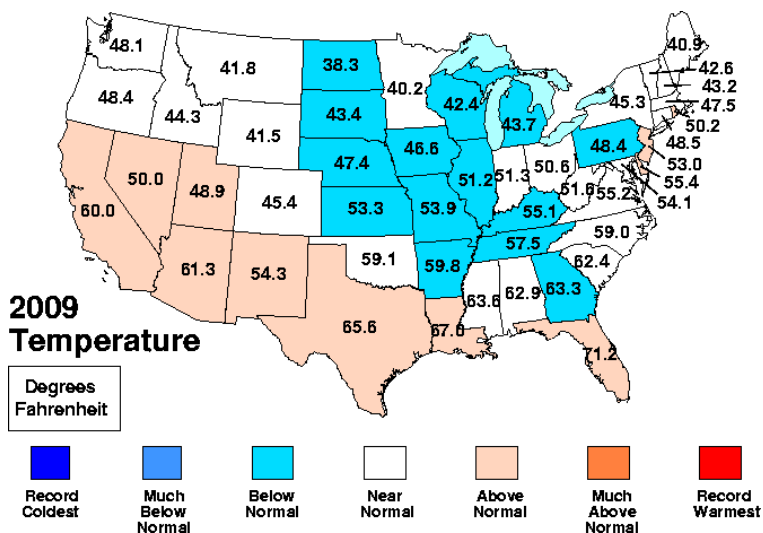


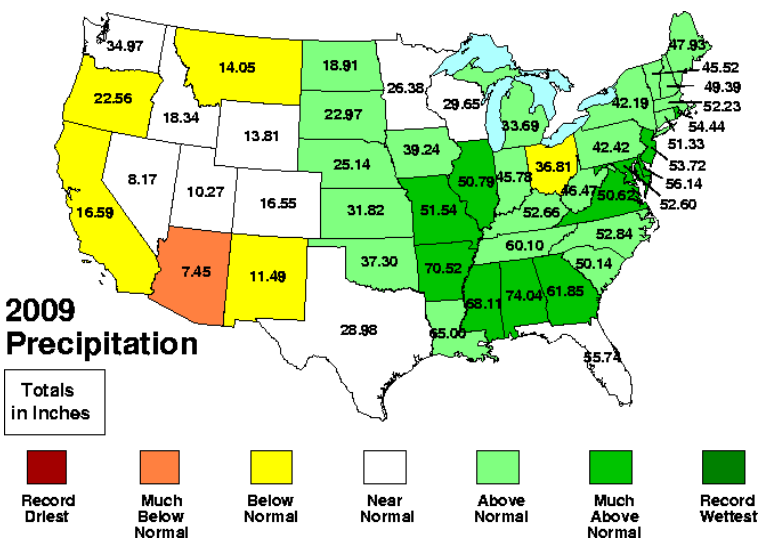
# Virginia Tourism Monitor

Information current as of 01/31/10

## Year-to-date (Jan – Dec) 2009 Temperature



## Year-to-date (Jan - Dec) 2009 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 **478,155** inquiries through December 2009. This number represents **printed** fulfillment only.

### Welcome Centers through December 2009

Overall, Virginia Welcome Centers assisted **2,436,779** visitors through December and made **5,337** reservations on their behalf.

A detailed report can be found here:

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

## Virginia.org web stats (through January 2010)

Page Views (Impressions) – Down 12.8%

2010 page impressions – 2,174,183

2009 page impressions – 2,495,527

Unique Users – Down 11.4%

2010 year-to-date – 350,405

2008 year-to-date – 395,586

\*Referrer Links – Down 6.4%

2010 year-to-date – 128,589

2009 year-to-date – 137,379

\*“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 \$2.1 billion through September 2009, a decrease of 9.5% compared to the same period of 2008.

[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 down 1.7% through December 2009 compared to the same period of 2008, according to Smith Travel Research, Inc. Room rates decreased by 5.4% to \$97.09 compared to the same period of 2008. Occupancy rates, which reflect changes in *both the supply and demand* for rooms, averaged 55.0%, down 5.8% 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 \$7.7 billion through September 2009, down .025% from the same period of 2008.

[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 \$718 million through December 2009, down 5.4% over the same period in 2008, according to the Virginia Department of Motor Vehicles.



