

2016 Stats in Review											
Area of Travel	2016 1st Quarter	Change 16-15	2016 2nd Quarter	Change 16-15	2016 3rd Quarter	Change 16-15	2016 4th Quarter	Change 16-15	2016 YTD Total	Change 16-15	
State Park Visitors	89,590	13%	408,938	7%	631,376	-8%	102,377	-8%	1,232,281	4%	
National Park Visitors	21,683	35%	221,191	34%	441,406	35.00%	109,104	4%	793,384	30%	
Website Unique Visits	Report Year End Totals								816,762	-1%	
Website Visits									1,053,838	2%	
Major Attractions	657,361	-1%	1,071,623	25%	1,430,352	-12%	1,236,072	2%	4,395,408	1%	
Local Visitor Centers	8,293	-2%	27,544	-7%	41,939	-13%	11,066	-1.00%	88,842	-9%	
Canadian Border Crossings	127,474	-14%	167,524	-15.00%	220,645	-6%	145,025	-7%	660,668	-10%	
Airport Deplanments	271,303	-14%	258,529	-13%	260,363	-11%	258,646	-5%	1,048,841	-11%	
Cumulative Lodging Tax	\$1,579,590.50	-24%	\$1,764,312.71	-17%	\$2,139,238.52	-18%	\$1,793,417.65	-13%	\$7,276,559.38	-18%	
Hotel Occupancy Rate	Jan - 37.1%	-31.0%	Apr - 45.5%	-14.6%	Jul - 60.5%	-5.9%	Oct - 59.4%	0.0%	50.3%	-9.1%	
	Feb - 40.7%	-25.7%	May - 48.9%	-11.5%	Aug - 62.4%	-0.4%	Nov - 49.3%	8.2%			
	Mar - 41.6%	-22.5%	Jun - 56.2%	-10.2%	Sept - 61.6%	1.1%	Dec - 39.3%	5.2%			
Average Room Rate	Jan - \$87.44	-11.5%	Apr - \$84.96	-9.0%	Jul - \$84.186	-11.8%	Oct - \$80.04	-12.3%	\$83.21	-11.2%	
	Feb - \$87.87	-9.6%	May - \$86.72	-8.1%	Aug - \$80.90	-13.1%	Nov - \$78.82	-9.8%			
	Mar - \$85.04	-11.3%	Jun - \$83.57	-11.7%	Sept - \$82.73	-11.6%	Dec - \$79.02	-9.0%			
RevPAR									\$41.82	-19.2%	
Taxable Sales and Purchases Through 3rd Quarter 2016											
	Arts, Entertainment, Recreation 2016			Arts, Entertainment, Recreation 2015			Change 16-15			2016 YTD	
1st Quarter	\$22,508,834			\$15,629,019			44.02%				
2nd Quarter	\$30,851,012			\$29,810,664			3.49%			\$93,736,865	
3rd Quarter	\$40,377,019			\$41,454,835			-2.60%			2%	
	Accommodations, Food Services 2016			Accommodations, Food Services 2015			Change 16-15			2016 YTD	
1st Quarter	\$391,168,269			\$444,185,721			-11.94%				
2nd Quarter	\$435,069,054			\$468,296,421			-7.10%			\$1,288,107,481	
3rd Quarter	\$461,870,158			\$489,275,189			-5.60%			-8%	
Top States		Top Generators of Information Requests			Traffic Sources Overview			Top 10 Referring Sites			
MN	Website			Organic			m.facebook.com (mobile facebook)				
WI	AARP			Misc.			mantripping.com				
IL	Hearst			Referral			facebook.com				
MI	Midwest Living			Digital			nd.gov				
FL	Better Homes & Gardens			CPC (Cost per Click)			i.facebook.com (logged in secure)				
				Email			onefulfillment.com				
							t.co (mobile twitter)				
							midwestliving.com				
							duckduckgo.com				
							rvparkreviews.com				
Mobile Traffic Visits		Top 5 Browsers									
Mobile = 480,569		Chrome									
Tablet = 137,989		Safari									
		Internet Explorer									
		Firefox									
		Safari (in-app)									