With the travel industry solidly on the road to recovery, the Destination Ann Arbor team pulled together, embracing new opportunities and encouraging one another to look at things with fresh eyes. This approach paid off, as we experienced remarkable growth across our organization. A summary of our success and financials at a glance can be found here.

SALES

With business travel on the rebound and a commitment to fostering relationships with key partnerships such as Destination Michigan and Pure Michigan/MEDC, the sales team exceeded their goals resulting in impressive increases over 2021.

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>Increase over 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy</td>
<td>51.7%</td>
<td>60.2%</td>
<td>16.5%</td>
</tr>
<tr>
<td>ADR</td>
<td>$113.32</td>
<td>$142.01</td>
<td>25.3%</td>
</tr>
<tr>
<td>RevPar</td>
<td>$58.60</td>
<td>$85.54</td>
<td>46%</td>
</tr>
</tbody>
</table>

Through a combination of video and display ads across platforms including email, social media, search engines, mobile, and print, we engaged our leisure target market as well as meetings and sports planners.

INTEGRATED MEDIA

Brand engagements generated by campaigns, resulting in more than 7K hours spent with Ann Arbor content.

Inquiries from web sessions, video completions, e-news sign-ups, etc., attributed to paid media efforts.
2022 was another record-breaking year for our Destination Ann Arbor websites, reflecting the return of travel to our area but also the increased engagement of our local audience.

Top website visitors come from Michigan, Ohio, New York, Illinois, Indiana.

**WEBSITES**

- 1.2M total web sessions in 2022
- 1.1M sessions for AnnArbor.org
- 100K sessions for YpsiReal.com
- 1.9M page views (both sites)

**SOCIAL MEDIA**

Our community’s vibrancy came to life through social media. Travelers and townies alike engaged with our content across all social channels.

- 550K people engaged
- 32.5M total impressions
- 64.5K visitors driven to our websites from social media
- 30% increase over 2021
- 120% increase over 2021

Our dedication to the arts and community initiatives continued in 2022, with financial and marketing support proudly given to event organizers across Washtenaw County.

**SPONSORSHIPS**

- 48 events sponsored
- 8 communities supported through the CTAP Grant Program
FINANCIALS AT A GLANCE

Destination Ann Arbor’s revenues are generated through the Washtenaw County accommodations tax, as well as member dues and special events. Revenues increased by 40% over the prior year due in large part to pandemic recovery.

2022 Revenue

$6,947,087 *

2022 Expense

$5,540,920 *

<table>
<thead>
<tr>
<th>Revenue Description</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations Tax</td>
<td>$6,650,754</td>
<td>(96%)</td>
</tr>
<tr>
<td>Member Dues/Events/Other Revenue</td>
<td>$296,333</td>
<td>(4%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expense Description</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Activities &amp; Materials</td>
<td>$2,516,363</td>
<td>(46%)</td>
</tr>
<tr>
<td>Personnel</td>
<td>$2,072,162</td>
<td>(37%)</td>
</tr>
<tr>
<td>Operations Expense</td>
<td>$952,395</td>
<td>(17%)</td>
</tr>
</tbody>
</table>

*Numbers are unaudited at the time of the report.

Any gain realized from 2022 is anticipated to be used in furtherance of Destination Ann Arbor’s mission.

View our 2022 Year in Review Video >