



May 11, 2015

To: CCVB Board of Directors  
 From: Joel Dunn  
 Executive Directors Report

**1. Visitors Center Activity**

\*November 2013 – April 2014 total visitors 2,027 (+421%)

<b>CCVB Door Count</b>		
10/29/14	to	1/12/15
		3,668
1/13/15	to	2/8/15
		986
2/9/15	to	3/9/15
		1,768
3/10/15	to	4/6/15
		2,450
4/7/15	to	5/6/15
		1,694
<b>Total Visitors</b>		<b>10,566</b>

**2. Lodging Activity:**

**Occupancy Rate - top 13 properties**

<b>Occupancy Rate Total</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2015 / 14</b>	<b>2015 / 13</b>
January	40.34%	40.43%	37.24%	-0.23	8.33
February	50.85%	45.69%	49.62%	11.30	2.48
March	58.35%	46.97%	49.78%	24.24	17.21
April		55.26%	58.60%		
May		59.24%	62.19%		
June		62.27%	67.39%		
July		67.41%	68.79%		
August		65.41%	65.87%		
September		57.95%	66.00%		
October		47.76%	52.75%		
November		42.61%	45.66%		
December		41.28%	43.54%		
<b>Year-to-Date Average</b>	<b>49.85%</b>	<b>44.36%</b>	<b>45.54%</b>	<b>12.36</b>	<b>9.44</b>

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### Occupancy Rate - top 5 properties

Occupancy Rate Total	2015	2014	2013	2015 / 14	2015 / 13
January	44.10%	43.75%	42.25%	0.81	4.40
February	59.29%	48.20%	57.47%	23.02	3.17
March	60.44%	47.58%	55.20%	27.03	9.49
April		58.03%	64.82%		
May		58.43%	70.77%		
June		62.74%	73.65%		
July		71.28%	72.07%		
August		69.49%	69.26%		
September		64.91%	68.40%		
October		52.60%	55.47%		
November		56.84%	45.09%		
December		45.03%	43.75%		
<b>Year-to-Date Average</b>	54.61%	46.51%	51.64%	17.43	5.76

### Average Room Rate – top 13 properties

Average Daily Rate T13	2015	2014	2013	2015 / 14	2015 / 13
January	\$60.94	\$52.51	\$51.00	16.05%	19.50
February	\$61.62	\$53.95	\$51.69	14.22%	19.21
March	\$62.31	\$54.81	\$48.67	13.69%	28.03
April		\$63.37	\$56.50		
May		\$64.50	\$59.32		
June		\$65.78	\$64.27		
July		\$72.26	\$65.65		
August		\$73.56	\$64.95		
September		\$71.53	\$64.59		
October		\$65.32	\$56.18		
November		\$64.88	\$51.73		
December		\$62.39	\$50.89		
<b>Year-to-Date Average</b>	\$61.62	\$53.76	\$50.45	14.63%	22.14

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### Average Room Rate – top 5 properties

Average Daily Rate T5	2015	2014	2013	2015 / 14	2015 / 13
January	\$73.46	\$70.16	\$65.33	4.69%	12.43%
February	\$73.41	\$73.17	\$64.31	0.33%	14.16%
March	\$73.75	\$76.46	\$61.71	-3.54%	19.51%
April		\$80.24	\$69.16		
May		\$82.96	\$77.34		
June		\$85.35	\$77.34		
July		\$86.71	\$80.84		
August		\$88.34	\$77.95		
September		\$85.40	\$80.11		
October		\$82.54	\$73.23		
November		\$77.64	\$71.17		
December		\$74.17	\$68.79		
<b>Year-to-Date Average</b>	\$73.54	\$73.26	\$63.78	0.38%	15.29%

