

**TOURISM:  
instant revenue  
generator**



**STATE OF THE INDUSTRY 2009 –  
*VIRGINIA:***

**Estimated total travel  
expenditures**  **2%**

(largely due to high fuel costs)

**Travel costs**  **5.6%,**

outpacing Virginia's expenditure growth  
reflecting 3% decline for inflation adjusted  
traveler spending



**STATE OF THE INDUSTRY 2009 –**  
*NATIONAL:*

**Lodging Demand** ↓ 8%

**Airline Traffic** ↓ 12%

**Amtrak** ↓ 7%



## STATE OF THE INDUSTRY 2009:

**VA Lodging Demand** ↓ 3.2%  
(through April)

**US Lodging Demand** ↓ 8.1%



**STATE OF THE INDUSTRY 2009:**

**VA Room Revenues** ↓ **5.3%**

**US Room Revenues** ↓ **16%**



***Virginia will weather  
the storm better  
than most states.***



# Why?

# Proximity

within 1 days drive of 60% of US population



# Incremental Revenue Opportunities

## Capital Region/D.C.

- Population
- Higher disposable income
- #1 Market for Virginia
- More trips per capita than any other out-of-state market

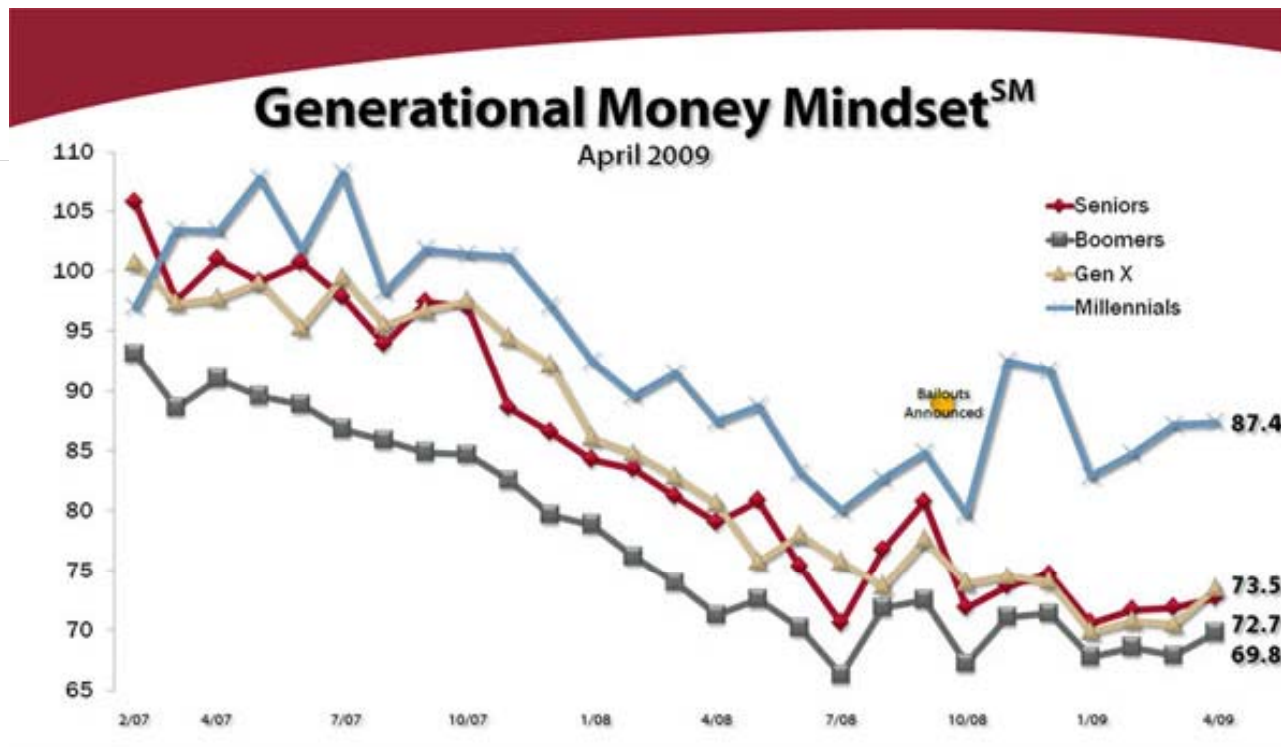
## Virginia Markets

- Encourage Virginians to see Virginia first





# STATE OF THE INDUSTRY 2009 – *PREDICTION:*



**STATE OF THE INDUSTRY 2009:**

**Virginia.org visits**

record month for May 09

**Travel Guide requests**

well above previous years



**\$2.5 million**  
**leveraged to**  
**\$12 million**



# Breakdown

**\$500k Electronic Marketing**

**300k Public Relations**

**500k Grants**

**400k VAB**

**600k Advertising**

**200k Film**



# Placement Schedule

## **Fall – 30%**

Couples, Holiday family travelers

## **Spring – 70%**

Families – Gen X, Baby Boomer, Multi-generational



For **every \$1** VTC spent on advertising,  
it **generated \$5** in state and local taxes  
in the same year

**5:1** *R.O.I.*



# Recession Proof Message:

Virginia   
*is for Lovers*®



**History**

**Natural Beauty**

**Amusement Parks**

**Beaches/Water**





**Tourists  
generate  
instant revenue**

