The Impact of Tourism The Importance **2020 BY THE NUMBERS** of Destination Marketing How did hotels perform? 7.7/10 78.7% DMO USERS DEEM IMPORTANCE WEBSITE IMPORTANT 8,424 VISITOR Revenue Per Available Rooms \$37.01 (RevPAR) 43.9% 38.71% 61,168 CLICK-THRU RATE WEBSITE LISTING VIEWS WEBSITE) (UP 22% YOY) 45.4% Occupancy **J** 33.3% YOY **2021 DEMAND & OCCUPANCY INDEX** INDEXES DETERMINE THE PERCENTAGE OF 2019 'NORMAL' ACHIEVED. 92% 95% 91% 82% 75% 71% \$81.47 AVERAGE DAILY RATE Jan '21 Feb '21 Mar '21 (ADR) DEMAND INDEX OCCUPANCY INDEX **15.9% YOY**

HOTEL DATA SOURCE: STR, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED