



TOURISM INDICATORS – October 2011

	10/11	10/10	Change
Website			
<input type="checkbox"/> Unique Visitors	24,459	42,038*	
<input type="checkbox"/> New Visitors	22,878	15,315*	
<input type="checkbox"/> Click throughs	17,773	21,971	Up > 20%
<input type="checkbox"/> Rooms booked online	12	14	Down 1%
<input type="checkbox"/> Visitors at Info Center	1,585	1,120	Up 40%
<input type="checkbox"/> Facebook Likes	101	296	Down 290%
<input type="checkbox"/> Room Tax Revenue (Oct)	\$ 69,051.16	\$ 63,868.50	Up 9%
<input type="checkbox"/> Room Revenue (Sept)	\$1,908,324	\$1,798,155	Up 6.1%
<input type="checkbox"/> Rooms Sold (Sept)	18,885	18,131	Up 4.2%
<input type="checkbox"/> Hotel Occupancy (Sept)	71.9%	69.1	Up 4.2%
<input type="checkbox"/> Average Daily Rate	\$101.05	\$99.18	Up 1.9%
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	Year to date	10/10	Change
Website			
<input type="checkbox"/> Click throughs	265,908	197,057	Up 35%
<input type="checkbox"/> Rooms booked online	191	175	Up 11%
<input type="checkbox"/> Visitors at Info Centers	24,460	14,026	Up 73%
<input type="checkbox"/> Facebook Likes	11,013	6,827	Up 62%
<input type="checkbox"/> Room Tax Revenue (Oct)	\$ 505,345.34	\$ 471,009.13	Up 7%
<input type="checkbox"/> Room Revenue (Sept)	\$13,592,639	\$ 11,548,086	Up 17.7%
<input type="checkbox"/> Rooms Sold (Sept)	140,272	124,751	Up 12.4%
<input type="checkbox"/> Hotel Occupancy (Sept)	58.7%	52.2%	Up 12.5%
<input type="checkbox"/> Average Daily Rate	\$96.90	\$ 92.57	Up 4.7%

Unique Visitor - Based purely on a cookie, this is the total of the returning visits and first time visits - all your visitors

New Visitors - Based purely on a cookie, if this person has no cookie then this is considered their first time at your website.