## Gasoline Sales (# of Gallons sold)

Gasoline sales reached \$2.9 billion gallons through September 2009, a decrease of .06% from the same period of 2008.

# Virginia Tourism Monitor

Information current as of 01/31/10

## Airports:



### Newport News/Williamsburg International Airport

Newport News/Williamsburg International Airport served 1,019,336 airline passengers through December 2009. This is a 2.5% decrease compared to the same period of 2008.

### Norfolk International Airport

Norfolk International Airport served 3,409,456 airline passengers through December 2009. This is a 3.9% decrease compared to the same period of 2008.

### Richmond International Airport

Richmond International Airport served 3,050,703 airline passengers through November 2009. This is a 5.03% decrease compared to the same period of 2008.

### Ronald Reagan Washington National Airport

Ronald Reagan Washington National Airport served 16,223,629 airline passengers through November 2009. This is a 2.4% decrease compared to the same period of 2008.

### Washington Dulles International Airport

Washington Dulles International Airport served 21,338,070 airline passengers through November 2009. This is a 3.0% decrease compared to the same period of 2008.

## Parks (State and National)



Recreational visits to Virginia's State Parks through December 2009 were up 3.8% compared to the same period of 2008:

2009 Year-to-date – 7,208,192  
2008 Year-to-date – 6,937,450

Recreational visits to Virginia's *National Parks* through December 2009 are up 3.8% compared to the same period of 2008:

2009 Year-to-date – 23,401,170  
2008 Year-to-date – 22,542,952

## National Trends:

### TIA's Travel Price Index

The Travel Price Index for December 2009 reflects a decrease of 6.3% 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](http://www.tia.org/researchpubs/tpi_current_chart.html)

## CPI for All Urban Consumers (CPI-U)

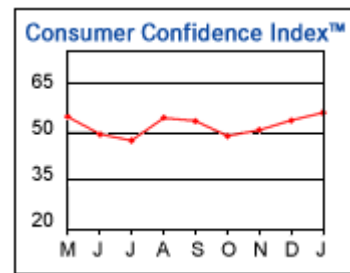
On a seasonally adjusted basis, the December Consumer Price Index for All Urban Consumers (CPI-U) rose 0.1%, the U.S. Bureau of Labor Statistics reported today. Over the last 12 months, the index increased 2.7% before seasonal adjustment.

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

## Consumer Confidence

The Conference Board Consumer Confidence Index®, which had increased in December, improved further in January. The Index now stands at 55.9 (1985=100), up from 53.6 in December.

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



## International

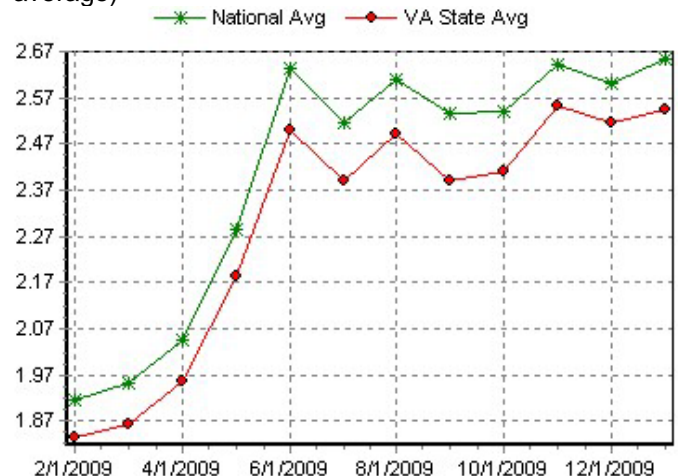
The U.S. Department of Commerce today announced that 4.0 million international visitors traveled to the United States in October 2009, an increase of 1% over October 2008. This is the first increase in arrivals since April 2009 and the first non-Easter increase since August 2008. However, for the first 10 months of 2009, visitation was down 7% compared to the same period in 2008. International visitors spent \$10.3 billion in October 2009, 13% less than in October 2008. In the first 10 months of 2009, visitors spent \$100.9 billion, down nearly 16% from the same period in 2008.

(Source: Tourism Industry NEWS – January 11, 2010)

<http://www.tinet.it.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>