



THE CORPORATION OF THE CITY OF VERNON

TOURISM COMMISSION

WEDNESDAY, JANUARY 16, 2019

A G E N D A

- 1. ADOPTION OF AGENDA**
- 2. ADOPTION OF MINUTES**
 - a) December 19, 2018 (attached)
- 3. UNFINISHED BUSINESS**
 - a) Terms of Reference – questions – Deferred from Dec. mtg.
 - b) Large Tourism Map - Deferred from Dec. mtg.
 - c) Associated Membership – discussion - Deferred from Dec. mtg.
 - d) Update on Motions from September meeting
- 4. NEW BUSINESS:**
 - a) Trail Development – Ellison Park
 - b) Tourism Open House – January 17 at 1:30 pm at the Prestige Vernon Lodge
 - c) Tourism Sentiment Index Results:
 - d) Air North Partnership
 - e) Winter Campaign
 - f) Tourism Vernon Visitor Guide sales and production
 - g) TOTA Regional Recovery Campaign
 - h) Trails Campaign with Tourism Kamloops and Shuswap with DBC funding
 - i) Winter BC Ale Trail content and filming – Feb 1 and 6
 - j) 2019 Golf Consortium Programming with BCGMA
 - k) 2019 Campaign with Mountain Biking BC
 - l) 2019 Influencer Campaign with CMOs – pending DBC approval
 - m) Winter Wellness for Sparkling Hill Resort and CTV will launch in January
 - n) Special Project will be in Vernon – Mar 3 – 7
 - o) Destination Video RFP has gone out
 - p) Website Refresh – procurement stage
- 5. INFORMATION ITEMS:**
 - a) Accommodation Tracking
 - b) Visitor Info Centre Statistics (attached)
 - c) Municipal Reg. District Tax Update

- d) Travel Trade:
 - 2019
 - i. Researching Vernon RTO event for spring or fall 2019
 - ii. Air North Partnership
 - iii. CITAP
 - iv. Supporting partners at shows – Canada’s West, Rendevous
 - v. Showcase China – pending budget
 - 2018 Summary:
 - i. Supported partners at travel trade shows
 - ii. Sales mission support with SHR and Predator
 - iii. Attended:
 - Showcase Canada in Beijing
 - CITAP in Richmond
- e) Media:
 - Tracking:
 - i. Summary for 2018
 - Stories:
 - i. CTV Winter Wellness Live from Sparkling Hill on Feb 8
 - ii. What She Said – Sovereign Lake –
 - Upcoming Hosting:
 - i. Andrew Penner – January 11 to 13
 - ii. Jami Savage – Vernon Winter Carnival – January 31 – Feb 2
 - iii. CTV Winter Wellness – Feb 8
 - iv. Adam Sawyer – May 6 – 9
 - v. Michelle Hopkins – pending had to cancel original trip
 - vi. Media FAM end of March
- f) Upcoming Consumer Shows:
 - Vancouver Golf Show – February 9 & 10
 - Calgary Golf Show – March 22 & 23
- g) Upcoming Conferences:
 - Impact Sustainability Travel & Tourism – January 20 – 23
 - DBC Visitor Service Network Conference – February 25 & 26
 - Tourism Industry Conference – February 27 – March 1
 - BCDMOA Meeting – February 27 or March 1

6. NEXT MEETING:

The next meeting of the Tourism Advisory Committee is tentatively scheduled for Wednesday, February 20, 2019

7. ADJOURNMENT



THE CORPORATION OF THE CITY OF VERNON

**MINUTES OF
TOURISM COMMISSION MEETING
HELD WEDNESDAY, DECEMBER 19, 2018
OKANAGAN LAKE ROOM**

PRESENT: VOTING:

Christine Kashuba, Arts & Culture
Jacqueline Birk, Accommodation Provider
Dione Chambers, Greater Vernon Chamber of Commerce
Councillor Dalvir Nahal
Gale Woodhouse, Arts & Culture
Matt Ball, Biking
Councillor Mund (representing alternate)
Ricardo Smith, Sports & Events
David Gibbs, Accommodation Provider

ABSENT:

Myles Johnson, Golf
Mary-Jo O'Keefe, Restaurant
Claus Larsen, Accommodation Provider
Kevin O'Brien, Attractions
Troy Hudson, Ski
Cecilia Guerrero, Accommodation Provider
Susan Lehman, Downtown Vernon Association
Jenelle Brewer, Okanagan Indian Band

STAFF:

Kevin Poole, Staff Liaison, Manager, Economic Development & Tourism
Ange Chew, Manager, Tourism
Torrie Silverton, Tourism Coordinator
Karen Savill, Admin. Assistant – Economic Development & Tourism
Janice Nicol, Legislative Committee Clerk

ORDER

The meeting was called to order at 8:07 a.m.