### Total Revenue – All Properties

ALL Properties	2015	2014	2013	2015 / 14	2015 / 13
January	\$841,454.48	\$758,996.00	\$678,893.84	10.86	23.94
February	\$984,679.96	\$799,907.65	\$809,135.87	23.10	21.70
March	\$1,113,312.91	\$899,479.95	\$845,606.69	23.77	31.66
April		\$1,193,583.19	\$1,123,501.54		
May		\$1,371,588.62	\$1,321,480.63		
June		\$1,436,114.67	\$1,562,235.74		
July		\$1,805,594.58	\$1,676,242.94		
August		\$1,803,697.37	\$1,594,178.24		
September		\$1,496,940.87	\$1,510,843.89		
October		\$1,145,174.36	\$1,074,937.47		
November		\$954,243.92	\$794,502.38		
December		\$916,284.27	\$782,852.40		
<b>Year-to-Date Total</b>	\$979,815.78	\$819,461.20	\$777,878.80	19.57	25.96

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### Total Revenue – Top 13 properties

Top 13 Properties	2015	2014	2013	2015 / 14	2015 / 13
January	\$804,761.05	\$719,783.06	\$643,265.00	11.81	25.11
February	\$948,410.55	\$757,869.71	\$768,967.54	25.14	23.34
March	\$1,084,026.87	\$859,627.58	\$801,594.69	26.10	35.23
April		\$1,134,057.85	\$1,069,059.75		
May		\$1,284,394.09	\$1,243,736.73		
June		\$1,343,672.23	\$1,452,001.21		
July		\$1,685,679.24	\$1,567,410.80		
August		\$1,691,559.88	\$1,480,996.84		
September		\$1,409,732.94	\$1,406,097.43		
October		\$1,079,520.59	\$1,003,182.24		
November		\$910,688.43	\$748,965.26		
December		\$884,799.01	\$747,213.33		
<b>Year-to-Date Total</b>	<b>\$945,732.82</b>	<b>\$779,093.45</b>	<b>\$737,942.41</b>	<b>21.39</b>	<b>28.16</b>

### Total Revenue – Top 5 properties

Top 5 Properties	2015	2014	2013	2015 / 14	2015 / 13
January	\$582,511.78	\$551,902.10	\$496,271.00	5.55%	17.38%
February	\$706,417.33	\$572,697.74	\$600,683.24	23.35%	17.60%
March	\$801,456.27	\$654,079.14	\$614,232.00	22.53%	30.48%
April		\$810,172.31	\$789,850.63		
May		\$867,412.51	\$886,012.05		
June		\$931,818.10	\$996,282.33		
July		\$1,111,374.64	\$1,047,652.03		
August		\$1,103,785.40	\$974,189.35		
September		\$964,455.43	\$960,949.36		
October		\$780,693.55	\$726,570.46		
November		\$654,055.80	\$555,503.50		
December		\$597,430.56	\$538,325.55		
<b>Year-to-Date Total</b>	<b>\$696,795.13</b>	<b>\$592,892.99</b>	<b>\$570,395.41</b>	<b>17.52%</b>	<b>22.16%</b>

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## Trailing Twelve – All Properties

Trailing Twelve Report	2015	2014	2013	2015 / 14	2015 / 13
January	\$14,664,063.93	\$13,774,411.63	\$12,172,861.53	6.46%	20.47%
February	\$14,848,836.24	\$13,854,513.79	\$12,220,444.53	7.18%	21.51%
March	\$15,062,669.20	\$13,845,285.57	\$12,252,583.07	8.79%	22.93%
April		\$13,899,158.83	\$12,343,171.76		
May		\$13,969,240.48	\$12,430,313.51		
June		\$14,019,348.47	\$12,577,924.24		
July		\$13,893,227.40	\$12,747,873.12		
August		\$14,022,579.04	\$12,810,397.92		
September		\$14,232,098.17	\$12,851,590.76		
October		\$14,218,195.15	\$12,888,905.19		
November		\$14,288,432.04	\$12,898,057.43		
December		\$14,448,173.58	\$12,918,477.69		
<b>Year-to-Date Average</b>	\$14,858,523.12	\$13,824,737.00	\$12,215,296.38	7.48%	21.64%

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