



TOURISM INDICATORS – JUNE 2011

	06/11	06/10	Change
Website			
<input type="checkbox"/> Visitors	39,182	41,895	Down 5%
<input type="checkbox"/> Unique Visitors	18,205	19,124	Down 5%
<input type="checkbox"/> New Visitors	14,058	14,526	Down <1%
<input type="checkbox"/> Click throughs	44,117	26,497	Up 67%
<input type="checkbox"/> Rooms booked online	25	17	Up 50%
<input type="checkbox"/> Visitors at Info Center	3,159	2,172	Up 45%
<input type="checkbox"/> Facebook Likes	208	352	Down 70%
<input type="checkbox"/> Room Tax Revenue (June)	\$ 56,919.84	\$ 50,812.64	Up 12%
<input type="checkbox"/> Room Revenue (May)	\$1,801,523	\$1,542,630	Up 16.8%
<input type="checkbox"/> Rooms Sold (May)	17,211	15,429	Up 11.5%
<input type="checkbox"/> Hotel Occupancy (May)	63.5%	56.8	Up 11.5%
	Year to date	05/10	Change
Website			
<input type="checkbox"/> Visitors	252,723	235,682	Up 7%
<input type="checkbox"/> Unique Visitors	124,950	104,074	Up 20%
<input type="checkbox"/> New Visitors	104,587	86,554	Up 21%
<input type="checkbox"/> Click throughs	172,984	104,620	Up 65%
<input type="checkbox"/> Rooms booked online	122	111	Up 10%
<input type="checkbox"/> Visitors at Info Centers	10,117	4,311	Up 235%
<input type="checkbox"/> Facebook Likes	10,632	5,773	Up 85%
<input type="checkbox"/> Room Tax Revenue (June)	\$ 216,556.80	\$ 220,656.28	Down 2%
<input type="checkbox"/> Room Revenue (May)	\$ 5,905,843	\$4,913,147	Up 20.2%
<input type="checkbox"/> Rooms Sold (May)	63,537	57,006	Up 11.5%
<input type="checkbox"/> Hotel Occupancy (May)	48.1%	43.1%	Up 11.6 %