

VALLEY FORGE CONVENTION AND VISITORS BUREAU
Dashboard Report
June 2011

	<i>FY2011</i>	<i>FY2010</i>	<i>FY2011</i>	<i>FY2010</i>	<i>FY2011</i>	<i>FY2010</i>	<i>FY2010</i>	<i>FY2011</i>	<i>FY2010</i>
	<i>Jun</i>	<i>Jun</i>	<i>YTD</i>	<i>YTD</i>	<i>Goal</i>	<i>Goal</i>	<i>EoY Total</i>	<i>% Goal</i>	<i>% Goal</i>
Convention Sales									
<i>Leads</i>	31	18	349	335	398	410	335	87.7	81.8
<i>Room Nights</i>	18,467	3,228	139,736	147,675			147,675		
<i>Booked Meetings</i>	31	16	273	273			273		
<i>Room Nights</i>	11,730	7,378	108,871	107,697	115,375	115,375	107,697	94.4	93.3
Tourism Sales									
<i>Overnight Tour Leads</i>	12	13	151	159			159		
<i>Day/Service Tour Leads</i>	18	18	227	256			256		
<i>Total Tour Leads</i>	30	31	378	415	415	385	415	91.1	107.7
<i>Booked Groups</i>									
<i>New Overnight</i>	8	20	69	74			74		
<i>Room Nights</i>	362	1,059	2,091	2,957			2,957		
<i>Repeat Overnight</i>	13	15	79	87			87		
<i>Room Nights</i>	240	246	3,492	3,599			3,599		
<i>Day Trips</i>	229	92	1,574	1,046			1,046		
<i>Total Tourism Groups</i>	250	127	1,722	1,207			1,207		
<i>Room Nights</i>	602	1,305	5,583	6,556	7,024	7,375	6,556	79.5	88.9
Co-op Mktg-VFNHP									
<i>Groups</i>	44	60	391	274			274		
<i>Groups Leads</i>	2	1	14	49			49		
Communications									
<i>Pitches</i>	4	2	47	35			35		
<i>Media Inquiries</i>	1	0	22	20			20		
<i>Stories Generated</i>	41	113	836	1,498			1,498		
Montco Hotel Perf									
<i>(YTD Expressed as Cal Yr)</i>	<i>CY2011</i>	<i>CY2010</i>	<i>CY2011</i>	<i>CY2010</i>			<i>CY2010</i>		
	<i>Jun</i>	<i>Jun</i>	<i>YTD</i>	<i>YTD</i>			<i>EoY Total</i>		
<i>Occupancy</i>	74.5%	71.5%	64.1%	60.1%			61.0%		
<i>Avg Daily Rate</i>	\$115.00	\$112.18	\$116.43	\$109.95			\$109.74		
<i>Rev Per Avail Room</i>	\$85.64	\$71.52	\$74.65	\$66.08			\$66.92		
	<i>FY2011</i>	<i>FY2010</i>	<i>FY2011</i>	<i>FY2010</i>	<i>FY2011</i>	<i>FY2010</i>	<i>FY2010</i>	<i>FY2011</i>	<i>FY2010</i>
	<i>Jun</i>	<i>Jun</i>	<i>YTD</i>	<i>YTD</i>	<i>Goal</i>	<i>Goal</i>	<i>EoY Total</i>	<i>% Goal</i>	<i>% Goal</i>
<i>Room Tax Rev (000)</i>	\$247	\$255	\$3,231	\$2,959	\$3,000	\$3,300	\$2,959	107.7	89.7
Electronic Marketing									
<i>Unique Users</i>	10,327	12,938	139,025	148,857			148,857		
<i>Page Views</i>	65,465	76,921	785,899	702,861			702,861		
<i>Visitor Guide requests</i>	357	226	4,236	4,075			4,075		
Consumer Fulfillment									
<i>Visitor Guide requests</i>	1,003	1,494	22,248	18,331			18,331		
Membership Sales									
<i>Membership Revenue</i>	\$8,614	\$20,269	\$99,685	\$120,000	\$110,000	\$120,000	\$120,000		
<i>Membership Sold</i>	1	6	35	70			70		
<i>Membership Renewals</i>	26	40	247	284			284		
<i>Membership Cancellations</i>	2	7	57	75			75		
<i>Total Membership</i>			372	515			515		