



Monthly Statistics
10/16/2009

Transient Occupancy Tax

	J	A	S	O	N	D	J	F	M	A	M	J
96/97	71985	66166	59788	59762	50999	39056	39,154	52019	43573	56436	57085	64594
97/98	69945	62584	66510	56683	44626	39038	43,186	47847	48288	50038	56500	64801
98/99	69483	65744	60567	53239	49318	33855	37,393	49291	54139	52820	54638	64862
99/00	67802	69,850	69,801	62,282	59587	37232	41,621	49671	62372	54386	59,753	72076
00/01	76,239	67,012	76,907	70,502	55,009	42,213	42,226	49,750	69,427	58,992	69,299	75,800
001/02	78,614	69,308	67,596	68,984	53,301	35,638	43,133	45,326	63,230	62,114	72,523	82,940
02/03	79302	76089	73342	66877	57666	42545	46,390	53,969	63,352	57221	60160	77171
"03/04	74754	75689	91875	79,583	64290	43826	50,372	63,379	79,673	77835	81,230	91954
04/05	91,294	88255	76190	85455	80449	49478	62,247	70838	83715	79,587	81572	97714
05/06	103,709	90,859	102722	84,993	80,000	48990	56,476	72297	89101	82,578	93405	97115
06/07	104,693	106,498	105290	97,063	83729	60484	64,100	87723	92671	88,934	97043	115404
07/08	106,556	109,124	106063	104,942	84967	60762	63,388	83535	89198	93,022	100400	119287
08/09	113,913	104,824	115040	102,380	102075	52150	64,990	64998	77613	74,264	101168	90000
09/10	101,109											

Percentage Occupancy

	J	A	S	O	N	D	J	F	M	A	M	J
04/05	61.82	59.3	51.5	51.2	44.9	32.2	36	46.3	51.6	47.8	49	59.3
05/06	63.5	60.4	56.7	47.7	46.1	30.6	34.4	47.3	52.6	48.2	48.7	60.5
06/07	62.8	64.7	59.4	49	44.4	36	40.2	58.5	60.1	56.7	57	71
07/08	70.5	68	62.8	59	51	39	40.1	53	55	54	57	66
08/09	66.9	68	61.8	55	49.4	33	36.6	43.7	47.2	50.2	52.6	60
09/10	64.2	60.6										

Room Demand

	J	A	S	O	N	D	J	F	M	A	M	J
04/05	18078	17362	14594	14988	12704	9410	10524	12243	15100	13531	14349	16791
05/06	18586	17677	16211	13858	13034	8980	10045	12566	15310	13644	14796	17584
06/07	17375	17727	15902	13872	11827	9808	10226	13072	15021	13571	13964	17371
07/08	17231	16922	15017	14677	12196	9794	9872	11819	13595	12943	13965	15814
08/09	16560	16812	14804	13598	11817	8170	9059	9768	11679	12014	13022	15885