ADOPTION OF AGENDA

Moved by Gale Woodhouse, seconded by Matt Ball:

THAT the agenda for Wednesday, December 19, 2018 Tourism Advisory Committee be adopted.

CARRIED.

TOURISM ADVISORY COMMITTEE MINUTES – DECEMBER 19, 2018

ADOPTION OF MINUTES Moved by Christine Kashuba, seconded by David Gibbs;

THAT the minutes of the Tourism Advisory Committee meeting held Thursday, November 15, 2018 be adopted.

CARRIED.

PRESENTATION

- Glenn Benischek, President of the North Okanagan Sports, Recreation and Culture Society introduced Val Trevis, Secretary and Karen Truesdale, Treasurer (Mel Spooner is VP) and made a presentation as follows:
- The Society has been under development since 2012, a concept with funding that resulted from hosting the B.C. Winter Games in 2012.
- Formally registered as a not-for-profit society where members are directors (four so far) and no single group dominates
- Mission – collaboration - bringing together partners (all sport and culture organizations, all levels of government, community, volunteers) to enhance sport, recreation and culture in the North Okanagan. Leadership – To champion and provide leadership for the development of sport, recreation and cultural infrastructure and host events for the betterment of our community.
- Most community groups list event organization as a pain point
- Vision - inspire and champion a healthy community through sport, recreations and culture
- Need to inspire organizations to host and assist with a checklist
- Strategic initiatives:
 - Hire an Executive Director
 - Establish working relationship with Tourism Vernon for attracting and hosting events
 - Create a centralized digital resource for sport, recreation and culture
 - Create a volunteer database for sport, recreation and culture
- Goal is to connect residents and groups
- Deliverables:
 - Attract sporting & cultural events to COV with emphasis on multi-day events for the shoulder season
 - Collaborate with associations and local government to prepare bids
 - Promote COV as sport and cultural destination
 - Assist community groups bringing events to community with itineraries, logistics, etc.

TOURISM ADVISORY COMMITTEE MINUTES – DECEMBER 19, 2018

- Catalogue facilities that could support events
- Development volunteer database
- Work with Tourism operators to ensure preparedness
- Prepare bid template for group use
- Would be ideal to have resources to host national event
- There is funding remaining from hosting the B.C. Winter Games that can supplement the Executive Director position. Office space and a job description has already been established for a part-time position.
- **Request** funding for an Executive Director position – have job description ready.

It was noted that the funding for this position has been added as a line item to the 2019 Tactical Marketing Plan and Budget for 2019 (\$35,000 for Exec. Director position and \$15,000 for tradeshow, travel and projects).

The Commission discussed the presentation and had the following input:

- Suggest a year-end report on deliverables to ensure economic impact, current request is for a two year position
- Need established goals
- Focus needs to be hosting multi-day events in the shoulder seasons that provide 'heads in beds'
- Kamloops does this well and provides great learning points
- Will provide a great opportunity to assist organizations within the community
- For the small size of the community, it is necessary to include sports, arts and culture rather than just having a sports focus
- Suggestion to contact Gale Woodhouse to ensure connections are made with Arts and Culture
- There were concerns about where the ongoing funding for this position will come from.
- First step is to get funding and prove value
- Suggestion to look at grant opportunities as well
- There was concern that position is only part-time. Need to have focused deliverables.
- There have been discussions with Recreation Services regarding the role as this could assist in additional utilization of recreation facilities.
- Focus on shoulder season events and enhance existing ones.
- Concern that another form of funding needs to be established to ensure sustainability
- Tourism Commission suggested a two year term with the possibility of a third year.

