Visitor Index ~ August 2018

| BEAUFORT PORT ROYAL SEA ISLANDS | Activity | Current Month | This Month Last Year | Variance | YTD | LY YTD | Variance |
|---|---|---|---|---|---|---|---|
| **Impact Overall** | Lodging Sales | $2,242,512.00 | $2,462,497.00 | (8.9%) | $18,254,219.00 | $18,557,072.00 | (1.6%) |
| | Hotel Occupancy | 59.4% | 60.3% | (1.5%) | 59.8% | 59.5% | 0.5% |
| | Hotel ADR | $106.87 | $108.08 | (1.1%) | $109.27 | $105.35 | 3.7% |
| | Hotel Demand | 20,983 | 22,784 | (7.9%) | 167,050 | 176,155 | (5.2%) |
| | Hotel RevPar | $63.51 | $65.22 | (2.6%) | $65.37 | $62.70 | 4.3% |
| | AirBnB - Sales | $187,764.00 | $132,769.00 | 41.4% | $1,798,220.00 | $931,014.00 | 93.1% |
| | AirBnB - Occupancy | 56% | 55% | 1.8% | 52.9% | 54.8% | (3.5%) |
| | AirBnB - Demand | 1052 | 626 | 68.1% | 10052 | 5275 | 90.6% |
| | | | | | | | |
| **Visitor Services** | Arsenal Visitor Center | 2710 | 3090 | (12.3%) | 27625 | 28986 | (4.7%) |
| | Visitor Guide Requests | 8874 | 4413 | 101.1% | 10,414 | 4,413 | 136.0% |
| | Visitor Guide Local | 1338 | 613 | 118.3% | N/A | N/A | |
| | Email Subscriptions | 273 | 82 | 232.9% | N/A | N/A | |
| | | | | | | | |
| **Online Activity** | BeaufortSC.org - Users | 36,077 | 34,885 | 3.4% | 218,787 | 243,231 | (10.0%) |
| | BeaufortSC.org - Pageviews | 180106 | 84614 | 112.9% | 1,262,136 | 776,098 | 62.6% |
| | Facebook Fans Added | 1,385 | | | 14,433 | 12,635 | 14.2% |
| | | | | | | | |
| **Public Relations** | Publicity Value | $130,686.00 | | | $264,984.50 | | |
| | Editorial reach | 14,128,276 | | | 28,647,037 | | |
| | Media Touchpoints | 51 | | | 106 | | |
| | | | | | | | |
| **Group Sales** | Motorcoach | N/A | N/A | | | | |
| | Cruise Ships | N/A | N/A | | | | |
| | Leads | N/A | N/A | | | | |
| | Site Visits | N/A | N/A | | | | |
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