

2018 Stats in Review	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	
Area of Travel											
State Park Visitors	98,506	33%	496,025	29%	684,956	9%	111,479	-5%	1,390,966	15%	
National Park Visitors	16,264	3%	244,711	9%	416,591	-2%	81,263	7%	758,829	3%	
							TRNP #'s unavailable for Dec - Gov't shut down				
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%				
Feb - 41.4%	-6.7%	May - 50.0%	6.3%	Aug - 62.9%	6.6%	Nov - 48.8%	2.7%	51.3%	3.3%		
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%				
Feb - \$82.12	-0.6%	May - \$76.07	0.2%	Aug - \$81.20	-0.3%	Nov - \$78.93	0.4%	\$80.99	0.3%		
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 3rd Quarter 2018											
	Arts, Entertainment, Recreation 2018			Arts, Entertainment, Recreation 2017			Change 18-17		2018 YTD		Change 18-17
1st Quarter	\$19,569,197			\$19,258,415			1.61%				
2nd Quarter	\$34,946,126			\$29,584,360			18.00%		\$98,599,433		9.90%
3rd Quarter	\$44,084,110			\$40,876,315			7.85%				
	Accommodations, Food Services 2018			Accommodations, Food Services 2017			Change 18-17		2018 YTD		Change 18-17
1st Quarter	\$393,402,058			\$393,628,069			-0.06%				
2nd Quarter	\$447,705,920			\$435,984,970			3.00%		\$1,320,630,840		2.23%
3rd Quarter	\$479,522,862			\$462,166,020			3.76%				
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)				
							rvparkreviews.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										

