



**Visitors in Paid Accommodations\***

|                               | 2019    |         |         |         |         |         |         |         |         |         |         |         |           |
|-------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|
|                               | Jan     | Feb     | Mar     | Apr     | May     | Jun     | Jul     | Aug     | Sep     | Oct     | Nov     | Dec     |           |
| Occupancy %                   | 66.7%   | 78.2%   | 85.8%   | 77.9%   | 76.5%   | 76.1%   | 76.3%   | 70.1%   | 66.0%   | 72.2%   | 70.2%   | 62.6%   |           |
| Room Supply                   | 17,803  | 17,803  | 17,654  | 17,654  | 17,526  | 17,630  | 17,552  | 17,549  | 17,549  | 17,609  | 17,710  | 17,816  |           |
| Days in Month                 | 31      | 28      | 31      | 30      | 31      | 30      | 31      | 31      | 30      | 31      | 30      | 31      |           |
| Average Party Size            | 2.89    | 2.89    | 2.89    | 2.89    | 2.89    | 2.89    | 2.89    | 2.89    | 2.89    | 2.89    | 2.89    | 2.89    |           |
| Average Length of Stay        | 1.89    | 1.89    | 1.89    | 1.89    | 1.89    | 1.89    | 1.89    | 1.89    | 1.89    | 1.89    | 1.89    | 1.89    |           |
| People in Paid Accommodations | 562,881 | 596,066 | 718,006 | 630,867 | 635,539 | 615,452 | 634,817 | 583,134 | 531,317 | 602,656 | 570,313 | 528,667 | 7,209,715 |

One Time Impactful Events:

March--NCAA Men's Basketball

April--Capella University #1

May-- Capella University #2, Welcome to Rockville changed to May dates vs. April, NCAA Track & Field

June/July--Christian Congregation of the Jehovah's Witnesses 1 group in June and 1 in July

Aug/ Sep Hurricane activity

Oct/Nov FL vs. GA weekend was in Nov vs. last weekend of October

Dec Gator Bowl will be more in Jan 2020 since game is 1/2/20

\*This estimate is for visitors who stayed in paid hotel accommodations. It does not include visitors who stayed with Friends/Family, Airbnb, etc.