

**TO: Tourism Advisory Committee**

**FROM: David Kleitsch, Economic Development Director**

**DATE: May 4, 2012**

**SUBJECT: Director's Report**

The Director's Report is brief due to our focus on preparing the FY 2013-2014 work program and budget documents. Lodging metrics for the first quarter of 2012 are positive which is an encouraging start for 2012.

**Smith Travel**

Lodging metrics for Snohomish County are detailed below. Snohomish County continues to show signs of improvement. Compared to Year to Date 2011, Snohomish County is ahead in all metrics, ranking 5<sup>th</sup> in Occupancy and 3<sup>rd</sup> in RevPar compared to other Washington Counties.

	YTD March	% change from STLY
Occupancy	56.0%	2.2%
RevPar	\$49.74	10.8%
Average Daily Rate	\$88.74	8.4%
Revenue	\$103,060	19%

Lodging tax revenue has increased by over \$16,000 or 19% when compared to the same period in 2011.

**Next Meeting**

The next regularly scheduled meeting date is June 14, 2012.