



HAMPTON ROADS: TOURISM

Market Statistics

- Hotel room revenue grew faster than the national average last year and is expected to have another good year next year.
- Tourist revenue grew much faster than room occupancy within the region, implying that the average tourist is spending more money.
- The number of Canadian visitors is projected to surpass the high volume that the region had in 2008.
 - This increase will be driven by the continued appreciation of the Canadian dollar.

Virginia Beach

- Each year approximately 3 million visitors come to Virginia Beach and spend over \$864 million in the local economy.
- Over the past five years, average visitor spending has increased in Virginia Beach.
- Virginia Beach recently opened its new, 516,000 square foot, state-of-the-art convention center. It offers one of the largest ballrooms on the East Coast.
- More than half of Virginia Beach visitors patronize local shopping malls.
- A quarter of tourists visit the Virginia Aquarium and Marine Science museum.



Activity	VA Beach Tourists
Go to Malls	50%
Visit Virginia Aquarium	26%
Visit Ocean Breeze Fun Park	17%
Visit Busch Gardens	16%
Go Fishing	14%
Visit Old Coast Guard Station	12%
Visit Williamsburg	11%
Play Golf	10%
Water Country (Williamsburg)	6%
Go to Nauticus	5%

Visitors who spend over \$1,000 per day, tend to stay in hotels, visit area attractions, have a larger sized party and stay longer than those spending less.

	Over \$1,000	\$500-\$1,000	\$250-\$499	Less than \$250
Nights Stayed	5.5	2.8	1.6	2.2
Party Size	4.5	3.1	2.4	2.7
Stayed at Hotel	77%	84%	71%	7%
Visited Busch Gardens or Williamsburg	23%	15%	7%	9%
Sports (Golf, Fishing)	23%	13%	22%	9%
Visit Virginia Aquarium	31%	15%	7%	5%



Williamsburg, Jamestown and Yorktown

- Colonial Williamsburg can be described as a combination of a historical theme park and a living history museum in one large package.
- The Williamsburg area, also known as the Historic Triangle, is made up Williamsburg, Yorktown and Jamestown. It has become one of the more popular tourist destinations in the world for families and groups, attracting over 4,000,000 people every year.

Norfolk and Other Destinations in Hampton Roads

- Norfolk is home to the world's largest naval base. The city has a fine collection of museums including the Chrysler Museum of Art, Nauticus, and the MacArthur Memorial Museum.
- Norfolk's opened its new \$36 million state-of-the-art cruise facility, The Half Moone Cruise and Celebration Center. It has welcomed more than 230,000 passengers since it opened in April 2007. Passengers from across the country have boarded vessels bound for Bermuda, the Caribbean and the Bahamas.
- A major Convention Center opened in 2005 in Hampton drawing people and ultimately revenue into the market.



Source: ODU Forecasting Project, Summer 2008
 Virginia Beach Overnight Visitor Profile, Wikipedia.com, Norfolk FBI, www.cruisenorfolk.org, www.williamsburg.com

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