



TOURISM INDICATORS – September 2011

	09/11	09/10	Change
Website			
<input type="checkbox"/> Click throughs	22,100	21,971	Up > 1%
<input type="checkbox"/> Rooms booked online	13	14	Down 1%
<input type="checkbox"/> Visitors at Info Center	3,727	2,309	Up 61%
<input type="checkbox"/> Facebook Likes	157	228	Down 50%
<input type="checkbox"/> Room Tax Revenue (Sept)	\$ 67,953.36	\$ 54,092.47	Up 25%
<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	09/10	Change
Website			
<input type="checkbox"/> Click throughs	248,135	197,057	Up 60%
<input type="checkbox"/> Rooms booked online	179	161	Up 12%
<input type="checkbox"/> Visitors at Info Centers	22,875	12,906	Up 72%
<input type="checkbox"/> Facebook Likes	10,939	6,601	Up 66%
<input type="checkbox"/> Room Tax Revenue (Sept)	\$ 436,294.18	\$ 407,140.63	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%