

Table 8 - Comparison With Previous Warren County Occupancy Surveys

	1994	1995	1996	1997	1998	1999	2000	2002	2003	2004	2005	2006	2007	2008	2009	2010 ¹	2011	2012 ²	Avg.
Accommodations																			
Surveys Distributed	323	302	298	292	295	295	296	302	293	299	299	292	285	205	276	274	269	267	287
Surveys Returned	84	84	87	75	65	72	64	56	51	48	43	44	36	35	36	21	31	31	54
Response Rate	26.00%	27.81%	29.19%	24.32%	22.03%	24.41%	21.62%	18.50%	17.41%	16.05%	14.72%	16.15%	12.63%	17.07%	13.04%	7.66%	11.52%	11.61%	18.43%
Units Responding	1,965	2,195	1,823	1,480	1,794	2,414	1,711	1,832	1,606	N/A	1,445	1,599	1,879	1,070	2,246	1,559	1,015	1,368	1,611
Occupancy Rates ³ Seasonal Adjustment	N/A	N/A	N/A	39.96%	48.22%	40.02%	55.00%	43.60%	43.51%	45.93%	46.35%	45.32%							
Occupancy STR ⁴	N/A	N/A	N/A	N/A	53.60%	52.50%	51.80%	48.40%	51.20%	52.20%	52.20%	51.70%							
Avg. People	2.9	3.04	3.25	3.26	3.48	3.3	3.2	3.61	2.75	3.08	3.15	3.01	2.64	2.79	2.84	3.08	3.12	2.84	3.07
Avg. Stay (days)	4.2	4.26	4.05	4.05	3.94	3.75	3.67	4.56	3.19	4.23	4.03	5.59	2.96	3.19	3.60	3.06	3.37	3.77	3.86
% Reservation	81.00%	85.47%	80.98%	82.41%	85.06%	84.26%	81.43%	96.55%	81.76%	79.22%	90.68%	91.55%	81.93%	81.25%	87.51%	88.90%	82.31%	80.19%	84.58%
% Business	6.00%	7.03%	8.64%	12.96%	11.02%	11.58%	16.02%	10.24%	16.68%	17.77%	10.69%	10.16%	18.79%	19.02%	18.02%	9.13%			12.73%
Lodging Guests	2,480,180	2,609,947	2,651,760	2,656,103	3,164,184	3,747,280	3,222,751	3,286,045	2,634,106	3,358,713	2,792,351	3,439,306	3,093,630	3,749,205	3,023,622	2,979,823	3,185,243	2,821,527	3,049,765
Room Nights	855,234	858,535	815,926	814,756	909,248	1,135,539	1,007,110	910,262	957,857	1,090,491	886,461	1,142,627	1,171,830	1,343,801	1,064,656	967,475	1,020,911	993,495	997,012
Campgrounds																			
Surveys Distributed		40	40	40	40	40	40	39	42	34	36	35	35	21	27	22	36	38	36
Surveys Returned		18	16	12	18	10	7	13	15	16	12	11	12	10	10	0 ⁵	14	12	12
Camping Guests	1,185,654	1,127,440	956,219	884,278	1,137,997	1,192,482	1,242,613	1,246,051	1,543,187	1,703,632	941,769	833,617	781,757	582,898	640,038	NA	708,593	571,486	1,016,454
Attractions																			
Surveys Distributed			114	115	122	127	127	130	177	182	179	207	189	99	169	221	271	262	168
Surveys Returned			23	16	16		11	23	26	20	13	16	16	14	39	15	34	25	19
Day Trips ⁶		3,889,933	4,010,220	5,461,350	4,660,696	4,559,781	4,465,364	5,491,223	4,664,474	5,652,746	3,734,120	4,272,923	3,875,387	4,332,103	3,663,660	2,979,823	3,893,836	3,393,013	4,294,156
Total Visitor Events	3,665,834	7,627,320	7,618,199	9,001,731	8,962,877	9,499,543	8,930,728	10,023,319	8,841,767	10,715,091	7,468,240	8,545,846	7,750,774	8,664,206	7,327,320	5,959,646	7,787,672	6,786,026	8,065,341

¹ Due to the low number of survey responses, the results do not prove out to be statistically valid.

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³ Based on the number of rooms available seasonally. This figure is derived from Table 3 Seasonal Adjustments, beginning in 2005.

⁴ Smith Travel Report occupancy.

⁵ Zero campgrounds answered the survey this year.

⁶ This figure is derived from information published by D.K. Shifflet and Associates. Beginning in 2006, the Day Trip figure was assumed to be half the Total Trips and beginning in 2006 is a derived number based on an equal amount of overnight guests to the region.