TOURISM ADVISORY COMMITTEE MINUTES – DECEMBER 19, 2018

UNFINISHED BUSINESS

TOURISM VERNON MARKETING & TACTICAL PLAN BUDGET FOR 2019

The Manager, Tourism reviewed the 2019 Tourism Tactical Marketing Plan and Budget. The Committee made the following points:

- Layout is very nice – easy to follow and read
- Suggestion to have specific allotment for mountain biking and that next year this could be a line item
- Suggestions to look at conferences
- Suggestion that ‘Pay to Play’ not be allocated to only travel trade as accommodators are contributing to the function through the MRDT.
- Caution that the Visitor Info Centre (VIC) has less impact with the creation of the Smartphone. VIC supports social media and assists with outreach and marketing through Destination B.C.
- Suggestion to explore promoting the VIC as the start of the Rail Trail.

Moved by Gale Woodhouse, seconded by David Gibbs:

THAT the Tourism Commission endorse the 2019 Tourism Tactical Marketing Plan and Budget.

CARRIED.

TERMS OF REFERENCE

Deferred to January meeting.

LARGE TOURISM MAP

Deferred to January meeting.

ASSOCIATED MEMBERSHIP - UPDATE

Deferred to January meeting.

NEW BUSINESS

ACCOMMODATION LISTINGS IN THE VERNON VISITOR GUIDE

The Manager, Tourism noted the following:

- Accommodation Partners participating in the MRDT will receive a free single listing in the Tourism Vernon Visitor Guide in the section “Places to Stay – Vernon” in recognition of their support of the 3% MRDT which Tourism Vernon started receiving in January of 2018.
- Non-contributing MRDT accommodation partners will need to purchase their listing and will be listed in the Tourism Vernon

TOURISM ADVISORY COMMITTEE MINUTES – DECEMBER 19, 2018

Visitor Guide in the section “Places to Stay – Surrounding Area” which will be placed after the “Places to Stay – Vernon” .

INFORMATION ITEMS:

ACCOMMODATION TRACKING

No update.

VISITOR INFO CENTRE STATISTICS

The Committee reviewed the statistics for the Visitor Info Centre.

MUNICIPAL & REGIONAL DISTRICT TAX (MRDT) UPDATE

The Committee reviewed the statistics for the Municipal & Regional District Tax.

MEDIA

Various media information including videos, conferences, hosting opportunities and articles, etc. were reviewed and enclosed in the agenda.

DATE AND TIME OF NEXT MEETING

The next meeting of the Tourism Advisory Committee is tentatively scheduled for **Wednesday, January 16, 2019** at 8:00 a.m. in the Okanagan Lake Room.

The Tourism Advisory Committee meeting adjourned at 9:11 a.m.

CERTIFIED CORRECT:

Chair

September 26, 2018 Motions

Moved by Kevin O'Brien, seconded by David Gibbs;

THAT Tourism Vernon promote and market a Festival, in late May/early June 2019 coinciding with Vernon Bike Fest, for the Grand Opening of the Rail Trail promoting connectivity.

CARRIED.

Moved by Susan Lehman, seconded by Dione Chambers;

THAT the Tourism Commission recommends that Council direct Administration to investigate the possibility of creating a staff or contractor position of an Events Coordinator.

CARRIED.

Moved by Christine Kashuba, seconded by Cecilia Guerrero;

THAT Tourism Vernon staff work with organizations to investigate the creation of an annual signature festival event for the end of August.

CARRIED.

DATE RANGE: December 2018

PHONE CALLS											
	AB	MB	BC	ON	SK	USA	UK	Local	Europe	Other	Total
Toll Free	1		7								8
Regular	5		13					67			85
Emails								95		2	97
Packages	1					1					2
										TOTAL	192

*Some calls may have more than one inquiry

TOLL FREE INFORMATION				VISITORS		2018	% Change over 2017
Requested	Total Regular	Source	Total TF	Total Parties			
Phone Number		Website Tour	8	598			-40.1%
Event/Attraction	3	Website Other		910			-38.3%
Relocation		Print					
Silver Star		Repeat Visits					
Roads		Other (Word of mouth)					
Services	4						
Accommodation	1						
TOTAL	8		8				

