

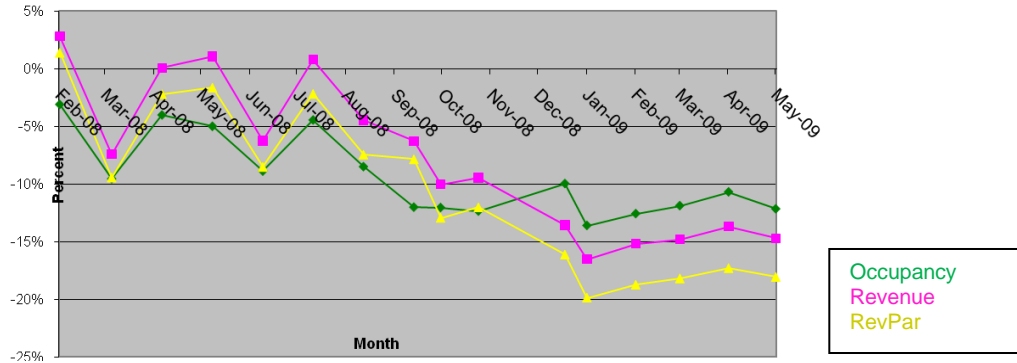
May-June  
2009

Research  
Newsletter

# research

## Georgia Lodging Indicators

State Monthly Percent Change 2008-2009



## Georgia Visitor Information Centers:

- YTD 10,456,599 Visitors have stopped at a Visitor Information Center this is Down -6% from YTD 2008
- For the month of May 51,264 Travel guides were distributed
- 2,085 reservations were made at a Visitor Information Center for the month of May

## Georgia Call Center:

- May YTD calls are down 7% this is a 4% increase from the April YTD numbers

## National Indicators:

### TIA's Travel Price Index

The Travel Price Index for May 2009 reflects a decrease of 7.5% year to date, a 9.4 percent drop compared to May 2008. 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.tia.org/researchpubs/tpi\\_current\\_chart.htm/](http://www.tia.org/researchpubs/tpi_current_chart.htm/)

### CPI for All Urban Consumers (CPI-U)

The Consumer Price Index for All Urban Consumers (CPI-U) increased 0.3 percent in May before seasonal adjustment, the Bureau of Labor Statistics of the U.S. Department of Labor reported today. Over the last 12 months the index has fallen 1.3 percent. This is the largest decline since April 1950 and is due mainly to a 27.3 percent decline in the energy index.

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

### Consumer Confidence

The Conference Board Consumer Confidence Index™, which had improved considerably in May, retreated in June. The Index now stands at 49.3 (1985=100), down from 54.8 in May.

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



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## U.S. TRAVEL OUTLOOK EXAMINES CURRENT INDUSTRY TRENDS

While a mild economic recovery is still expected by fall, indicators show that travel remains distressed not just in the U.S., but throughout the world. Low spending, a decrease in consumer confidence since June and a rise in the savings ratio are all indicators that define the current and near future marketplace. In its July U.S. Travel Outlook, the U.S. Travel Association also notes that fuel prices, while not expected to match the rise from 2008, are troubling to both drivers and airlines. In addition, the lodging industry faces a challenging year.

### Lodging Industry

2009 will be the weakest year on record for the lodging industry, having officially entered its 19th month of decline – and 2010 is likely to be weak as well. In spite of the poor half-year data, Smith Travel Research (STR) expects to see demand begin to rebound around the middle of the summer, particularly with the leisure travel segment. STR expects corporate travel to continue to be down.

PKF Hospitality holds a slightly different view than STR, however. Its recently updated forecast calls for RevPAR to decline 17.5 percent in 2009, followed by a 3.5 percent decline in 2010. National room rates are not expected to get back to 2008 levels until 2012.

### U.S. Travel Dashboard

Prices: Change Relative to April 2008



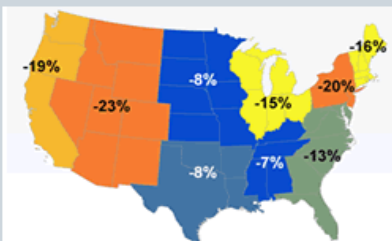
Source: Bureau of Labor Statistics, U.S. Travel

Economic Conditions



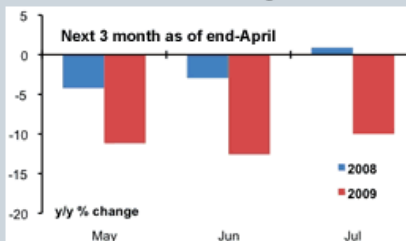
Source: Bureau of Labor Statistics, The Conference Board

Room Revenue, YTD % Change April 2008-2009



Source: Smith Travel Research

Advance Domestic Air Ticketing Volume



Source: Airlines Reporting Corporation



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