



Visitor Estimates and Room Nights Sold - July 2015

KEY STATISTICS – 2013/14

- **Total Number of Annual Visitors (13/14) = 335,000***
 - Winter (Nov 1, 2013 – April 30, 2014) = 144,000 (43% of total)
 - Summer (May 1, 2014 – Oct 31, 2014) = 191,000 (57% of total)
- **Annual Visitor Days = 1.86M****

KEY STATISTICS – 2014/15

- Winter Visitors (Nov 1, 2014 – April 30, 2015) = 183,000 (+27 over previous winter)

MONTH	ROOM NIGHTS SOLD	% OCCUPANCY
July 2013	30,847	69%
August 2013	26,026	58%
September 2013	20,434	47%
October 2013	19,119	43%
November 2013	11,070	26%
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	22,305(+1%)	62%
March 2015	23,208 (+19%)	58%
April 2015	15,534 (+64%)	40%
May 2015	16,765 (+43%)	42%
June 2015	24,908 (+29%)	57%
July 2015	37,054 (+14%)	86%

*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.