ORGANIZATIONS ASSISTED	
Name of Group	Assistance Provided
Summer Mobile Strategy	Mobile opportunities
Year End Reporting	Parking Passes, Revenue, Mobiles etc.
Retail Inventory	Updated digital copy
Tourism Experience Inventory	Entire Tourism inventory update
Ad Sales	Developed Invitation Emails
CrowdRiff Meeting	Optimized social trackers and updates
What She Said FAM	Toured Media (3 Days)
Vernon Winter Carnival Float	Construction in progress
Social Media Strategy	Aligned with paid campaign content
2019 Office documents created	Parking Passes, Revenue, Mobiles etc.
2019 Tourism Open House	Invites & Began receiving RSVPS
Homelessness Workshop	Staff attended
Phones were updated	IT Department
Social Media Inservice	Provided for City Communications
AED Inspections	Inspection & Training Complete

REGULAR CALL LINE			
Requested	Total Regular	Source	Total
Phone Number	2	Website Tour	14
Event/Attraction	28	Website Other	
Relocation		Print	6
Silver Star	14	Repeat Visits	56
Roads	1	Other (Word of mouth)	9
Services	14		
Stakeholder	26		
Accommodation			
TOTAL	85		85

WEBSITE VISITS								
Facebook	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	0
Organic	4,705	4,190	3,991	3,971	4,730	6,739	6,920	35246
Paid Campaign	120,601	100,704	84,617	86,094	77,825	98,071	113,684	681596
Day	Mon	Tue	Wed	Thur	Fri	Sat	Sun	Totals
Tourism Vernon	1,763	1,654	1,482	1,419	1,359	1,810	1,813	11300
Twitter Activity	Twitter Followers 4,286 Increase of 30							
Instagram	Instagram Followers 6,163 Increase of 138							

WEBSITE TRAFFIC		
Organic	5084	48.5%
Referring Sites	203	1.9%
Direct Traffic	1094	10.4%
Social	626	6.0%
Email	13	0.1%
Display	3445	32.8%
Other	23	0.2%
Total Visits	10488	100%

MAIL OUTS SENT		EMAIL INQUIRIES	
	Totals	Emails Sent	
Relocation	1	All from the website	
Info Pkg		Accommodation Camping	8
Advert Pack		Vernon Information Requests	35
TOTAL	1	Other	36

The last month of 2018 saw another decline in visitors to the bricks and mortar building. As seen in the total calculations for the year our visitor numbers to the center were down 31%.

We continue to build traction on our social media platforms and outreach initiatives. With our organic content creation and promotion and Hootsuite stream engagements we have been successful in finding ongoing opportunities to engage with past, current and potential visitors.

The visitor service team will continue seeking opportunities to increase visitor engagements beyond the bricks and mortar building in 2019.

December Analytics:

Facebook-

Daily New Likes 540

Daily Page Engaged Users 16,249

Daily Total Reach 754,009

Daily Organic Reach 77,297

Daily Total Impressions 868,675

Daily Organic Reach of Page posts 35,765


Twitter Analytics:

Dec 2018 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 1,446 impressions

Spend a day in the snow and cross-country ski on the awarding-winning 105km of trails at @SilverStarMR & @SovereignLake (PC)! As #36 on the @oklifestyle Winter Adventure List we can guarantee a fantastic day! ow.ly/E48J30mUmxF
pic.twitter.com/RKnSMEGa0X




4 15

[View Tweet activity](#) [View all Tweet activity](#)

Top mention earned 228 engagements

Denise Egan @SUPokanagan · Dec 16

Padding in December in the #okanagan @TourismVernon @KelownaNow @weathernetwork
pic.twitter.com/1SXCgoT7m5



1 13 1 25


[View Tweet](#)

DEC 2018 SUMMARY


Tweets	479	Tweet impressions	383K
Profile visits	750	Mentions	158
New followers	30		

Top media Tweet earned 1,387 impressions

RT @drahtpictures: "She had a wild, wandering soul but when she loved, she loved with chaos and that made all the difference."
— Ariana Dancu
#wandering #vernon #vernonbc #okanagan pic.twitter.com/nHTUjM5n5N



Top Follower followed by 64.5K people



THE BLOG PLUG!
@Music2Blogs FOLLOWERS 1000
For Business enquiries Email

Vernon Commercial Accommodation Survey

Year to Date Report for 2018

Table 1: Summary of room information and percent of allocated room nights for booking type and method for All Properties

