



TO: Tourism Advisory Committee
FROM: David Kleitsch, Economic Development Director
DATE: July, 2 2010
SUBJECT: Director's Report

Smith Travel Report

Lodging metrics for May 2010 show mixed results. For Snohomish County, Year-to-Date, occupancy is 56.9%, down 0.4%, RevPar is \$44.64, down 8.9%, and ADR is \$78.45, down 8.6%. For the month of May, however, occupancy is up 8.8%, RevPar is up 1.7%, but ADR is down 6.6%.

The good news is that Snohomish County occupancies have increase for the second month in a row. This tracks with King County where occupancy has increased for five consecutive months. Lodging statistics for Lynnwood will be available in August 2010.

Hotel/Motel 2011-2012 Budget

On June 25, 2010, the Tourism Budget, Hotel/Motel Lodging Tax, Fund 101, as recommended by the Lodging Tax Advisory Committee was submitted. Department budgets will be reviewed and presented to Lynnwood City Council in July and August. The economic development and tourism budgets are tentatively scheduled to be presented on August 4, 2010. The Committee will be kept up to date on the budget process over the next several months.

Have a great Fourth of July!

NEXT MEETING: August 12, 2010