

Tourism Committee Meeting

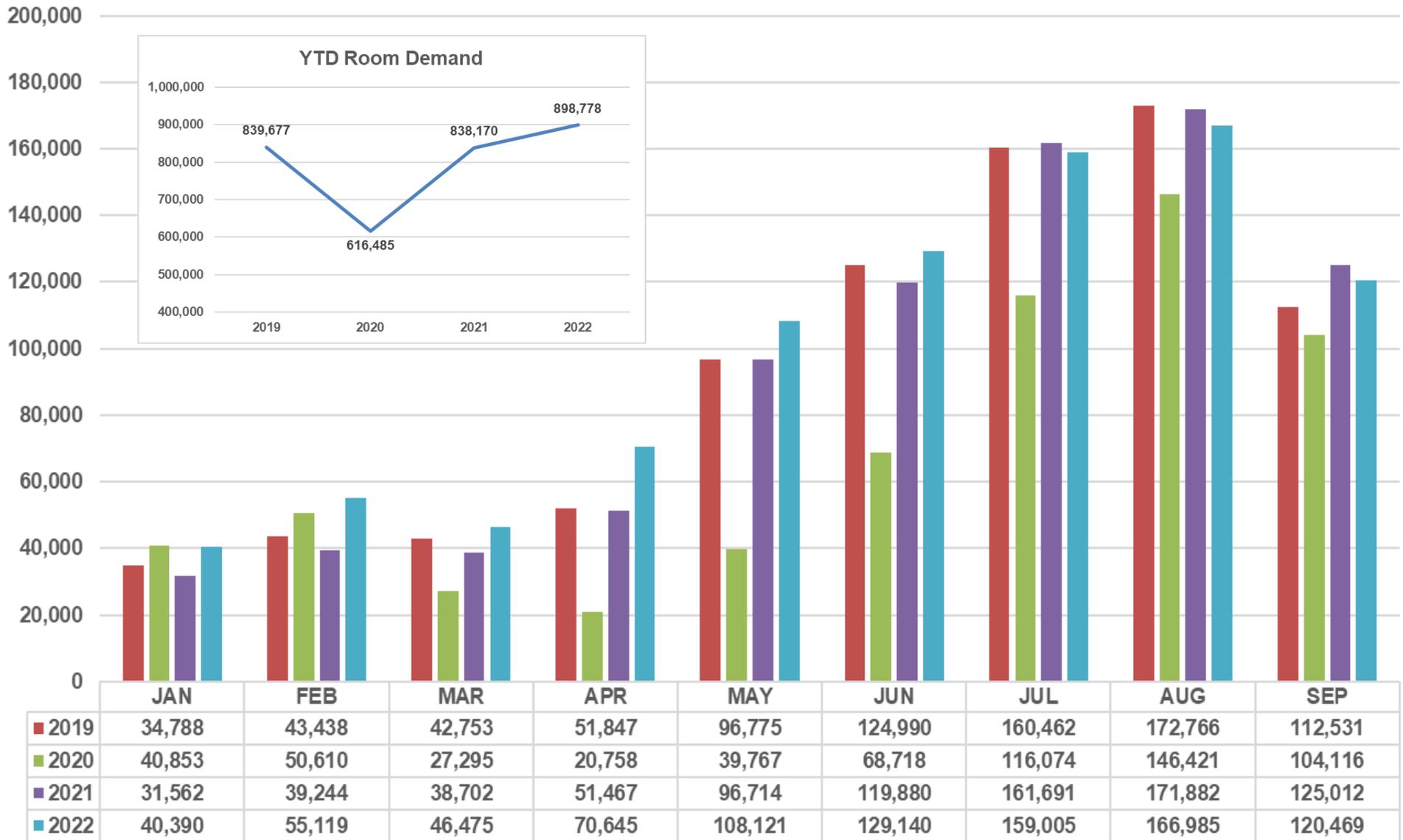
October 24, 2022

Warren County