


Visitor Index ~ June 2018

 BEAUFORT PORT ROYAL SEA ISLANDS	Activity	Current Month	This Month Last Year	Variance	YTD	LY YTD	Variance
Impact Overall	Lodging Sales	\$2,536,553.00	\$2,618,144.00	(3.1%)	\$13,500,674.00	\$13,430,889.00	0.5%
	Hotel Occupancy	66.5%	63.8%	4.2%	59.1%	58.7%	0.7%
	Hotel ADR	\$111.47	\$112.33	(0.8%)	\$109.52	\$103.86	5.4%
	Hotel Demand	22,756	23,307	(2.4%)	123,267	129,317	(4.7%)
	Hotel RevPar	\$74.23	\$71.65	3.6%	\$64.72	\$60.92	6.2%
	AirBnB - Sales	\$197,854.00	\$106,596.00	85.6%	\$939,803.50	\$476,875.00	97.1%
	AirBnB - Occupancy	63%	60%	5.0%	52.9%	54.8%	(3.5%)
	AirBnB - Demand	1138	607	87.5%	5331	2777	92.0%
Visitor Services	Arsenal Visitor Center	3252	3236	0.5%	37662	36580	3.0%
	Visitor Guide Requests	5992	2948	103.3%	4,244	5,596	(24.2%)
	Visitor Guide Local	1394	534	161.0%	N/A	N/A	
	Email Subscriptions	273	82	232.9%	N/A	N/A	
Online Activity	BeaufortSC.org - Users	27,926	33,351	(16.3%)	312,968	350,521	(10.7%)
	BeaufortSC.org - Pageviews	164373	103413	58.9%	1,337,474	1,108,781	20.6%
	Facebook Fans Added	1,385			14,433	12,635	14.2%
	Book Direct - Property Referrals	929	1501	(38.1%)	12,907	16,319	(20.9%)
	Book Direct - Revenue	\$27,919.00	\$71,693.13	(61.1%)	\$715,536.48	\$209,743.43	241.1%
Public Relations	Publicity Value				\$1,711,809.36		
	Editorial reach				182,192,089		
	Media Touchpoints		3 Media Trips (60 Media Members)	284 Pitches	17 site visits		
Group Sales	Motorcoach	N/A	N/A				
	Cruise Ships	N/A	N/A				
	Leads	N/A	N/A				
	Site Visits	N/A	N/A				