

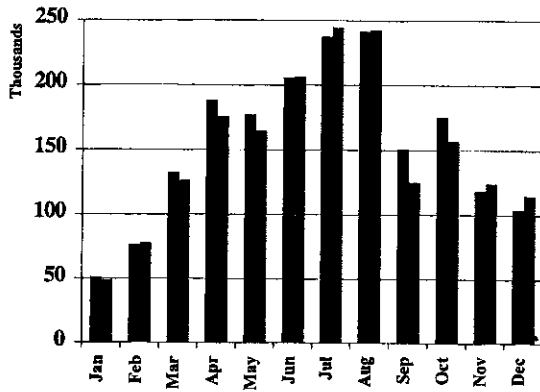
# **Local Travel Industry Report**

**James City County Board of Supervisors  
November 26, 2002**

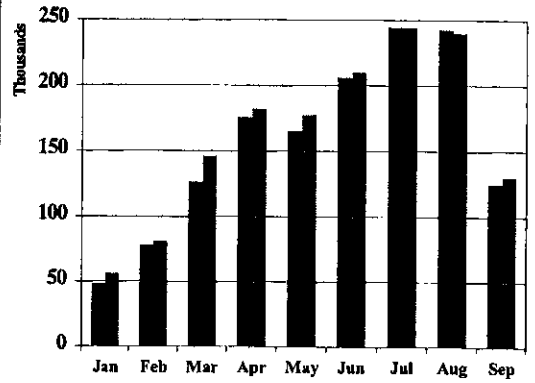
**Dave Schulte  
Executive Director  
Williamsburg Area Convention & Visitors Bureau**

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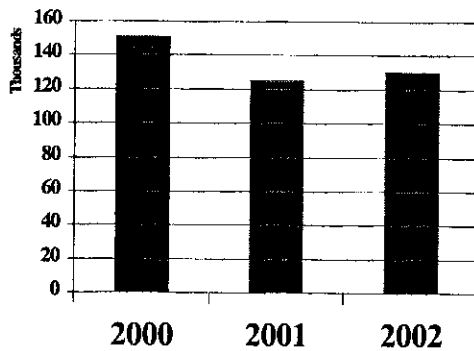
### Hotel Room Sales 2000 vs. 2001



### Hotel Room Sales 2001 vs. 2002



### September Hotel Room Sales



### 2002 Vacation Trends

Travel Industry Association of America

- Shorter vacations
- Closer to home
- Travel by car
- Stay with friends & relatives
- Spending less
- Booking via internet
- Booking at last minute

## *Destinations Most Affected*

- Dependent on international visitors.
- Dependent on air travel
- Dependent on business travel
- Large cities

## *Hotel Room Sales Through September 2002*

	<u>Rooms Sold</u>	<u>Occupancy</u>
United States	-0.4%	-2.1%
Las Vegas	-5.9%	-6.3%
Los Angeles	-3.6%	-5.5%
Miami	-8.7%	-8.1%
New Orleans	-1.4%	-5.6%
New York	-1.1%	-2.0%
Orlando	-2.7%	-4.7%
Washington, DC	-0.4%	-1.7%
<b>Williamsburg</b>	<b>+3.9%</b>	<b>+0.9%</b>

Source: Smith Travel Research

## *Challenges*

- Economy
- Virginia Tourism Corporation
  - Budget cut 42%
  - Grants program cut 45%
- Competition
  - Disney & Universal Studios
- Safety & Security

## *Domestic Travel Spending Forecast*

*Travel Industry Association of America*

2000	\$570.5 billion	
2001	\$537.2 billion	-5.8%
2002	\$535.3 billion	-0.4%
2003	\$560.1 billion	+5.0%

## *Strategies For 2003*

- Increase vacation packages marketing.
- Capitalize on travel media interest.
- Focus conference sales efforts on regional associations & corporations.
- Assure student & adult group tour operators about safety & security.
- Lobby General Assembly for funding of matching grants program.

## *2001-02 Tax Revenue Generated By Tourism\**

	<u>Room</u>	<u>Meal</u>	<u>Sales**</u>	<u>Total</u>
Williamsburg	\$4,055,032	\$5,288,426	\$1,868,692	\$11,212,150
James City	\$2,033,266	\$3,773,233	\$1,451,625	\$7,258,124
York	\$1,921,012	\$3,076,554	\$1,063,498	\$6,061,064
<b>Total</b>	<b>\$8,009,310</b>	<b>\$12,138,213</b>	<b>\$4,383,815</b>	<b>\$24,531,338</b>

\* Does not include real estate taxes and personal property taxes paid by travel industry businesses.

\*\*Reflects only the sales tax revenues received from the sale of rooms and meals. Does not include sales taxes paid by visitors at retail stores.