

TO: Tourism Advisory Committee

FROM: David Kleitsch, Economic Development Director

DATE: September 5, 2014

SUBJECT: Director's Report

Smith Travel Report

In the month of July, Snohomish County hotels were up 3.6% in occupancy, 10.6% in ADR and 14.6% in RevPar compared to July 2013. Overall demand was up 10.8% as compared to STLY and revenue saw a 22.6% increase. Year-to-date Snohomish County is up 5.7% in occupancy, 6.0% in ADR and 12.0% in RevPar. Another banner month for Snohomish County!

Web Site Metrics

We will be monitoring web site metrics and report activity to the Committee regularly. The following summarizes LynnwoodTourism.com activity between June 1 and August 31, 2014.

2014	Sessions	Users	Pageviews	Pages/Session	Session Duration	Bounce Rate	% New Sessions
June 1 to August 31	13,652	11,859	34879	2.55	1:50	55.65%	85.56%

The most popular landing pages, after the home page, were Indoor activities, Shopping, Hotels, and Farmer's market.

The top referring sites for this time period were the City of Lynnwood web site, VisitSeattle.org and the Lynnwood Convention Center.

Hotel Proposal

Two new hotel projects are proposed in the City. A 6 story, 150 room Hilton Garden Inn is planned for the site on 196th St SW across the street from the Convention Center. A 3 story 98 room Comfort Inn is being proposed for a site at 172nd and Highway 99. Both of these projects are expected to be under construction in 2015.

Next meeting is scheduled for October 9, 2014