09/10	15885	14994										
Average Daily Rate												
	J	A	S	O	N	D	J	F	M	A	M	J
98/99	60.39	59.74	63.79	58.06	58	53.4	42	55.47	61.45	59.44	53.58	61
99/00	63.1	62	60	63.23	63.39	67.4	58.16	60.06	60.01	59.44	60.3	63
00/01	63.6	62.18	63.51	64.22	63.89	62.13	60.44	61.8	61.79	61.4	64.63	63.89
01/02	63.55	63.27	64.81	66.6	65.4	61.51	62.76	62.9	62.29	62.79	64.81	67.89
02/03	66.61	66.64	66.84	68.24	66.78	62.85	64.9	64.03	64	64.45	68.39	68.59
03/04	67.93	67.12	74.7	72.78	72.44	67.19	68.83	69.56	69.42	73.3	74.89	75.58
04/05	68.89	70.76	69.55	66.52	73.13	62.04	65.4	67.93	66.64	70.31	68.69	71.51
05/06	74.75	73.74	78.54	72.9	70.02	64.63	66.53	69.09	69.91	71.69	76.17	77.68
06/07	76.61	76.86	82.33	79.66	83.63	72	71.96	75.17	74.91	79.13	81	82.83
07/08	84.51	86.85	86.07	86.58	83.58	75.39	77.04	79.48	80.28	85.22	88.48	91.54
08/09	89.76	90.52	93.45	89.94	96.63	77.67	79.85	82.3	82.81	83.71	92.25	100
09/10	88.69	88.25										
Walk In Visitors (Actual count)												
	J	A	S	O	N	D	J	F	M	A	M	J
07/08	1095	1346	997	917	464	348	480	478	602	785	1796	1871
08/09	1590	1294	980	679	529	443	456	474	450	582	787	1114
09/10	1178	1304	1215									
Advertising Inquiries												
	J	A	S	O	N	D	J	F	M	A	M	J
97/98	737	715	822	422	334	274	307	275	436	847	1428	1972
98/99	1611	832	1007	403	419	247	295	710	2689	3473	1521	1298
99/00	888	671	1045	650	494	623	666	836	1742	3479	1719	1013
00/01	500	700	493	379	194	126	2157	710	1916	2725	1598	2342
01/02	1360	749	687	631	395	146	411	1363	1753	1646	956	1997
02/03	497	459	307	631	404	759	242	1252	2661	4742	746	656
03/04	589	171	291	369	185	113	231	292	2389	1602	1372	1920
04/05	430	343	245	403	241	263	457	568	1530	2174	4494	2354
05/06	1026	859	2332	1586	960	436	576	700	1184	4462	2355	2054
06/07	3537	3642	1602	1479	603	293	525	671	1178	1205	2063	2242
07/08	417	596	829	428	429	142	1270	391	1385	11299	3956	2285

08/09	956	2049	501	571	312	349	504	801	2088	3187	3756	4687
09/10	2203	1602	668									
On-line Ad Responses (Sub Domains)												
	J	A	S	O	N	D	J	F	M	A	M	J
07/08		31	618	467	676	1572	1953	1359	1321	2148	3090	2982
08/09	3113	3198	0	0	0	0	0	46	61	14	18	179
09/10												
Google Campaigns (Click Through rates)												
	J	A	S	O	N	D	J	F	M	A	M	J
08/09	223	158	2451	132	59	17	412	118	130	89	212	320
09/10												
E-Brochure Responses												
	J	A	S	O	N	D	J	F	M	A	M	J
08/09	472	276	220	137	85	63	42	0	314	520	1650	252
09/10												
Web Conversion Activities												
	J	A	S	O	N	D	J	F	M	A	M	J
E-News									629	520	562	662
Dest Gd									826	941	1125	1402
E-Broch									385	427	516	315
Promos									1675	1275	0	0
Res									274	40	37	32
Shop									0	2	6	2
Relo									64	52	34	47
Total:												
Web Site Unique Users												
08/09	J	A	S	O	N	D	J	F	M	A	M	J
VISITS					6,364	6357	8064	8823	11255	10807	10417	10299
VIEWES					21,364	20520	26656	28060	34545	31895	31203	31041
BOUNCE					44%	44%	45%	47%	49%	52%	51%	50%
TIME					3.23	3.1	3.31%	3.18	3	2.55	2.54	2.55
NEW					83%	81.74	79.18%	83%	85%	81.77	79.77	79.77

09/10													
Visits	13496	11223											
Views	42325	34044											
Bounce	49.11	50.63											
Time	3.09	3.06											
New	77.35	77.06											

