



**As a reminder, our revenue and other monthly reports are not received until mid to late month for the month prior, which is why we have December numbers for this report.

Tourist Development Tax Revenues

December 2021	\$238,904.87
December 2020	\$170,473.85
Change	+40.14%

Hotel & Resort Snapshot

	Occupancy	Average Daily Rate
December 2021	54.5%	\$142.65
December 2020	42.4%	\$125.16
Change	+28.4%	+14%

Vacation Rental Snapshot: Airbnb & VRBO only

	Available Listings	Occupancy	Average Daily Rate
December 2021	794	50%	\$332.00
December 2020	669	47%	\$278.00
Change	+19%	+6.7%	+19.4%

Total Sales on all Accommodations

December 2021	\$4,735,753.09
December 2020	\$3,528,939.15
Change	+34.20%

Monthly Activities & Notables

Held Quarterly TDC Board Meeting

Began initial due diligence for possible future Visitor Experience Center location

Local Arts Agency milestones- finalized community event details, development of brochure and membership form, worked with legal on resolution

Launched new advertising creative campaign- "Outside the Box" (see attached)

Attended Chamber Economic Outlook Summit with Dr Parrish as guest speaker

Met with possible developer for a light industrial park