Tourism Department



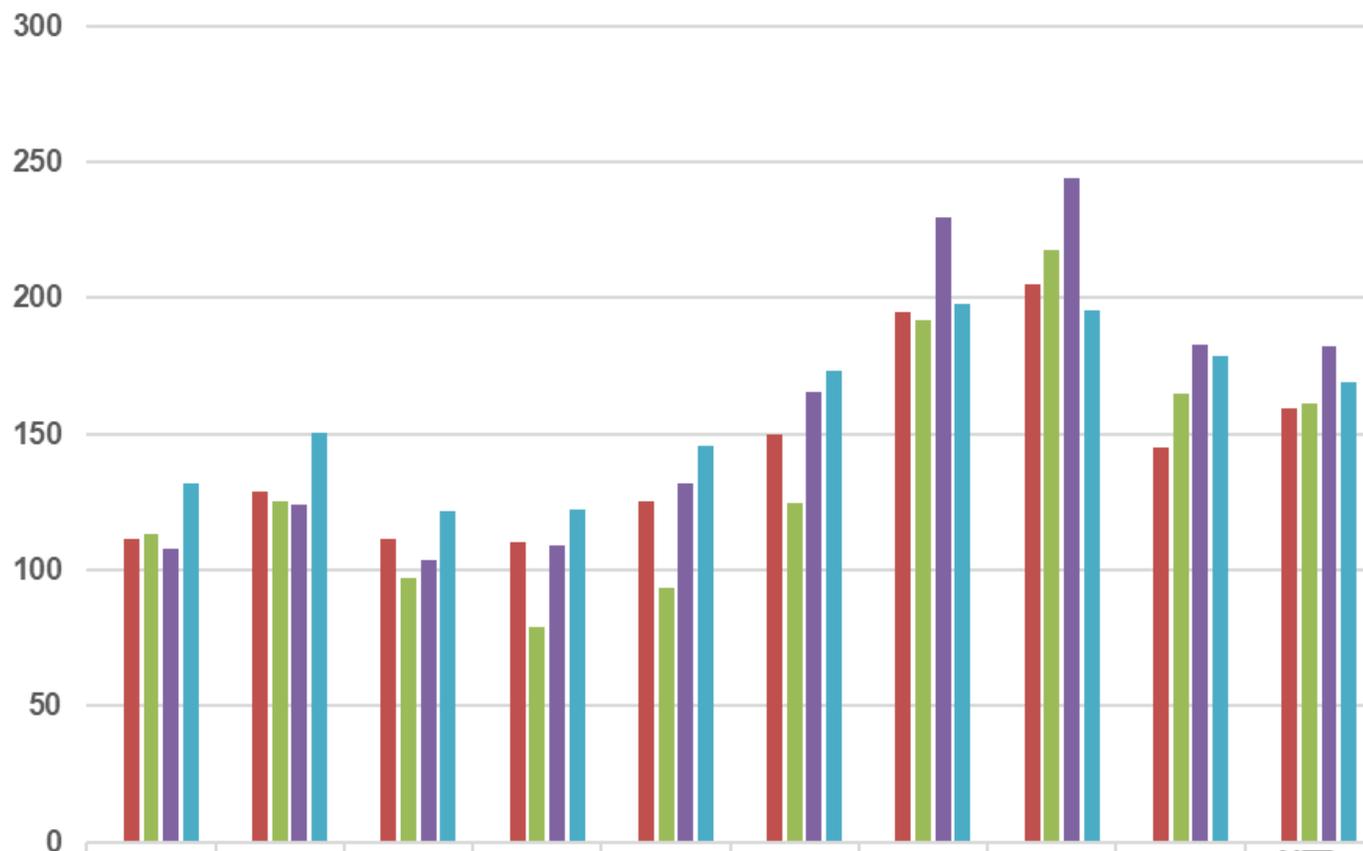


Smith Trend Hotel Demand





