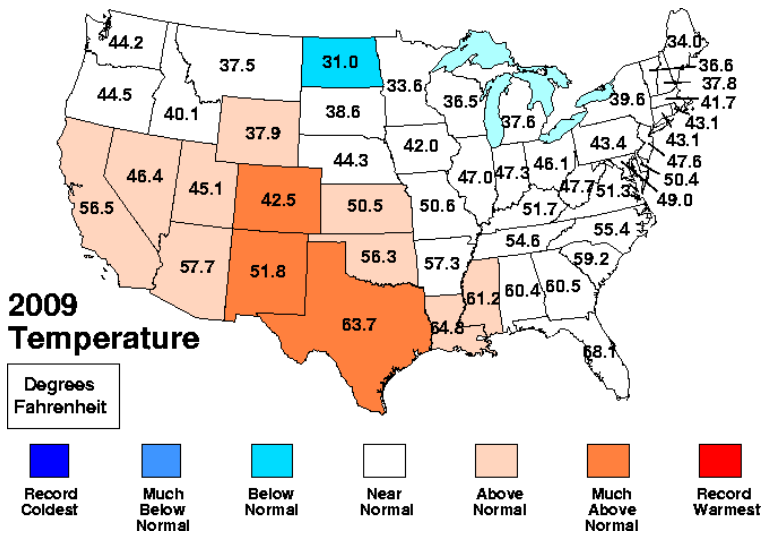


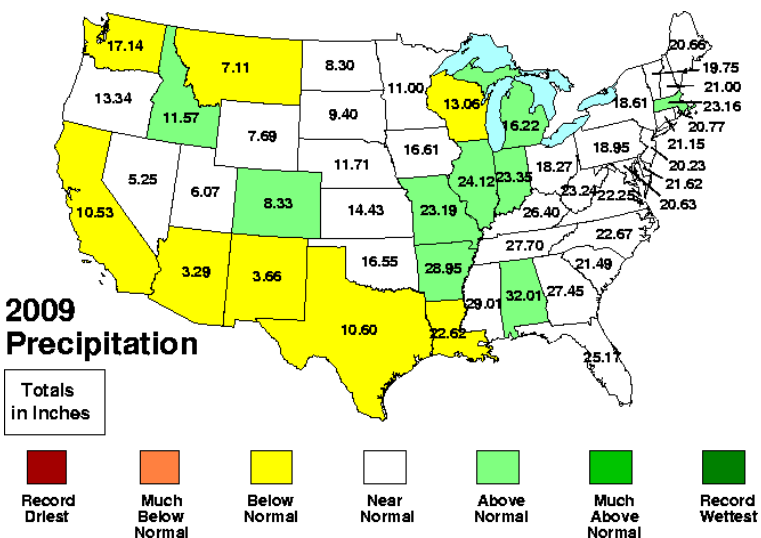
Virginia Tourism Monitor

Information current as of 7/31/09

Year-to-date (Jan - Jun) 2009 Temperature



Year-to-date (Jan - Jun) 2009 Precipitation



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

Consumer Services Center & Fulfillment

Consumer Services Center has responded to and fulfilled 368,459 inquiries through June 2009. This number represents **printed** fulfillment only.

Welcome Centers through June 2009

Overall, Virginia Welcome Centers assisted **914,895** visitors through June and made **2,513** reservations on their behalf.

A detailed report can be found here:

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

Virginia.org web stats (through July 2009)

Page Views (Impressions) – Up 7.1%

2009 page impressions – 24,815,049

2008 page impressions – 23,179,430

Unique Users – Up 2%

2009 year-to-date – 3,659,413

2008 year-to-date – 3,589,582

*Referrer Links – Down 4.5%

2009 year-to-date – 1,390,895

2008 year-to-date – 1,554,942

*“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 \$560.2 million through March 2009, a decrease of 3.4% compared to the same period of 2008. http://www.virginia.edu/coopercenter/vastat/taxablesales/tax_sales.html



Statewide lodging room demand was down 3.9% through June 2009 compared to the same period of 2008, according to Smith Travel Research, Inc. Room rates decreased by 3.7% to \$99.34 through June 2009 compared to the same period of 2008. Occupancy rates, which reflect changes in *both the supply and demand* for rooms, averaged 54.9% through June, down 7.6% from the same period of 2008.



