

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>													
2011	60,153	56,083	58,666	80,099	87,015	127,951	131,157	119,718	111,888				832,730
2010	58,789	60,560	60,917	71,062	88,323	127,839	134,061	126,471	130,290				858,312
Percentage Change	2.3%	-7.4%	-3.7%	12.7%	-1.5%	0.1%	-2.2%	-5.3%	-14.1%				-3.0%
Sept. 2011 actual collections \$130,416. Result of audit/refund issued: \$18,527													
<u>BROCHURES MAILED</u>													
2011	471	429	535	683	877	775	690	849	418				5,727
2010	428	462	1,295	871	2,453	2,300	5,561	2,715	1,511				17,596
Percentage Change	10.0%	-7.1%	-58.7%	-21.6%	-64.2%	-66.3%	-87.6%	-68.7%	-72.3%				-67.5%
<u>1-800 INQUIRIES</u>													
2011 (changed service - 2 reports unavailable)	57			95	115	110	120	116	139				752
2010	131			186	231	242	263	239	235				1,527
Percentage Change	-56.5%			-48.9%	-50.2%	-54.5%	-54.4%	-51.5%	-40.9%				-50.8%
<u>INTERNET VISITS (UNIQUE)</u>													
2011	14,206	13,616	18,660	20,938	32,234	25,463	27,254	25,485	20,800				198,656
2010	13,497	12,809	16,557	17,970	21,565	21,934	22,779	22,302	18,430				167,843
Percentage Change	5.3%	6.3%	12.7%	16.5%	49.5%	16.1%	19.6%	14.3%	12.9%				18.4%
<u>INTERNET VISITS</u>													
2011	16,724	15,870	22,319	24,977	26,292	30,554	32,721	30,519	25,180				225,156
2010	15,380	14,625	18,992	20,834	25,156	25,304	26,615	26,101	21,693				194,700
Percentage Change	8.7%	8.5%	17.5%	19.9%	4.5%	20.7%	22.9%	16.9%	16.1%				15.6%
<u>TOTAL VISITOR CENTER VISITS</u>													
2011	503	500	1,055	1,184	2,100	2,737	2,769	2,749	2,390				15,987
2010	468	517	1,073	1,317	1,941	2,708	3,020	2,746	2,370				16,160
Percentage Change	7.5%	-3.3%	-1.7%	-10.1%	8.2%	1.1%	-8.3%	0.1%	0.8%				-1.1%
<u>IN-STATE VISITORS</u>													
2011	280	292	608	580	916	965	830	910	835				6,216
2010	285	340	623	507	880	845	865	888	711				5,944
Percentage Change	-1.8%	-14.1%	-2.4%	14.4%	4.1%	14.2%	-4.0%	2.5%	17.4%				4.6%
<u>OUT-OF-STATE VISITORS</u>													
2011	203	186	398	464	970	1516	1643	1581	1255				8,216
2010	163	158	408	695	872	1636	1844	1546	1359				8,681
Percentage Change	24.5%	17.7%	-2.5%	-33.2%	11.2%	-7.3%	-10.9%	2.3%	-7.7%				-5.4%
<u>INTERNATIONAL VISITORS</u>													
2011	20	22	49	140	214	256	296	258	300				1,555
2010	20	19	42	115	189	227	311	312	300				1,535
Percentage Change	0.0%	15.8%	16.7%	21.7%	13.2%	12.8%	-4.8%	-17.3%	0.0%				1.3%