On-Line Reservations

	J	A	S	O	N	D	J	F	M	A	M	J
01/02	0	25	27	26	11	10	32	22	61	98	84	49
02/03	39	42	59	36	24	27	46	58	72	117	92	63
03/04	61	88	70	52	18	17	44	62	110	56	87	35
04/05	70	75	32	34	27	9	22	56	124	44	84	49
05/06	64	86	90	50	47	24	61	75	141	67	88	84
06/07	90	73	111	94	72	25	69	82	128	69	78	97
07/08	78	83	107	71	70	20	37	68	78	77	62	72
08/09	73	67	62	22	12	10	15	13	25	40	37	32
09/10	45	52										

Group Leads

	J	A	S	O	N	D	J	F	M	A	M	J
01/02	10	5	15	26	11	10	13	4	6	23	17	9
02/03	14	42	23	38	23	27	34	43	20	25	39	12
03/04	13	6	24	32	12	17	22	32	43	39	32	20
04/05	22	32	14	18	23	9	14	12	7	18	22	15
05/06	12	14	8	26	29	2	18	15	4	17	22	18
06/07	25	35	16	35	14	7	18	14	22	32	41	23
07/08	33	18	22	14	18	31	18	17	22	14	18	23
08/09	2	3	10	12	13	3	2	2	4	8	6	5
09/10	1	0	0									

Group Bids

	J	A	S	O	N	D	J	F	M	A	M	J
01/02	1	1	2	3	5	0	2	4	6	3	5	3
02/03	0	2	4	3	1	1	3	4	7	3	9	4
03/04	3	4	2	3	6	1	2	4	12	3	2	7
04/05	4	3	6	2	3	0	3	4	7	4	6	3
05/06	2	1	1	4	3	3	9	4	3	5	3	6
06/07	2	3	4	7	9	3	6	4	2	2	5	3

07/08	3	3	4	6	4	7	9	4	2	2	1	4
08/09	6	3	3	1	3	1	1	2	3	4	2	5
09/10	1	0	0									

Group Bookings

	J	A	S	O	N	D	J	F	M	A	M	J
01/02	0	0	1	2	0	0	2	3	5	3	2	1
02/03	1	0	1	2	0	1	2	4	7	1	1	3
03/04	0	2	1	3	3	2	1	2	4	2	3	5
04/05	1	0	0	1	3	2	1	4	2	3	3	1
05/06	0	0	0	1	2	1	4	2	0	0	1	1
06/07	2	1	0	0	2	0	0	1	4	6	2	1
07/08	1	1	2	4	2	3	2	2	1	1	3	0
08/09	5	2	2	1	3	1	1	2	0	1	2	2
09/10	1	0	0									

Group Definite Room Nights

	J	A	S	O	N	D	J	F	M	A	M	J
08/09	551	160	2000	0	630	10	40	1530		150	140	1450
09/10	490	0	0									

Group Lost Opportunities

	J	A	S	O	N	D	J	F	M	A	M	J
01/02	0	0	2	1	3	2	0	0	3	2	1	3
02/03	1	1	0	0	0	1	3	2	1	1	2	1
03/04	2	1	0	0	2	1	3	2	1	0	2	3
04/05	2	1	1	2	0	1	2	1	2	1	1	0
05/06	2	1	1	4	3	3	9	4	3	5	3	6
06/07	2	3	4	7	9	3	6	4	2	2	5	3
07/08	3	3	4	6	4	7	9	4	2	2	1	4
08/09	2	1	0	0	2	0	1	3	2	2	0	0

Total
660617
650046
645349
706433
753376
742706
754084
874460
946794
1002244
1103632
1121244
1063415
Total
49.24
49.73
54.98
56.28
52.03
Total
169674
172291
169736
163845
153188

Annual
57.19
61.67
62.79
64.05
66.03
71.15
68.45
72.14
78.01
83.75
88.24
Totals:
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9,378
Totals
8569
14505
13826
13840
12094
13356
9524
13502
18530
19040
23427

19761
Totals
16217
6629
Totals
4321
Totals
4031
Totals
2373
4294
1643
2950
383
10
197
11,850
Totals
72,386
225,284

45
29
19
23
28
21
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22
22
6661
17
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44
50
49
13

