

TO: Tourism Advisory Committee

FROM: David Kleitsch, Economic Development Director

DATE: April 9, 2015

SUBJECT: Director's Report

Joint Committee Meeting

A meeting has been scheduled for Tuesday May 19, 2015 from 6:00pm to 9:00pm at the Lynnwood Senior Center for all City of Lynnwood Board, Commission and Committee members. The purpose of this meeting is to provide a briefing on various City activities underway, particularly the economic development plan and branding, and to provide an opportunity for engagement and collaboration between the members of the different boards, committees and commissions. We hope to see you there.

Smith Travel Report

Year to date, Snohomish County hotels are down in occupancy by 4.5%, up in ADR by 3.2% and down in RevPar by 1.5%. Comparatively, supply is up 8%, demand is up 3%, and revenue is up by 6.3%. Year-to-date, Snohomish County finished in fourth place as compared to other counties in Occupancy, third in ADR and third in RevPar.

Web Site Statistics

Below is an overview of the Start Here web site activity, January through March 2015 compared to 2014. Overall the site is doing well, with increases in all metrics.

	Jan-March 2014 vs. Jan-March 2015
Sessions	+ 16%
Users	+16%
Page views	+51%
Pages/Session	+30%
Avg Session Duration	+43%
Bounce Rate	-18%

Since January 1, 2015 there have been 10,241 sessions, 28,000 page views, with an average of 2.76 pages per session. The top referring sites to Lynnwoodtourism.com are the City of Lynnwood, Experience WA, Visit Seattle and the Lynnwood Convention Center. In addition, the Start Here Facebook page has 479 likes, up over 300% since January 2015.

Next meeting: Tentatively scheduled for May14, 2015