

REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2013 vs. 2014

Weekend	Room Count	Weather	Event	Wednesday	Room Count
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
March 8-10, 2013	2,005	40's, Sunny	No Event	2013	N/A
March 7-9, 2014	1,823	40's, Cloudy	No Event	March 5, 2014	1,049
March 15-17, 2013	2,214	40's, Sunny	Merchants' Attic	2013	N/A
March 14-16, 2014	2,385	40's, Sunny	Merchants' Attic	March 12, 2014	1,207
March 22-24, 2013	2,079	40's, Sunny	No Event	2013	N/A
March 21-23, 2014	2,225	50's, Cloudy	No Event	March 19, 2014	1,113
March 29-31, 2013	2,171	50's, Sunny	Easter	2013	N/A
March 28-30, 2014	1,931	60's, Cloudy/Rain	No Event	March 26, 2014	1,142
April 5-7, 2013	2,178	50's, Sunny	No Event	2013	N/A
April 4-6, 2014	2,250	50's, Sunny	Get Down in Town	April 2, 2014	1,167
April 12-14, 2013	2,353	60's, Cloudy	No Event	2013	N/A
April 11-13, 2014	2,897	60's, Sunny	No Event	April 9, 2014	1,224
April 19-21, 2013	2,502	50's, Cludy	No Event	2013	N/A
April 18-20, 2014	2,423	50's, Mix of Sun/Clouds	Easter	April 16, 2014	1,519
April 26-28, 2013	2,810	50's, Cloudy	No Event	2013	N/A
April 25-27, 2014	2,852	60's, Sunny	No Event	April 23, 2014	1,311
May 3-5, 2013	2,856	50's, Sunny	No Event	2013	N/A
May 2-4, 2014	2,955	60's, Sunny	Pop Fest	April 30, 2014	1,246
May 10-12, 2013	2,945	60's, Mix of Sun/Clouds	Mother's Day	2013	N/A
May 9-11, 2014	2,906	60's, Mix of Sun/Clouds	Mother's Day	May 7, 2014	1,419

Year to Date Occupancy TOTAL Comparison

January - May 12, 2013 · 39,747

January - May 11, 2014 · 40,658

- 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
APR	1,234.....	1,021	1,025	1,109.....	1,095



DE Dept. Of Labor Statistics

(March 2014); Delaware's seasonally adjusted unemployment rate in March 2014 was 5.9%, unchanged from revised 5.9% in February 2014. There were 26,200 unemployed Delawareans in March 2014, compared to 30,300 in March 2013. The U.S. unemployment rate was 6.7% in March 2014, unchanged from 6.7% in February 2014. In March 2013, the U.S. unemployment rate was 7.5%, while Delaware's rate was 6.8%.

Source: DE Monthly Labor Review; Vol. XXI, Number 4, 4/21/2014

QUOTE OF THE MONTH

"Know what your customers want most and what your company does best. Focus on where those two meet".

Kevin Stirtz