

2018 Stats in Review										
Area of Travel	2018 1st Quarter	Change 18-17	2018 2nd Quarter	Change 18-17	2018 3rd Quarter	Change 18-17	2018 4th Quarter	Change 18-17	2018 YTD Total	Change 18-17
State Park Visitors	98,506	33%	496,025	29%	684,956	9%	111,479	-5%	1,390,966	16%
National Park Visitors	16,264	3%	244,711	9%	416,591	-2%	85,909	10%	763,475	3%
Website Unique Visits	Report Year End Totals								928,731	15%
Website Visits									1,238,092	21%
Major Attractions	679,353	-5%	885,345	6%	1,631,928	7%	1,367,675	3%	4,564,301	3%
Local Visitor Centers	8,215	-1%	25,293	-6%	41,851	3%	11,431	3%	86,790	14%
Canadian Border Crossings	115,404	-6%	151,722	-7%	189,259	-3.37%	128,470	-5%	584,855	-5%
Airport Deplanments	263,666	-1%	274,338	5%	271,130	5%	272,135	8%	1,081,269	5%
Cumulative Lodging Tax	\$1,255,893.56	-9%	\$1,641,936.47	-2%	\$1,851,256.80	2%	\$1,819,086.03	12%	\$6,568,172.86	1%
Hotel Occupancy Rate	Jan - 37.8%	-7.8%	Apr - 42.3%	0.7%	Jul - 62.9%	5.4%	Oct - 57.9%	1.8%	51.3%	3.3%
	Feb - 41.4%	-6.7%	May - 50.0%	6.3%	Aug - 62.9%	6.6%	Nov - 48.8%	2.7%		
	Mar - 44.2%	-5.6%	Jun - 56.6%	7.0%	Sept - 61.0%	9.1%	Dec - 40.2%	3.3%		
Average Room Rate	Jan - \$79.89	-2.6%	Apr - \$76.32	2.0%	Jul - \$82.99	-0.7%	Oct - \$80.49	0.3%	\$80.99	0.3%
	Feb - \$82.12	-0.6%	May - \$76.07	0.2%	Aug - \$81.20	-0.3%	Nov - \$78.93	0.4%		
	Mar - \$80.49	0.1%	Jun - \$77.19	0.2%	Sept - \$83.36	1.3%	Dec - \$77.23	-2.4%		
RevPAR									\$41.53	3.6%
Taxable Sales and Purchases Through 4th Quarter 2018										
	Arts, Entertainment, Recreation 2018			Arts, Entertainment, Recreation 2017			Change 18-17		2018 YTD	
1st Quarter	\$19,569,197			\$19,258,415			1.61%			
2nd Quarter	\$34,946,126			\$29,584,360			18.00%		\$118,721,833	
3rd Quarter	\$44,084,110			\$40,876,315			7.85%		6.55%	
4th Quarter	\$20,122,400			\$21,702,731			-7.28%			
YTD	\$118,721,833			\$111,421,821						
	Accommodations, Food Services 2018			Accommodations, Food Services 2017			Change 18-17		2018 YTD	
1st Quarter	\$393,402,058			\$393,628,069			-0.06%			
2nd Quarter	\$447,705,920			\$435,984,970			3.00%		\$1,758,474,119	
3rd Quarter	\$479,522,862			\$462,166,020			3.76%		2.93%	
4th Quarter	\$437,843,279			\$416,590,477			5.10%			
YTD	\$1,758,474,119			\$1,708,369,536						
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		Midwest Living			Misc.			facebook.com		
MI		Hearst			Referral			t.co (mobile twitter)		
TX		Better Homes & Gardens			CPC (Cost per Click)			midwestliving.com		
					Email			l.facebook.com (logged in secure)		
							rparkreviews.com			
							onefulfillment.com			
							duckduckgo.com			
							msn.com			
Mobile Traffic Visits	Top 5 Browsers									
Mobile = 523,249	Chrome									
Tablet = 122,603	Safari									
	Internet Explorer									
	Safari (in-app)									
	Firefox									