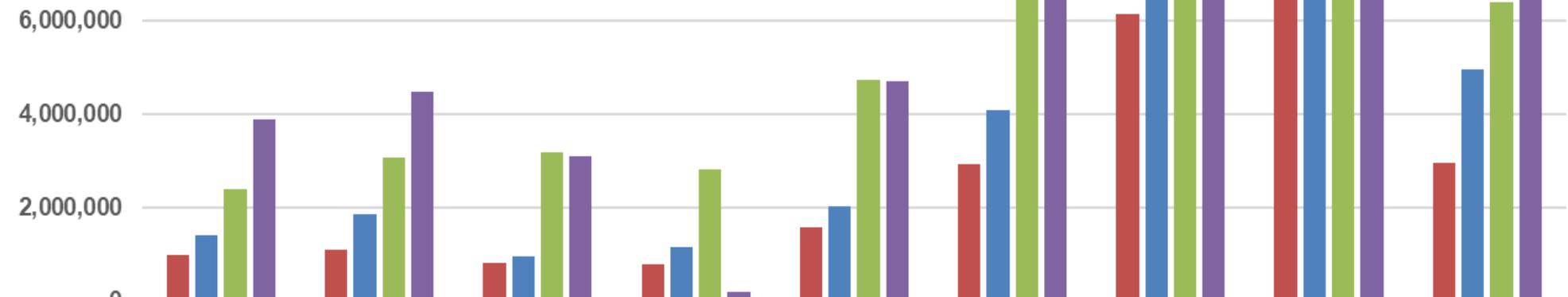
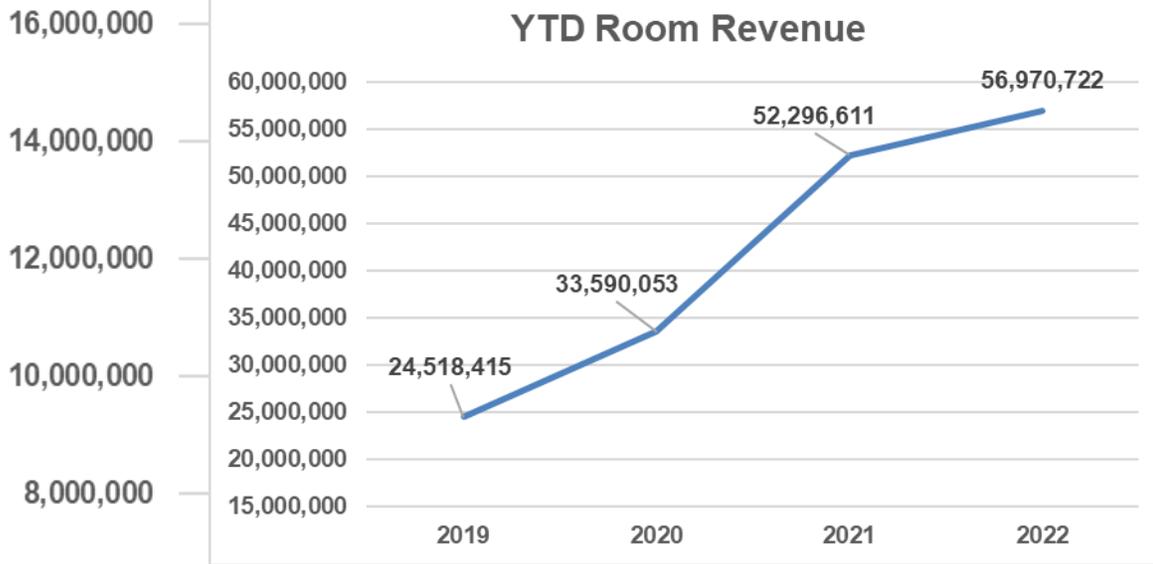
Smith Trend Average Daily Rate



