

Figure 2.14 Hampton Roads Deseasonalized Taxable Hotel Sales

Why is it important?

Taxable hotel sales provide a good measure of the number of tourists that vacation in Hampton Roads, providing a consistent source with which to gauge tourist expenditures.

How are we doing?

The tourism industry had been growing steadily for most of the decade as demonstrated by Hotel Sales, but that growth leveled out in August 2007, presumably because of the slowing economy and increasing fuel prices.



Source: Virginia Department of Taxation, ODU Forecasting, HRPDC