

# REPORTS *and* STATISTICS

## Accommodation Occupancy Chart | 2013 vs. 2014

Weekend	Room Count	Weather	Event	Wednesday	Room Count
January 4-6, 2013	1,479	40's, Sunny	No Event	2013	N/A
January 3-5, 2014	1,450	20's, Snow	No Event	January 1, 2014	1,100
January 11-13, 2013	1,422	50's, Cloudy	No Event	2013	N/A
January 10-12, 2014	1,505	50's, Rainy	No Event	January 8, 2014	1,061
January 18-20, 2013	1,714	40's, Cloudy	Holiday	2013	N/A
January 17-19, 2014	1,841	40's, Sunny	Holiday	January 15, 2014	1,051
January 25-27, 2013	1,439	30's, Snow	No Event	2013	N/A
January 24-26, 2014	1,973	30's, Cloudy	No Event	January 22, 2014	968
February 1-3, 2013	1,957	30's, Snow	Polar Bear Plunge	2013	N/A
January 31-February 2, 2014	1,982	20's, Sunday	Polar Bear Plunge	January 29, 2014	904
February 8-10, 2013	1,546	40's, Rain	No Event	2013	N/A
February 7-9, 2014	1,392	30's, Sunny	No Event	February 5, 2014	978
February 15-17, 2013	2,335	40's, Rain	Presidents Day Weekend	2013	N/A
February 14-16, 2014	2,096	40's, Sunny	Pres. Day Wknd, Valentine's, Merchants' Attic	February 12, 2014	1,044
February 22-24, 2013	1,846	40's, Rain	No Event	2013	N/A
February 21-23, 2014	2,034	60's, Sunny	No Event	February 19, 2014	1,036
March 1-3, 2013	1,896	50's, Cloudy	Chocolate Festival	2013	N/A
February 28-March 2, 2014	1,738	20's, Sunny	Chocolate Festival	February 26, 2014	1,015

### Year to Date Occupancy TOTAL Comparison

January - March 3, 2013 · 15,634

January - March 2, 2014 · 16,011

- At member request, we have changed the format of the Accommodation Room Count to clearly identify the event weekends for comparison.
- Calls to accommodations made each Wednesday for upcoming weekend availability and prior weekends occupancy count. Info based on 3,802 Room Referral Count (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.).

### Visitor Center Visitation

	2014.....	2013 .....	2012.....	2011 .....	2010
JAN	305.....	286.....	347 .....	234.....	328
FEB	438.....	304 .....	504 .....	471.....	200



### QUOTE OF THE MONTH

**If a mistake is not a stepping stone, it is a mistake.**

Eli Siegel

### Mark Your Calendars!

**31st Annual Spring Sidewalk Sale • May 16-18, 2014**