ROOM INFORMATION	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year to Date
Available room nights	13,828	15,009	22,021	21,598	16,327	23,163	23,653	23,846	22,696	19,750	22,108	19,717	243,716
Occupied room nights	5,996	8,276	12,259	11,819	11,102	15,460	18,384	18,873	15,655	11,165	10,919	10,454	150,362
Total guests	10,878	15,759	20,806	20,515	20,725	27,124	32,667	32,255	27,781	15,701	16,834	18,910	259,955
Occupancy rate	43.36%	55.14%	55.67%	54.72%	68.00%	66.74%	77.72%	79.15%	68.98%	56.53%	49.39%	53.02%	61.70%
Average room rate	\$134.33	\$144.55	\$130.67	\$135.96	\$165.74	\$160.68	\$183.26	\$190.35	\$160.24	\$144.00	\$134.42	\$132.97	\$156.09
Average length of stay	1.65	1.72	2.58	2.39	1.95	1.72	1.73	1.98	1.60	2.00	2.25	2.59	2.00
RevPAR	\$58.25	\$79.71	\$72.74	\$74.40	\$112.70	\$107.24	\$142.43	\$150.65	\$110.53	\$81.41	\$66.39	\$70.50	\$96.30
BOOKING TYPE													
Independent travelers	3,253	4,688	8,676	6,054	5,382	7,792	12,516	10,731	11,460	6,812	6,834	6,937	91,135
Leisure	2,959	4,408	6,010	4,992	4,416	5,791	10,062	8,828	7,886	5,349	5,191	5,713	71,605
Long stay	130	55	647	429	269	148	36	282	401	445	455	529	3,826
Corporate	128	153	950	511	494	794	1,512	1,025	2,221	736	954	355	9,833
Government	34	66	593	104	167	152	386	482	467	221	220	85	2,977
Tour & travel	2	6	476	18	36	907	520	114	485	61	14	255	2,894
Group travelers	714	1,401	1,126	2,971	2,490	4,492	4,110	4,247	4,099	3,139	1,724	1,518	32,031
Association	13	184	2	110	66	31	157	232	432	66	44	202	1,539
Corporate	206	162	207	1,114	1,071	1,322	258	567	555	748	567	212	6,989
Government	0	0	0	53	0	145	0	0	0	55	0	0	253
Incentive	0	0	0	157	0	0	13	155	0	0	0	21	346
Sports teams	337	818	438	544	385	262	113	113	161	478	417	527	4,593
Tour & travel	38	112	335	777	649	2,338	3,100	2,723	2,655	1,327	269	130	14,453
Complimentary	60	49	0	13	70	179	64	28	41	108	80	127	819
Air Crew	0	0	0	0	0	0	0	0	0	0	0	0	0
Promotional	0	0	0	0	0	84	8	62	0	0	76	0	230
Weddings	10	4	0	0	73	104	85	83	71	5	0	35	470
Other group	50	72	144	203	176	27	312	284	184	352	271	264	2,339
Unallocated group	0	0	0	0	0	0	0	0	0	0	0	0	0
Unknown type	2,029	2,187	2,457	2,794	3,230	3,176	1,758	3,895	96	1,214	2,361	1,999	27,196
Total room nights	5,996	8,276	12,259	11,819	11,102	15,460	18,384	18,873	15,655	11,165	10,919	10,454	150,362
BOOKING METHOD													
Walked in	163	178	246	241	210	278	198	536	278	200	217	265	3,010
Direct to hotel	2,906	4,384	6,338	5,750	4,514	5,120	6,593	6,077	5,402	4,897	5,674	5,701	63,356
Through property or brand website	1,001	1,571	1,847	1,302	975	1,495	1,718	1,571	1,468	1,526	1,563	1,619	17,656
Through phone, fax, email	1,568	2,326	3,425	2,999	3,283	3,591	4,266	3,766	3,234	3,155	3,851	3,745	39,209

