

TO: Tourism Advisory Committee

FROM: David Kleitsch, Economic Development Director

DATE: June 8, 2012

SUBJECT: Director's Report

The Director's Report is again brief due to our focus on preparing the FY 2013-2014 work program and budget documents.

Smith Travel

Lodging metrics Year-to-Date for Snohomish County are detailed below. Although Occupancy declined, both ADR and RevPar continue to climb. Compared to 2011, Snohomish County ranks 4th in Occupancy and 3rd in RevPar compared to other Washington Counties.

	YTD April	% change from STLY
Occupancy	57.5%	-0.6%
RevPar	\$89.31	+8.7%
Average Daily Rate	\$51.38	+8.1%
Revenue	\$32,473	+3.9%

Unfortunately, occupancy for April 2012 declined 7.5% compared to April 2011. However, for the month ADR has increased 9.7% and RevPar is up 1.5%.

Next Meeting

The next regularly scheduled meeting date is July 12, 2012.