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	YTD AVE
■ 2022 JAN FEB MAR APR MAY JUN JUL AUG SEP	0									
■ 2019	\$111.72	\$128.78	\$111.49	\$110.38	\$125.42	\$149.75	\$194.75	\$205.22	\$144.99	\$159.35
■ 2020	\$112.96	\$125.04	\$97.20	\$79.09	\$93.74	\$124.75	\$191.95	\$217.91	\$164.70	\$161.06
■ 2021	\$108.15	\$123.93	\$103.38	\$108.88	\$131.67	\$165.54	\$229.53	\$244.30	\$182.91	\$182.15
■ 2022	\$131.84	\$150.63	\$121.86	\$122.35	\$145.67	\$173.48	\$197.76	\$195.58	\$178.62	\$169.13

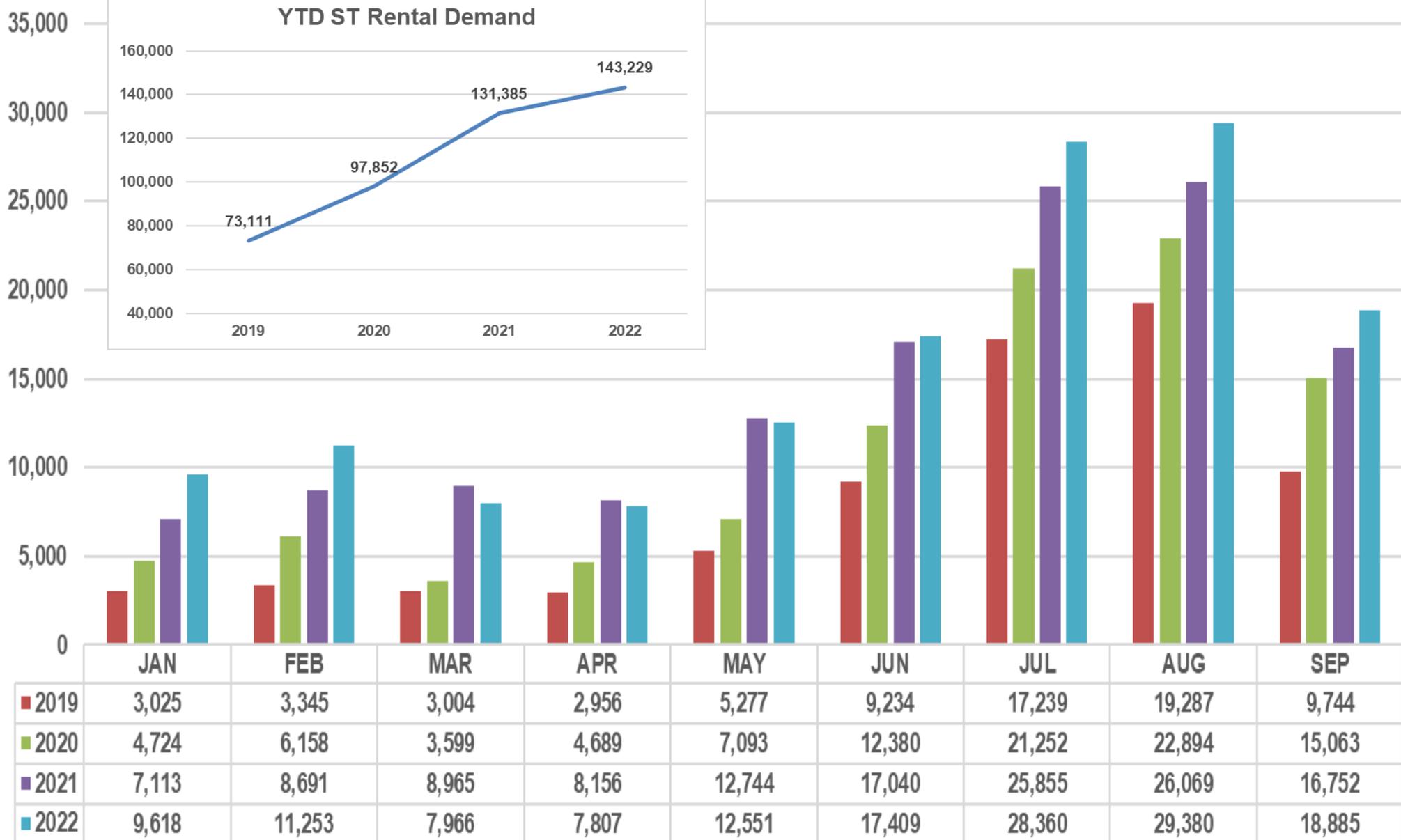


Smith Trend Revenue

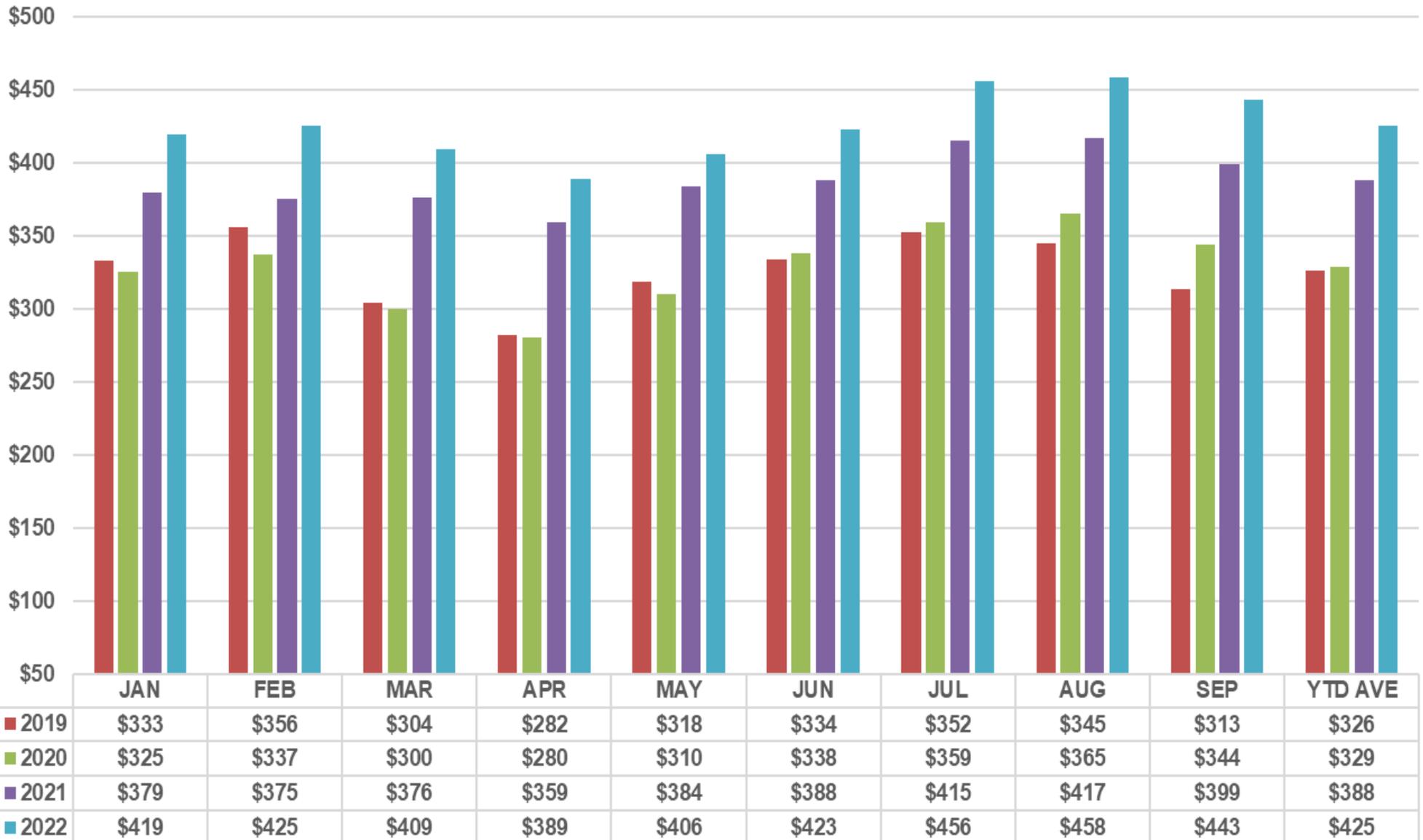


	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
■ 2019	992,398	1,093,405	836,721	802,033	1,578,224	2,925,561	6,159,081	6,755,342	2,952,763
■ 2020	1,415,285	1,870,989	956,188	1,155,352	2,021,235	4,099,993	7,747,181	8,373,921	4,972,728
■ 2021	2,392,466	3,081,395	3,192,961	2,827,770	4,738,364	6,667,263	10,595,369	10,904,250	6,407,138
■ 2022	3,882,101	4,489,733	3,097,075	215,823	4,720,975	7,403,992	12,924,062	13,572,668	7,846,444

