

July-August 2009

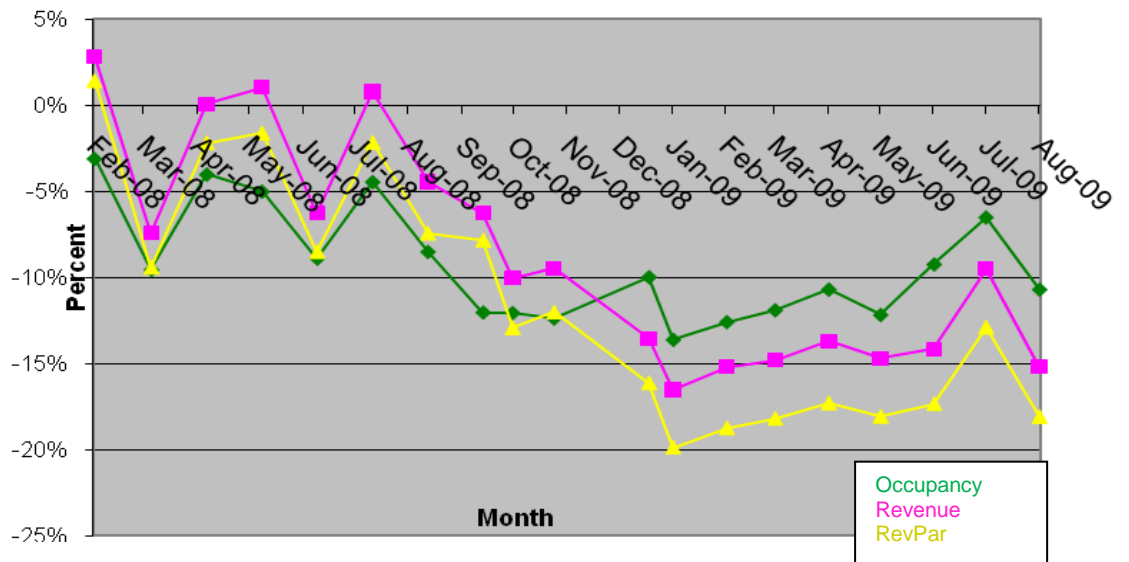
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Georgia Lodging Indicators



State Monthly Percent Change 2008-2009



Georgia Visitor Information Centers:

- For the Month of August 869,508 visitors have stopped at a Visitor Information Center this is down -6% from August 2008.
- 42,449 Travel guides were distributed this month
- 1745 reservations were made at a Visitor Information Center for the month of August 2009



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U.S. TRAVEL OUTLOOK EXAMINES CURRENT INDUSTRY TRENDS

It is estimated that U.S. domestic travel overall declined just over 4 percent in the first six months of 2009 compared to the same period a year ago. Leisure travel has held up better than other types of travel but was still down about 3.5 percent, and, even worse, leisure travel spending was off about 11 percent, as the trips taken were marked by shorter durations, shorter distances and bargain hunting. Leisure travel has clearly been restrained by ongoing job losses and weak consumer confidence.

On the positive side, travel in the U.S. is getting cheaper - much cheaper. U.S. Travel's Travel Price Index has been in decline since November of last year, which could help stimulate the demand for travel.

U.S. Travel Dashboard

TE Leading Travel Indicator



Source: Tourism Economics

Employment and Consumer Confidence



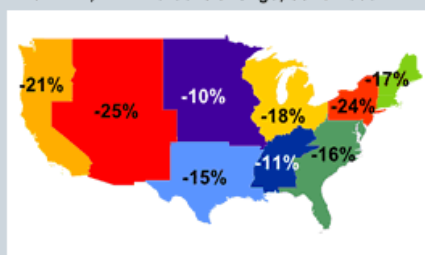
Source: Bureau of Labor Statistics, The Conference Board

Lodging Performance



Source: Smith Travel Research

RevPAR, YTD Percent Change, June 2009



Source: Smith Travel Research



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