

Tourism Statistical Report January 2014

METRIC	Jan-14	FY 2014 YTD	% Change vs. 2013	% Change vs. 2012
Tourism Development Tax Collections	\$321,572	\$1,276,137	-2.2%	7.2%
Hotel Average Daily Rate	\$ 77.59	\$ 99.24	2.6%	6.9%
Hotel Average Daily Occ	41.1%	56.6%	0.4%	2.5%
Hotel RevPar	31.9%	56.2%	3.1%	9.6%
VIC Metrics				
VIC Walk-ins	3,263	13,923	-25%	-25%
Inquiries	2,489	10,913	-15%	-48%
First Time Visitors	158	349	-27%	-29%
Sales Metrics				
Number of Bookings	21	62	-23%	-40%
Number of Room Nights	3,760	10,468	-28%	-34%
Sales Leads Issued	17	50	4%	-14%
Lead Room Nights	1,996	8,886	4%	57%
Attendees	974	6,609	-29%	-28%
Interactive/Web Metrics				
Web Unique Visitors	104,394	344,480	56%	76%
Click-thrus to partners	88,383	254,085	8%	40%
Visitor Guide Sign Up	1,130	2,070	3%	-28%
E-Newsletter Sign Up	61	249	92%	40%
Accommodation Page Unique Visitors	13,431	30,927	-18%	6%
Enewsletter subscribers	1,167	1,759	286%	207%
Enewsletter open rate	27%	9%	-40%	-40%
Enewsletter click thru	28%	9%	0%	0%
Marketing/Communications Metrics				
Ad Equivalency	\$24,044	\$ 167,311	-87%	-86%
Story Placements	29	115	*	*
Media Visits/Fams	2	3	*	*
Media Assists	14	41	*	*
Media Missions (Desk-Side Visit Trips)	0	0	*	*
Press Releases	1	3	*	*
Blog Posts	1	20	*	*
Facebook Likes	241	951	*	*
Facebook Posts	91	641	*	*
Tweets	170	170	*	*
Twitter Followers	230	16,000	*	*

* = not measured in that fiscal year