatessens, taverns, etc.) reached \$7.7 billion through September 2008, up 5.2% from the same period of 2007.

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

Car Rentals

Sales from (daily) rental automobiles reached \$645 million through October, down 1.4% over the same period in 2007, according to the Virginia Department of Motor Vehicles.



Gasoline sales (# of Gallons sold)

Gasoline sales reached 2.3 million gallons through July 2008, a decrease of 3.7% from the same period of 2007.

12/2/2008

Virginia Tourism Monitor

Information current as of 12/02/08

Airports:



Newport News/ Williamsburg International Airport

Newport News/Williamsburg International Airport served 631,479 airline passengers through July 2008. This is a 4.2% increase compared to the same period of 2007.

Richmond International Airport reported a 3.3% decrease in passenger activity through Oct. 2008 with a total of 2,939,345 passengers year-to-date. This compares with a total of 3,040,711 passengers for the same period of 2007.

Ronald Reagan Washington National Airport

Year-to-date (Jan-Oct 2008), passenger activity has decreased by 3.7% from the same period of 2007. Year-to-date, 15.3 million passengers have used Ronald Reagan National Airport. This compares to 15.8 million in the same period of 2007.

Washington Dulles International Airport

Year-to-date (Jan-Oct 2008), passenger activity has decreased by 2.9% from 2007. Year-to-date, 20.6 million passengers have used Washington Dulles International Airport. This compares to 20.9 million in the same period of 2007.

Parks (State and National)

Visits to Virginia's State Parks through October 2008 are down 2.5% compared to the same period of 2007

2008 year to date 6,386,245

2007 year to date 6,553,034



Recreational Visits to Virginia's *National Parks* through October 2008 are down 1.7% compared to the same period of 2007.

2008 Year-to-date – 19,376,906

2007 Year-to-date – 19,713,453

National Trends:

TIA's Travel Price Index

The Travel Price Index for October 2008 reflects an increase of 7.6% 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)

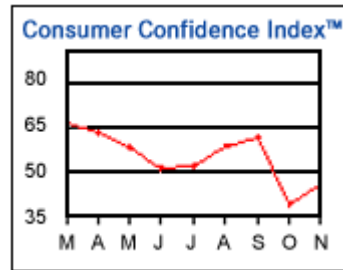
The Consumer Price Index for All Urban Consumers (CPI-U) decreased 1.0 percent in October before seasonal adjustment, the Bureau of Labor Statistics of the U.S. Department of Labor reported today. The October level of 216.573 (1982-84=100) was 3.7 percent higher than in October 2007.

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

Consumer Confidence

The Conference Board Consumer Confidence Index, which had declined to an all-time low in October, improved moderately in November. The index now stands at 44.9 (1985=100), up from 38.8 in October.

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



International

The U.S. Department of Commerce announced that 34.9 million international visitors traveled to the United States during the first eight months of 2008, an increase of nine percent over the same period in 2007.

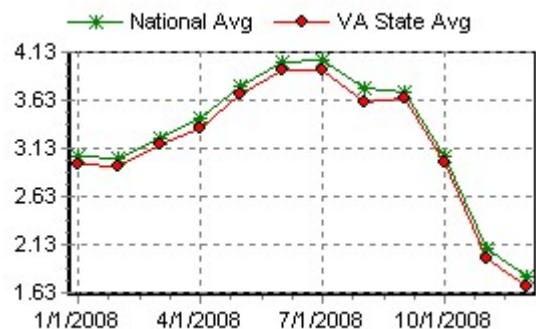
International visitors spent \$96.3 billion from January through August 2008, an increase of 24 percent over the first eight months of 2007.

(Source: *Tourism Industry NEWS* – November 07, 2008)

<http://www.tinet.ita.doc.gov/tinews/archive/tinews2008/20081107.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>)