



## Visitor Estimates and Room Nights Sold – March 2016

### KEY STATISTICS – 2014/15

- **Total Number of Annual Visitors (14/15) = 400,000\*** (+21% over previous year)
  - Winter (Nov 1, 2014 – April 30, 2015) = 181,000 (+27% over previous winter)
  - Summer (May 1, 2015 – Oct 31, 2015) = 219,000 (+16% over previous summer)
- **Annual Visitor Days = 1.95M\*\***
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MONTH	ROOM NIGHTS SOLD	% OCCUPANCY
December 2013	19,366	43%
January 2014	18,794	42%
February 2014	22,024	54%
March 2014	19,549	44%
April 2014	9,456	22%
May 2014	11,743	26%
June 2014	19,247 (+1%)	45%
July 2014	32,372 (+5%)	72%
August 2014	30,506 (+17%)	68%
September 2014	18,295 (-10%)	47%
October 2014	19,508 (+2%)	48%
November 2014	14,955 (+35%)	38%
December 2014	21,639 (+12%)	54%
January 2015	21,819(+16%)	54%
February 2015	22,505(+2%)	62%
March 2015	23,208 (+19%)	58%
April 2015	15,534 (+64%)	40%
May 2015	16,488 (+40%)	42%
June 2015	24,908 (+29%)	57%
July 2015	37,054 (+14%)	86%
August 2015	32,132 (+5%)	74%
September 2015	21,904 (+20%)	52%
October 2015	20,695 (+6%)	48%
November 2015	13,764 (-8%)	33%
December 2015	23,898 (+10%)	55%
January 2016	23,520 (+8%)	54%
February 2016	26,100 (+16%)	64%
March 2016	25,065 (+8%)	57%

\*A visitor is considered someone whose primary place of residence is outside the Wood River Valley. Total visitor estimates include visitors staying in paid accommodations (both commercial and private rentals), visitors staying with friends or family, visitors staying in 2<sup>nd</sup> homes, and day only visitors.

\*\*a visitor day is calculated by multiplying the number of unique visitors by average length of stay.

