

VCB MONTHLY STATISTICAL SUMMARY

	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>YTD</u>
<u>LODGING TAX</u>													
2010	58,789	60,560	60,917	71,062	88,323	127,839	134,061	126,471	130,290	124,626	95,565	69,053	1,147,556
2009	81,906	77,990	82,344	87,900	94,521	129,982	128,853	121,600	125,818	125,389	91,776	65,943	1,214,022
Percentage Change	-28.2%	-22.3%	-26.0%	-19.2%	-6.6%	-1.6%	4.0%	4.0%	3.6%	-0.6%	4.1%	4.7%	-5.5%
<u>BROCHURES MAILED</u>													
2010	428	462	1,295	871	2,453	2,300	5,561	2,715	1,511	1,018	448	291	19,353
2009	493	566	668	1,506	2,648	963	883	836	596	480	508	325	10,472
Percentage Change	-13.2%	-18.4%	93.9%	-42.2%	-7.4%	138.8%	529.8%	224.8%	153.5%	112.1%	-11.8%	-10.5%	84.8%
<u>1-800 INQUIRIES</u>													
2010	131	152	204	186	231	242	263	239	235	150	121	86	2,240
2009	161	171	196	247	255	271	283	347	269	146	107	95	2,548
Percentage Change	-18.6%	-11.1%	4.1%	-24.7%	-9.4%	-10.7%	-7.1%	-31.1%	-12.6%	2.7%	13.1%	-9.5%	-12.1%
<u>INTERNET VISITS (UNIQUE)</u>													
2010	13,497	12,809	16,557	17,970	21,565	21,934	22,779	22,302	18,430	17,134	13,525	12,284	210,786
2009	13,684	13,475	16,894	18,529	21,458	22,632	22,369	21,586	16,341	13,224	12,038	10,787	203,017
Percentage Change	-1.4%	-4.9%	-2.0%	-3.0%	0.5%	-3.1%	1.8%	3.3%	12.8%	29.6%	12.4%	13.9%	3.8%
<u>INTERNET VISITS</u>													
2010	15,380	14,625	18,992	20,834	25,156	25,304	26,615	26,101	21,693	20,413	15,987	14,505	245,605
2009	15,241	15,261	19,718	21,649	24,961	26,024	25,875	24,927	18,860	15,102	13,832	12,126	233,576
Percentage Change	0.9%	-4.2%	-3.7%	-3.8%	0.8%	-2.8%	2.9%	4.7%	15.0%	35.2%	15.6%	19.6%	5.1%
<u>TOTAL VISITOR CENTER VISITS</u>													
2010	468	517	1,073	1,317	1,941	2,708	3,020	2,746	2,370	1,406	684	548	18,798
2009	341	562	1,241	1,453	2,070	2,954	3,178	3,169	2,585	1,630	697	452	20,332
Percentage Change	37.2%	-8.0%	-13.5%	-9.4%	-6.2%	-8.3%	-5.0%	-13.3%	-8.3%	-13.7%	-1.9%	21.2%	-7.5%
<u>IN-STATE VISITORS</u>													
2010	285	340	623	507	880	845	865	888	711	510	358	298	7,110
2009	178	287	743	704	816	992	1,010	1,034	890	655	396	227	7,932
Percentage Change	60.1%	18.5%	-16.2%	-28.0%	7.8%	-14.8%	-14.4%	-14.1%	-20.1%	-22.1%	-9.6%	31.3%	-10.4%
<u>OUT-OF-STATE VISITORS</u>													
2010	163	158	408	695	872	1,636	1,844	1,546	1,359	753	297	215	9,946
2009	129	239	427	609	1,053	1,680	1,740	1,834	1,426	833	271	210	10,451
Percentage Change	26.4%	-33.9%	-4.4%	14.1%	-17.2%	-2.6%	6.0%	-15.7%	-4.7%	-9.6%	9.6%	2.4%	-4.8%
<u>INTERNATIONAL VISITORS</u>													
2010	20	19	42	115	189	227	311	312	300	143	29	35	1,742
2009	34	36	71	140	201	282	428	301	269	142	30	15	1,949
Percentage Change	-41.2%	-47.2%	-40.8%	-17.9%	-6.0%	-19.5%	-27.3%	3.7%	11.5%	0.7%	-3.3%	133.3%	-10.6%