

REPORTS and STATISTICS

Accommodation Occupancy Chart | 2012 vs. 2013

Weekend	Room Count	Weather	Event
June 22-24, 2012	3,513	90's, Sunny	None
June 21-23, 2013	3,551	70's, Sunny	None
June 29-July 1, 2012	3,449	90's, Sunny	July 4th Split Holiday
June 28-30, 2013	3,565	80's, Cloudy	None
July 6-8, 2012	3,428	90's, Sunny	July 4th Split Holiday
July 5-7, 2013	3,386	80's, Sunny	July 4th Split Holiday
July 13-15, 2012	3,455	80's, Sunny	None
July 12-14, 2013	3,301	Rain/Sun	None
July 20-22, 2012	3,492	80's, Cloudy	None
July 19-21, 2013	3,400	80's, Sun/Rain	None
July 27-29, 2012	3,491	90's, Sunny	None
July 26-28, 2013	3,400	80's, Cloudy	None
August 3-5, 2012	3,545	90's, Sunny	Sandcastle Contest
August 2-4, 2013	3,370	90's, Cloudy	Sandcastle Contest
August 10-12, 2012	3,524	80's, Sunny	None
August 9-11, 2013	3,322	80's, Rain/Sun	None

Wednesday	Room Count	Weather	Event
2012	N/A	N/A	N/A
2013	N/A	N/A	N/A
2012	N/A	N/A	N/A
2013	N/A	N/A	N/A
2012	N/A	N/A	N/A
July 3, 2013	2,757	80's, Sunny	July 4th Split Holiday
2012	N/A	N/A	N/A
July 10, 2013	2,369	80's, Rain/Sun	None
2012	N/A	N/A	N/A
July 17, 2013	2,589	80's, Sunny	None
2012	N/A	N/A	N/A
July 24, 2013	2,670	80's, Sunny	None
2012	N/A	N/A	N/A
July 31, 2013	2,652	80's, Sunny	None
2012	N/A	N/A	N/A
August 7, 2013	2,768	80's, Rain/Sun	None

Annual Year to Date Occupancy TOTAL Comparison

January - August 12, 2012 · 84,905

January - August 11, 2013 · 69,955

- At member request, we have changed the format of the Accommodation Room Count to clearly identify the event weekends for comparison.
- Calls to accommodations made each Wednesday for upcoming weekend availability and prior weekends occupancy count. Info based on 3,802 Room Referral Count (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.).

Visitor Center Visitation

	2013	2012	2011	2010	2009
JUNE	2,335	2,368	2,347	2,055	2,296
JULY	2,988	2,511	2,524	2,009	2,580

DE Dept. Of Labor Statistics

(June, 2013); Delaware's seasonally adjusted unemployment rate in June 2013 was 7.3%, up from 7.2% in May 2013. There were 32,300 unemployed Delawareans in June 2013, compared to 32,000 in June 2012. The U.S. unemployment rate was 7.6% in June 2013, unchanged from 7.6% in May 2013. In June 2012, the U.S. unemployment rate was 8.2%.

Source: DE Monthly Labor Review; Vol. XX, Number 7, 7/19/13

Remaining 2013 Regional & Local Advertising Placement

Publication	Run Date
Atlantic Theatre	October
Cape Gazette - Sidewalk Sale/Sea Witch Ads ..	October
Coast Press - Sea Witch Ad	October
Collinson Online Lead Generation	Fall
Horizon Travel Magazine/Times Sq.	September
Madden Media/E-Solve Program	Fall
Morning Star Business Report - Events	September
Pocket Ranger - Mobile App Banners on the DE State Park Mobile App	2013-2014
Recreation News	October
Southern DE Explorer - Sea Witch Ad	September
WBOC Event Commercials	In Process
WBOC Online Advertising	In Process
WMDT Event Commercials	In Process