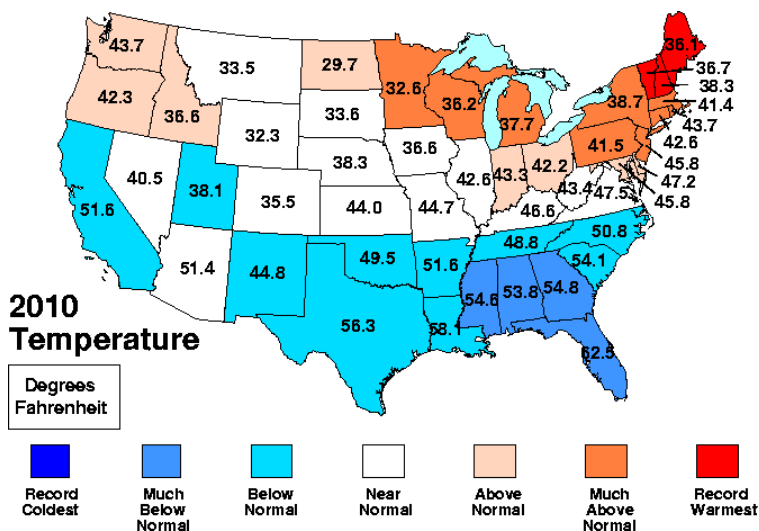


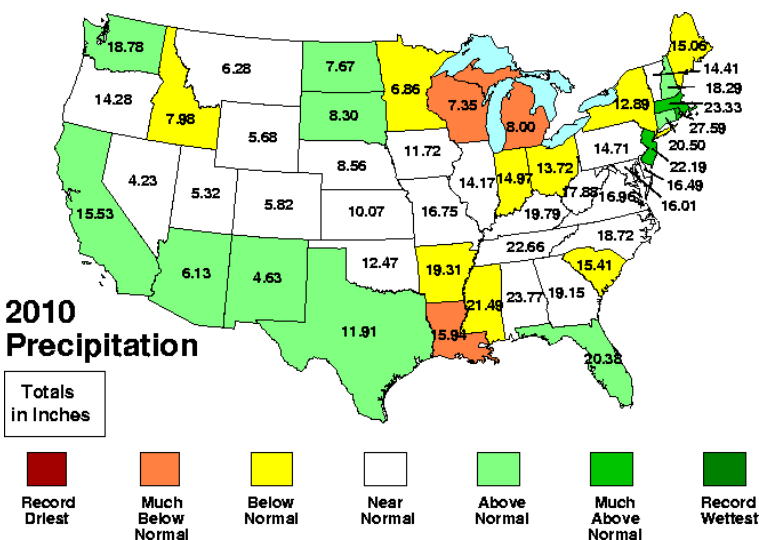
Virginia Tourism Monitor

Information current as of 7/2/10

Year-to-date (Jan - May) 2010 Temperature



Year-to-date (Jan - May) 2010 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 **245,537** inquiries through May 2010. This number represents **printed** fulfillment only.

Welcome Centers through June 2010

Overall, Virginia Welcome Centers assisted **1,200,673** visitors through June and made **2,574** reservations on their behalf.

A detailed report can be found here:

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

Virginia.org web stats (through June 2010)

Page Views (Impressions) – Down 13.0%

2010 page impressions – 17,660,565

2009 page impressions – 20,304,228

Unique Users – Down 7.0%

2010 year-to-date – 2,820,918

2009 year-to-date – 3,032,947

*Referrer Links – Down 5.2%

2010 year-to-date – 1,063,700

2009 year-to-date – 1,121,863

*“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 \$499 million through March 2010, a decrease of 10.8% compared to the same period of 2009. <http://www.coopercenter.org/econ/taxablesales>



Statewide lodging room demand was up 3.6% through May 2010 compared to the same period of 2009, according to Smith Travel Research, Inc. Room rates decreased by 4.3% to \$94.92 compared to the same period of 2009. Occupancy rates, which reflect changes in *both the supply and demand* for rooms, averaged 52.8%, up 0.3% from the same period of 2009.



