

REPORTS *and* STATISTICS

Accommodation Occupancy Chart | 2011 vs. 2012

Date	Room Count	Weather	Event
February 4-6, 2011	1,316	40's, Sunny	Polar Bear Plunge
February 3-5, 2012	2,147	40's, Sunny	Polar Bear Plunge
February 11-13, 2011	1,384	40's, Sunny	Valentine's Day Wknd.
February 10-12, 2012	1,848	30's, Rain/Snow	Valentine's Day Wknd.
February 18-20, 2011	1,862	60's, Sunny	President's Day Wknd.
February 17-19, 2012	2,413	50's, Sunny	President's Day Wknd.
February 25-27, 2011	1,153	50's, Sunny	No Event
February 24-26, 2012	1,898	40's, Partly Sunny	No Event
March 4-6, 2011	1,258	50's, Sunny	Chocolate Festival
March 2-4, 2012	1,640	50's, Cloudy	Chocolate Festival
March 11-13, 2011	1,255	50's, Partly Cloudy	No Event
March 9-11, 2012	1,860	50's, Partly Cloudy	No Event
March 18-20, 2011	1,681	60's, Sunny	None
March 16-17, 2012	1,711	60's, Cloudy	Merchant's Attic/St. Patricks Day
March 25-27, 2011	1,570	30's, Cloudy	Merchant's Attic
March 23-25, 2012	1,789	70's, Foggy	None
April 1-3, 2011	1,541	40's, Sunny	None
March 30-April 2, 2012	2,108	50's, Sunny	None
April 8-10, 2011	1,704	40's, Sunny	None
April 6-8, 2012	2,176	50's, Sunny	Holiday
April 15-17, 2011	1,980	50's, Sunny	None
April 13-15, 2012	2,378	60's, Sunny	Pop Fest
April 22-24, 2011	1,710	50's, Cloudy	Holiday
April 20-22, 2012	2,722	70's, Cloudy	None

- 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

	2012	2011	2010	2009	2008
APR	1,025.....	1,109	1,095	1,080.....	1,102

"The single biggest reason companies fail is that they overinvest in what is, as opposed to what might be".

Gary Hamel

DE Dept. Of Labor Statistics

(March 2012); Delaware's seasonally adjusted unemployment rate in March 2012 was 6.9%, unchanged from revised 6.9% in February 2012. There were 30,300 unemployed Delawareans in March 2012, compared to 32,000 in March 2011. The U.S. unemployment rate was 8.2% in March 2012, down from 8.3% in February 2012. In March 2011, the U.S. unemployment rate was 8.9%.

Source: DE Monthly Labor Review; Vol. XIX, Number 4, 4/20/12.