

2022 ANNUAL REPORT

A Year of Recovery

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.

BOOKINGS

\$12.8M Estimated economic impact

134 Groups booked

52.4K Rooms booked

49% Increase over 2021

104K
room
nights
from
leads

Occupancy

2021 - **51.7%**
2022 - **60.2%**

16.5%
increase

ADR

2021 - **\$113.32**
2022 - **\$142.01**

25.3%
increase

RevPar

2021 - **\$58.60**
2022 - **\$85.54**

46%
increase

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

52M impressions delivered

5M

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

4.6M

Inquiries from web sessions, video completions, e-news sign-ups, etc., attributed to paid media efforts

DESTINATION
**ANN
ARBOR**

WEBSITES

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.

1.2M
total web
sessions
in 2022

45%
increase over
2021

1.1M
sessions for
AnnArbor.org

100K
sessions for
YpsiReal.com

1.9M page views (both sites)

2022

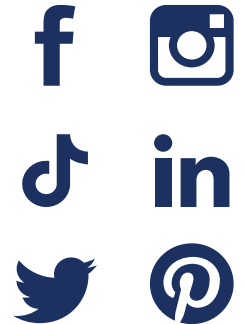
SOCIAL MEDIA

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

DESTINATION
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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 *

Member Dues/Events/Other Revenue
\$296,333 (4%)

Accommodations Tax
\$6,650,754 (96%)

2022 Expense

\$5,540,920 *

Marketing Activities & Materials
\$2,516,363 (46%)

Personnel
\$2,072,162 (37%)

Operations Expense
\$952,395 (17%)

*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 >](#)

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