Food Service

Data from the Virginia Department of Taxation show food service taxable sales (restaurants, cafeterias, delicatessens, taverns, etc.) reached \$2.3 billion through March 2010, down 2.5% from the same period of 2009. <http://www.coopercenter.org/econ/taxablesales>

Car Rentals

Sales from (daily) rental automobiles reached \$278 million through May 2010, up 4.5% over the same period in 2009, according to the Virginia Department of Motor Vehicles.



Gasoline Sales (# of Gallons sold)

Gasoline sales reached \$3.9 billion gallons through Dec. 2009, a decrease of 0.1% from the same period of 2008.

Virginia Tourism Monitor

Information current as of 7/2/10

Airports:



Newport News/Williamsburg International Airport

Newport News/Williamsburg International Airport served 278,095 airline passengers through April 2010. This is a 1.1% decrease compared to the same period of 2009.

Norfolk International Airport

Norfolk International Airport served 1,257,798 airline passengers through May 2010. This is a 6.7% decrease compared to the same period of 2009.

Richmond International Airport

Richmond International Airport served 980,208 airline passengers through April 2010. This is a 2.8% decrease compared to the same period of 2009.

Ronald Reagan Washington National Airport

Ronald Reagan Washington National Airport served 5,426,452 airline passengers through April 2010. This is a 1.2% decrease compared to the same period of 2009.

Washington Dulles International Airport

Washington Dulles International Airport served 7,002,519 airline passengers through April 2010. This is a 1.4% decrease compared to the same period of 2009.

Parks (State and National)



Recreational visits to Virginia's State Parks* through May 2010 were up 8.8% compared to the same period of 2009:

2010 Year-to-date – 2,291,961

2009 Year-to-date – 2,106,187

*excludes Breaks Interstate

Recreational visits to Virginia's *National Parks* through May 2010 were down 9.1% compared to the same period of 2009:

2010 Year-to-date – 6,969,118

2009 Year-to-date – 7,667,465

National Trends:

TIA's Travel Price Index

The Travel Price Index for May 2010 reflects an increase of 4.7% 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.ustravel.org/research/economic-research/tpi>

CPI for All Urban Consumers (CPI-U)

On a seasonally adjusted basis, the Consumer Price Index for All Urban Consumers (CPI-U) decreased 0.2% in May, the U.S. Bureau of Labor Statistics reported. Over the last 12 months the index increased 2.0% before seasonal adjustment.

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

Consumer Confidence

The Conference Board Consumer Confidence Index®, which had been on the rise for three consecutive months, declined sharply in June. The Index now stands at 52.9 (1985 = 100), down from 62.7 in May.

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

International

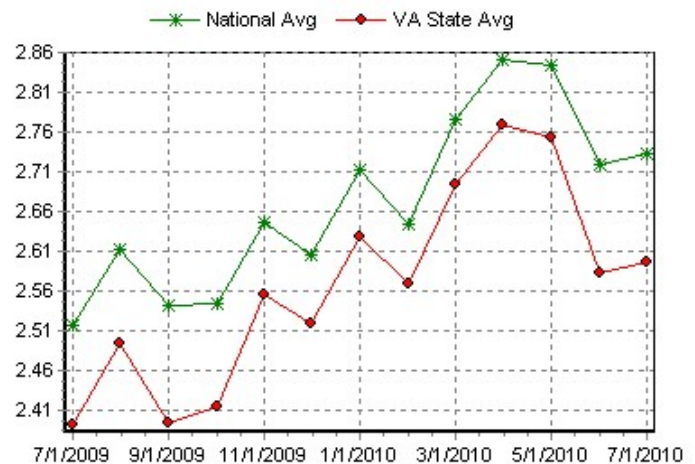
The U.S. Department of Commerce recently announced that international visitors spent an estimated \$10.9 billion on travel to, and tourism-related activities within the United States during the month of April – marking the fourth consecutive month of growth in U.S. travel and tourism exports.

(Source: Tourism Industry NEWS – June 22, 2010)

<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>