Unallocated direct to hotel	337	487	1,066	1,449	256	34	609	740	700	216	260	337	6,491
Travel agent	13	29	85	148	62	39	91	116	94	80	11	69	837
Tour operator	40	118	433	613	678	384	1,680	2,748	1,640	1,039	277	385	10,035
Marketing & Sales department	211	509	206	826	1,278	17	659	1,097	265	622	392	429	6,511
External reservation service	624	873	1,133	681	1,130	1,080	1,678	2,471	1,806	1,032	785	1,358	14,651
Local DMO	0	0	0	0	0	7	14	17	8	7	3	3	59
HelloBC	0	0	0	0	0	0	0	1	0	0	0	0	1
Other external reservation service	624	772	924	681	1,130	1,073	1,543	2,449	1,798	1,025	782	1,350	14,151
Unallocated external reservation service	0	101	209	0	0	0	121	4	0	0	0	5	440
Other method	0	0	0	0	0	206	450	0	0	2	0	0	658
Unknown booking method	2,039	2,185	3,818	3,560	3,230	8,336	7,035	5,828	6,170	3,293	3,563	2,247	51,304
Total room nights	5,996	8,276	12,259	11,819	11,102	15,460	18,384	18,873	15,655	11,165	10,919	10,454	150,362
MARKET ORIGIN													
British Columbia	2,077	2,538	4,318	4,376	3,743	6,026	6,740	9,097	6,945	5,516	4,334	4,307	60,017
Vancouver Island	11	22	15	22	51	27	59	148	177	29	69	87	717
Lower Mainland	106	250	290	172	541	902	2,064	2,644	1,179	1,738	504	669	11,059
Other BC	1,382	1,768	2,618	3,477	2,138	2,583	2,722	4,406	2,758	2,534	2,436	2,248	31,070
Unallocated BC	578	498	1,395	705	1,013	2,514	1,895	1,899	2,831	1,215	1,325	1,303	17,171
Rest of Canada	1,636	2,645	4,119	3,660	4,086	3,687	5,040	5,059	6,888	3,640	3,149	2,729	46,338
Alberta	209	331	496	647	932	1,194	1,883	2,221	1,096	801	436	620	10,866
Sask & Manitoba	46	60	39	23	57	53	197	252	168	86	50	42	1,073
Ontario	31	42	112	40	115	121	252	245	928	623	238	253	3,000
Quebec	0	2	19	1	14	90	121	120	148	36	7	38	596
Other Canada	8	35	1,037	901	1,289	571	57	64	2,435	29	235	22	6,683
Unallocated Canada	1,342	2,175	2,416	2,048	1,679	1,658	2,530	2,157	2,113	2,065	2,183	1,754	24,120
United States	145	283	307	257	263	578	509	619	755	341	169	165	4,391
Washington	21	50	116	70	68	63	124	171	120	93	63	101	1,060
Oregon	5	7	5	6	9	10	9	5	8	12	0	0	76
California	12	95	30	22	21	54	36	81	58	42	10	9	470
Other United States	8	20	49	36	96	127	134	248	242	127	36	22	1,145
Unallocated United States	99	111	107	123	69	324	206	114	327	67	60	33	1,640
Asia Pacific	5	13	25	1	72	530	404	75	481	62	114	337	2,119
Australia & New Zealand	5	6	13	1	62	6	25	22	9	54	55	86	344
China	0	5	6	0	6	515	363	36	7	8	3	5	954
Japan	0	0	0	0	2	0	0	0	12	0	13	0	27
South Korea	0	0	0	0	0	0	3	5	19	0	0	0	27
India	0	0	0	0	0	0	12	0	2	0	0	0	14
Other Asia Pacific	0	2	6	0	2	9	1	12	432	0	1	0	465

Unallocated Asia Pacific	0	0	0	0	0	0	0	0	0	0	0	0	0	42	246	288
Europe	9	16	26	13	26	86	90	163	155	92	7	28	711			
United Kingdom	4	7	9	3	16	28	10	75	79	8	3	14	256			
Germany	0	4	9	0	0	26	14	35	28	8	3	4	131			
France	0	1	1	6	0	3	3	7	5	0	1	4	31			
Other Europe	2	4	7	4	10	26	63	46	43	76	0	6	287			
Unallocated Europe	3	0	0	0	0	3	0	0	0	0	0	0	6			
Other Overseas	28	31	71	9	0	39	33	14	1	500	0	25	751			
Mexico	0	0	0	0	0	0	2	6	1	0	0	0	9			
Brazil	0	0	0	0	0	2	0	1	0	0	0	6	9			
Other International	0	0	0	4	0	37	31	7	0	0	0	19	98			
Unallocated International	28	31	71	5	0	0	0	0	0	500	0	0	635			
Unknown Origin	2,096	2,750	3,393	3,503	2,912	4,510	5,568	3,846	430	1,014	3,146	2,863	36,031			
Total room nights	5,996	8,276	12,259	11,819	11,102	15,460	18,384	18,873	15,655	11,165	10,919	10,454	150,362			