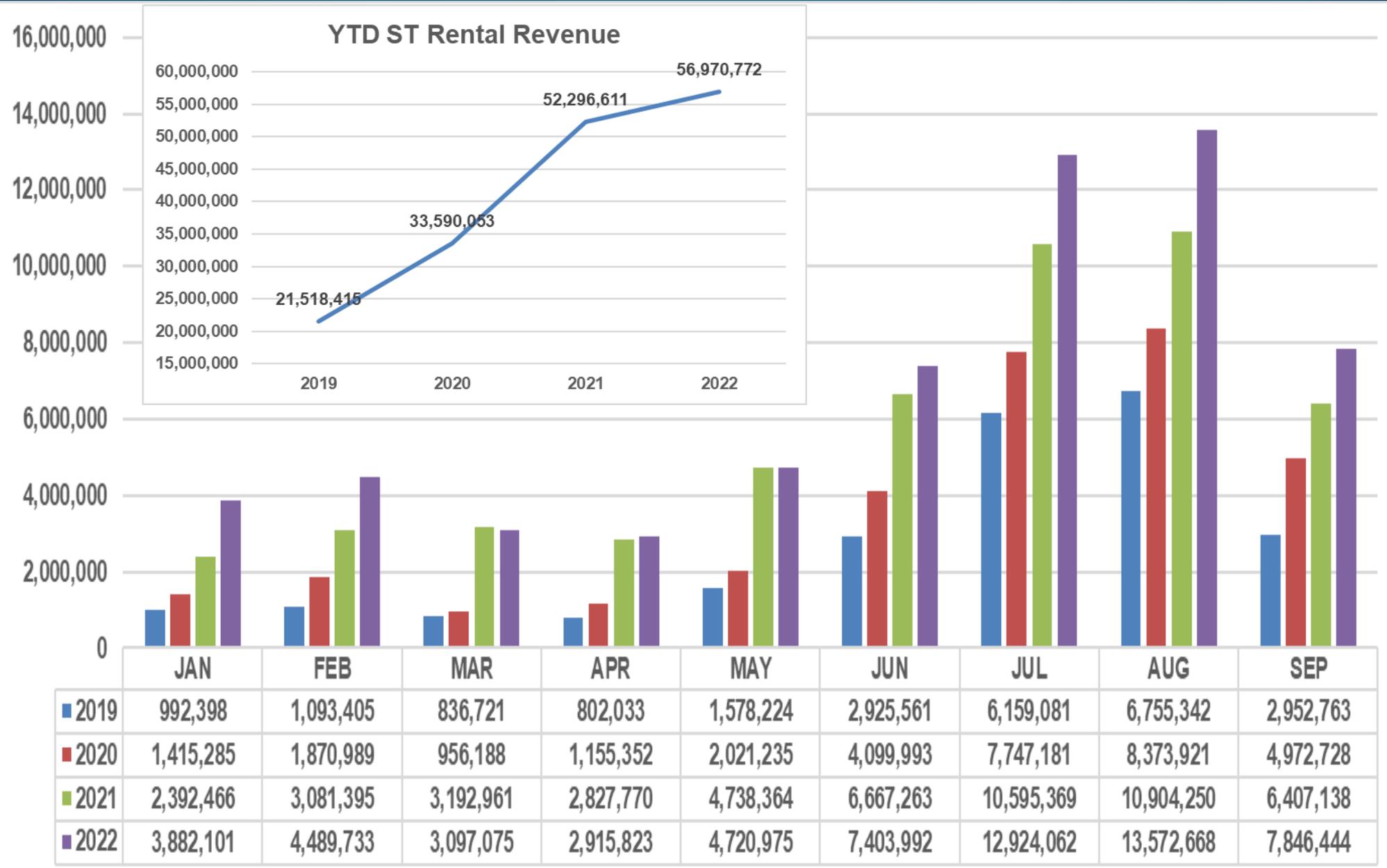
Short-Term Rental Demand

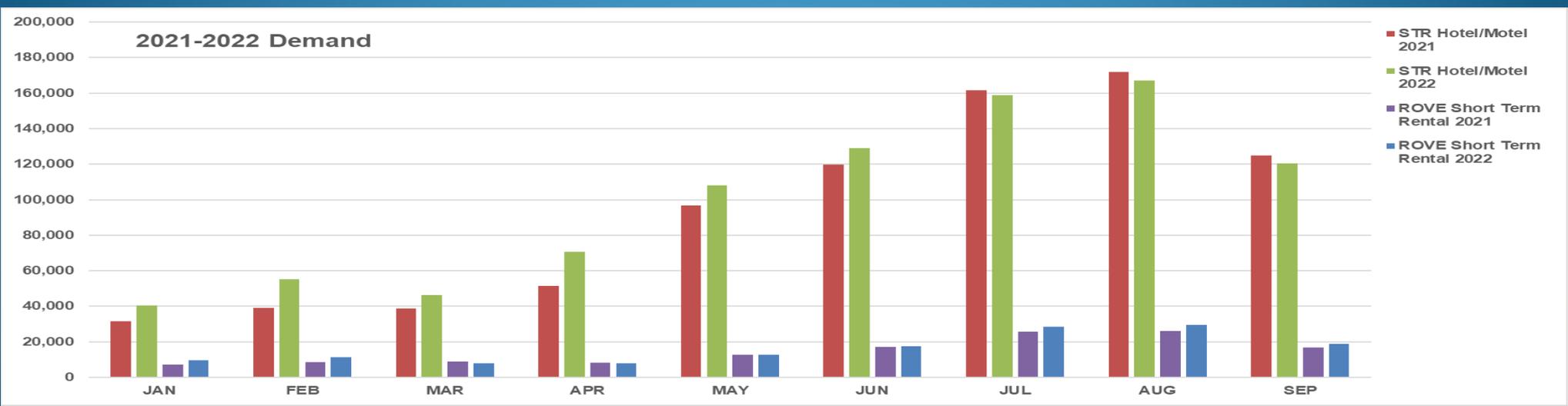
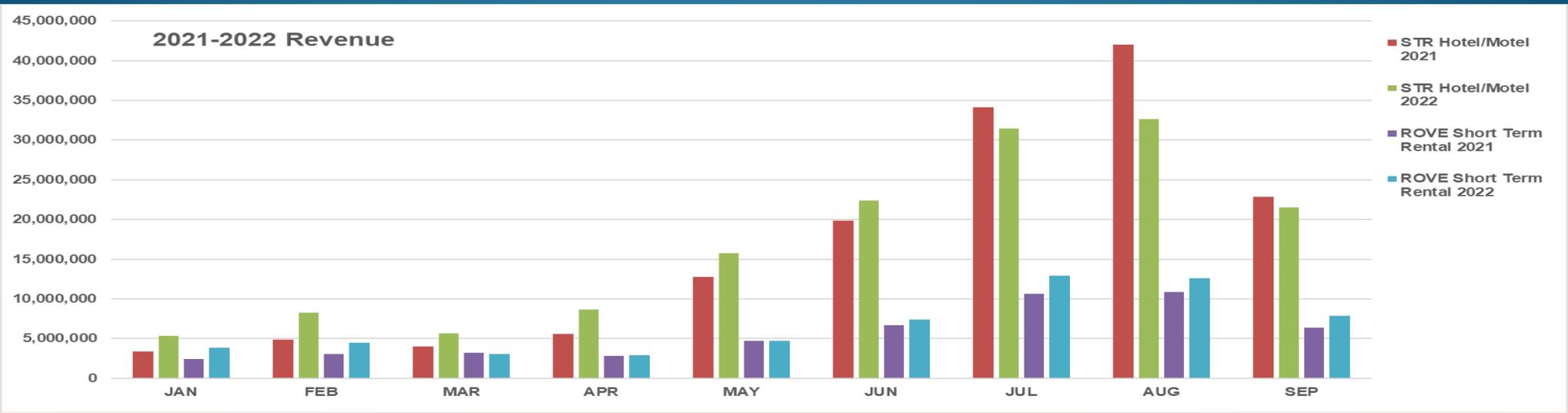
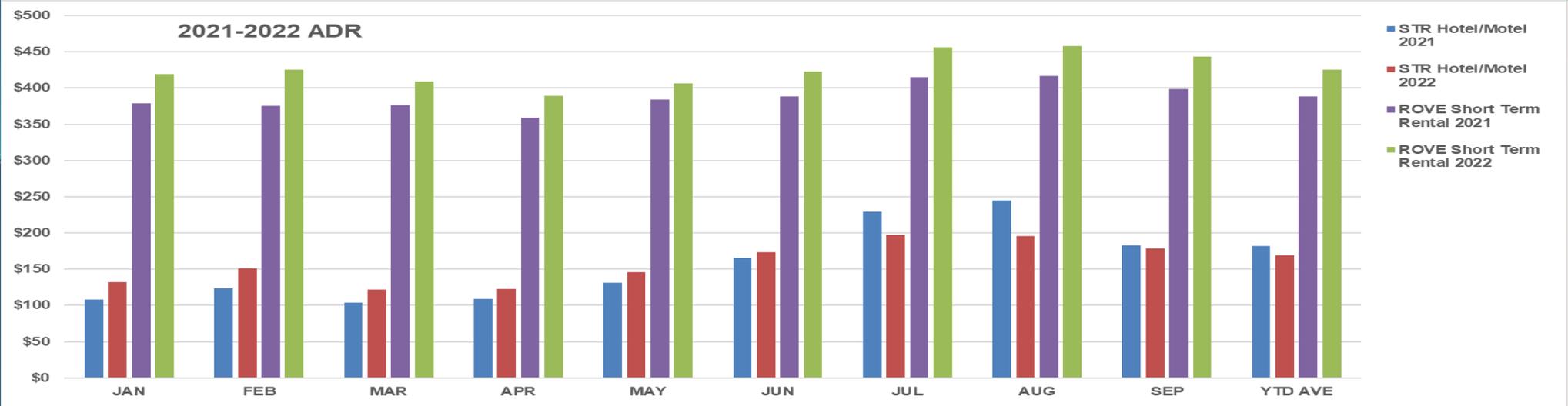


Short Term Rental Average Daily Rate



Short Term Rental Revenue





“Big 3” Events since Labor Day

Adirondack Nationals

Demand: +2.8 - +4.7%

Occupancy: +3.7 - +5.7%

Revenue: 0 - +9.4%

Adirondack Balloon Festival

Demand: -13.1% (Thurs) - +16.8% (Sun)

Occupancy: -12.4% - +20.3%

Revenue: -32.8% - +7.6%

Warrensburg Garage Sale

Demand: +1% - +9%

Occupancy: + .9% - +3.8%

Revenue: -1.5% - +5.2%