Food Service

Data from the Virginia Department of Taxation show food service taxable sales (restaurants, cafeterias, delicatessens, taverns, etc.) reached \$2.4 billion through March 2009, up .5% from the same period of 2008. http://www.virginia.edu/coopercenter/vastat/taxablesales/tax_sales.html

Car Rentals

Sales from (daily) rental automobiles reached \$328 million through June 2009, down 6.6% over the same period in 2008, according to the Virginia Department of Motor Vehicles.



Gasoline sales (# of Gallons sold)

Gasoline sales reached \$1.3 billion gallons through April 2009, a decrease of 1.8% from the same period of 2008.

Virginia Tourism Monitor

Information current as of 7/31/09

Airports:



Newport News/Williamsburg International Airport

Newport News/Williamsburg International Airport served 468,221 airline passengers through June 2009. This is a 9.3% decrease compared to the same period of 2008.

Norfolk International Airport

Norfolk International Airport served 1,672,638 airline passengers through June 2009. This is a 4.95% decrease compared to the same period of 2008.

Richmond International Airport

Richmond International Airport served 1,596,918 airline passengers through June 2009. This is an 8.12% decrease compared to the same period of 2008.

Ronald Reagan Washington National Airport

Ronald Reagan Washington National Airport served 7,069,205 airline passengers through May 2009. This is a 4.2% decrease compared to the same period of 2008.

Washington Dulles International Airport

Washington Dulles International Airport served 9,117,201 airline passengers through May 2009. This is a 6.9% decrease compared to the same period of 2008.

Parks (State and National)



Recreational visits to Virginia's State Parks through June 2009 were up 0.4% compared to the same period of 2008
2009 Year-to-date – 3,110,753
2008 Year-to-date – 3,099,055

Recreational visits to Virginia's *National Parks* through June 2009 are up 2.0% compared to the same period of 2008.
2009 Year-to-date – 10,133,015
2008 Year-to-date – 9,929,755

National Trends:

TIA's Travel Price Index

The Travel Price Index for June 2009 reflects a decrease of 7.8% 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.

http://www.tia.org/researchpubs/tpi_current_chart.html

CPI for All Urban Consumers (CPI-U)

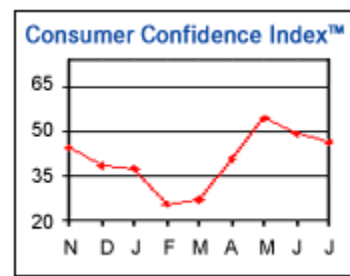
The Consumer Price Index for All Urban Consumers (CPI-U) increased 0.9% in June before seasonal adjustment, the Bureau of Labor Statistics of the U.S. Department of Labor reported today. Over the last 12 months the index has fallen 1.4%, as a 25.5% decline in the energy index has more than offset increases of 2.1% in the food index and 1.7% in the index for all items less food and energy.

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

Consumer Confidence

The Conference Board Consumer Confidence Index®, which had retreated in June, declined further in July. The Index now stands at 46.6 (1985=100), down from 49.3 in June.

<http://www.conference-board.org/economics/consumerconfidence.cfm>



International

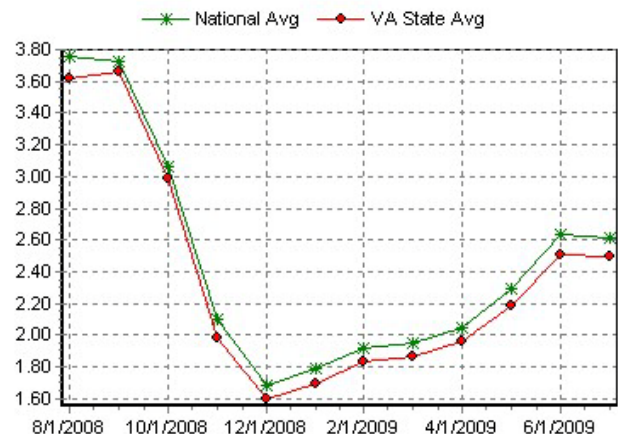
The U.S. Department of Commerce announces that 3.8 million international visitors traveled to the United States in May 2009, a decrease of 12% compared to May 2008. Total visitation in the first five months of 2009 was down 10% compared to the same period 2008. International visitors spent \$9.5 billion during the month, 22% less than visitors spent in May 2008. May 2009 marks the seventh consecutive month of decreases in international visitors spending.

(Source: Tourism Industry NEWS – July 28, 2009)

<http://www.tinet.ita.doc.gov/tinews/archive/index.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>