

# REPORTS *and* STATISTICS

## Accommodation Occupancy Chart | 2014 vs. 2015

Weekend	Room Count	Weather	Event	Wednesday	Room Count
January 3-5, 2014	1,450	40's Sunny	None	December 29, 2013	904
January 2-4, 2015	1,556	40's Rainy	Merchants' Attic	December 31, 2014	1,490
January 10-12, 2014	1,505	50's Rainy	None	January 8, 2014	1,061
January 9-11, 2015	1,387	20's Sunny	None	January 7, 2015	884
January 17-19, 2014	1,841	40's Sunny	Holiday	January 15, 2014	1,051
January 16-18, 2015	1,861	40's Sunny	Holiday	January 14, 2015	1,037
January 24-26, 2014	1,973	30's Cloudy	None	January 22, 2014	968
January 23-25, 2015	1,550	40's Cloudy	None	January 28, 2015	925
January 31-February 2, 2014	1,982	20's Sunny	Polar Bear Plunge	January 29, 2014	904
January 30-February 1, 2015	2,007	30's Sunny	Polar Bear Plunge	January 28, 2015	893
February 7-9, 2014	1,392	30's Sunny	None	February 5, 2014	978
February 6-8, 2015	1,675	40's Sunny	None	February 4, 2015	937
February 14-16, 2014	2,096	40's Sunny	Holiday	February 12, 2014	1,044
February 13-15, 2015	2,392	30's Cloudy	Holiday	February 11, 2015	1,041
February 21-23, 2014	2,034	60's Sunny	None	February 19, 2014	1,036
February 20-22, 2015	1,736	10s Sunny	None	February 18, 2015	1,011

### Year to Date Occupancy TOTAL Comparison

#### WEEKEND

January - February 23, 2014 · 14,273

January - February 22, 2015 · 14,164

#### WEDNESDAY

January - February 19, 2014 · 7,042

January - February 18, 2015 · 6,728

- 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

	2015	.....	2014	.....	2013	.....	2012	.....	2011
JAN	337	.....	305	.....	286	.....	347	.....	234
FEB	307	.....	438	.....	304	.....	504	.....	471



### Are You In The Visitors Center?

The Chamber of Commerce's Visitors Center is open year round and provides visitors with Resort Area Information such as brochures, menus, coupons, map, State Park Passes, quarters and more!

Make sure your product is at the VC!! Visitors are always in search of brochures on activities, menus, and coupons!

Members are welcomed to drop off or mail their product. We can even arrange for pickup. Contact the VC Manager, Katie Bragg at 302-227-6446.

