



Visitor and Room Night Estimates 2012 and 2013

KEY STATISTICS:

- **Total Number of Annual Visitors (12/13) = 308,426***
 - Winter (Nov 1, 2012 – April 30, 2013) = 139,618 (45%)
 - Summer (May 1, 2012 – October 31, 2013) = 168,808 (55%)

- **Total Number of Annual Visitor Days (12/13) = 1.25M****

- **Total Room Nights Sold (Sun Valley, Ketchum and Hailey) = 227,671**
 - Winter 2012/13 (Nov 1 through April 30th) = 100,107
 - Summer 2013 (May 1 through Oct 30th) = 127,565 (-2.7% from Summer 2012))

MONTH	ROOM NIGHTS SOLD	% CHANGE	% OCCUPANCY
November 2012	11,845	N/A	N/A
December 2012	18,227	N/A	N/A
January 2013	15,916	N/A	N/A
February 2013	20,431	N/A	53%
March 2013	21,857	N/A	53%
April 2013	11,830	+16%	27%
May 2013	11,906	-3%	26%
June 2013	19,232	+3%	45%
July 2013	30,847	-6%	72%
August 2013	26,026	-21%	60%
September 2013	20,434	+17%	50%
October 2013	19,119	+12%	43%
November 2013	11,070	-7%	26%
December 2013	19,366	+6%	44%

***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 2nd homes, and day only visitors.**

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

