

2019 Stats in Review										
Area of Travel	2019 1st Quarter	Change 19-18	2019 2nd Quarter	Change 19-18	2019 3rd Quarter	Change 19-18	2019 4th Quarter	Change 19-18	2019 YTD Total	Change 19-18
State Park Visitors	89,159	-5%	385,831	-9%	615,892	-1%	113,636	7%	1,204,518	-3%
National Park Visitors	11,631	-28%	232,740	-5%	409,645	-2%	68,614	-20%	722,630	-5%
Website Unique Visits	Report Year End Totals								892,639	-4%
Website Visits									1,131,711	-9%
Major Attractions	608,096	-12%	950,567	6%	1,426,167	-15%	1,282,620	-8%	4,267,450	-8%
Local Visitor Centers	8,672	6%	26,789	8%	45,974	10%	9,549	-13%	90,984	6%
Canadian Border Crossings	103,706	-10%	144,910	-4%	192,878	1.91%	124,780	-3%	566,274	-3%
Airport Deplanments	287,551	9%	304,322	11%	300,314	11%	295,087	8%	1,187,274	8%
Cumulative Lodging Tax	\$1,365,445.60	9%	\$1,551,319.44	5%	\$1,984,635.35	3%	\$1,850,685.36	2%	\$6,752,085.75	4%
Hotel Occupancy Rate	Jan 42.9%	13.5%	Apr 51.5%	12.9%	Jul 67.5%	7.3%	Oct 59.7%	1.8%	55.3%	8.0%
	Feb 47.2%	14.6%	May 57.3%	10.2%	Aug 67.4%	6.6%	Nov 49.9%	2.7%		
	Mar 50.6%	14.8%	Jun 65.7%	10.0%	Sept 63.9%	4.6%	Dec 41.3%	3.4%		
Average Room Rate	Jan \$79.18	-0.8%	Apr \$80.05	-0.1%	Jul \$85.88	3.4%	Oct \$80.76	0.3%	\$81.02	0.9%
	Feb \$80.70	-1.8%	May \$82.83	1.9%	Aug \$82.66	1.9%	Nov \$78.21	0.4%		
	Mar \$80.24	-0.8%	Jun \$83.37	2.5%	Sept \$84.51	1.4%	Dec \$76.24	-0.4%		
RevPAR									\$44.78	9.0%
Taxable Sales and Purchases Through 4th Quarter 2019										
	Arts, Entertainment, Recreation 2019		Arts, Entertainment, Recreation 2018		Change 19-18		2019 YTD		Change 19-18	
1st Quarter	\$18,116,403		\$19,693,507		-8.01%					
2nd Quarter	\$33,585,043		\$35,334,819		-5.00%		\$115,119,959		-5.02%	
3rd Quarter	\$43,296,113		\$44,473,735		-2.65%					
4th Quarter	\$20,122,400		\$21,702,731		-7.28%					
YTD	\$115,119,959		\$121,204,792		-5.02%					
	Accommodations, Food Services 2019		Accommodations, Food Services 2018		Change 18-17		2019 YTD		Change 19-18	
1st Quarter	\$408,558,320		\$394,624,405		3.53%					
2nd Quarter	\$473,091,244		\$450,115,631		5.00%		\$1,821,749,934		4.54%	
3rd Quarter	\$502,257,091		\$481,350,085		4.34%					
4th Quarter	\$437,843,279		\$416,590,477		5.10%					
YTD	\$1,821,749,934		\$1,742,680,598		4.54%					
Top States			Top Generators of Information Requests			Traffic Sources Overview			Top 10 Referring Sites	
MN				Website	Organic			m.facebook.com (mobile facebook)		
WI				AARP	Digital			nd.gov		
IL				Hearst	Misc.			campgroundreviews.com		
MI				Midwest Living	Referral			kiddle.co		
OH				AAA Living	CPC (Cost per Click)			facebook.com		
					Social			cnn.com		
								traveltrivia.com		
Mobile Traffic Visits				Top 5 Browsers				parkrec.nd.gov		
Mobile = 652,591				Chrome				midwestliving.com		
Tablet = 117,090				Safari				msn.com		
				Safari (in-app)						
				Internet Explorer						
				Edge						