

# Q2 REPORT (OCTOBER-DECEMBER) FY 2025-26



January 7, 2025

# TABLE OF CONTENTS

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<b>Q2 Highlights</b>	<b>03</b>	Quarterly reports for FY 25-26 have been simplified, allocating more time to marketing strategy and implementation.
<b>Website</b>	<b>05</b>	
<b>Social Media</b>	<b>07</b>	
<b>Public Relations</b>	<b>10</b>	
<b>Marketing</b>	<b>11</b>	
		<ul style="list-style-type: none"><li>• E-newsletter</li><li>• Meta Ads</li><li>• Winter Geolocation Ads</li><li>• Geolocation</li></ul>
<b>Smith Travel Research Report</b>	<b>23</b>	



# EXPLORE WILSONVILLE Q2 HIGHLIGHTS

## PUBLIC RELATIONS

An earned media article was published this quarter in partnership with Oregon's Mt. Hood Territory. Two new guest blogs were published to the website, with influencer Bri Santos (@Wander.With.Bri), [Must-do Fall Activities In and Around Wilsonville](#) and [Meet the Growers](#). Our collaboration with Bri also included [one Instagram](#) post promoting Fall activities in Wilsonville. Seven new articles were added to the media room, and consistent PR monitoring supported ongoing media visibility.

## SOCIAL MEDIA

Engagement across platforms remained strong on Facebook, Instagram and Pinterest, resulting in a net gain of 1,087 followers/fans (781 through paid ads and 306 through organic growth). Instagram performance increased across all metrics, and Pinterest engagement grew 36% year-over-year. Facebook metrics increased across the board with the reintroduction of paid ads this quarter.

## SMITH TRAVEL RESEARCH (STR)

Wilsonville has nine hotel properties, totaling 615 rooms. Q2 data is not complete yet, however, through November Wilsonville had an average hotel occupancy rate of 62.1%, \$66.82 in revenue per available room, and a total demand of 23,329, resulting in \$2,512,247 in total revenue. Find Travel Oregon STR regional data [here](#).



# EXPLORE WILSONVILLE Q2 HIGHLIGHTS

## MARKETING & CAMPAIGNS

This quarter we ran Facebook Page Like and Newsletter subscriber ads on Meta. Resulting in 266 new newsletter subscribers, 781 new followers, 51,742 reach and 161,026 impressions.

Data insights continued through the ongoing geolocation subscription with Datafy. We launched our Winter Campaign On December 15. The campaign will run through February 28.

The following data insights are preliminary from Oct. 1 - Dec. 20 to accommodate the January TPC meeting.

Visitors from Seattle-Tacoma, Eugene and Portland DMAs made up 34% of all trips (from 50+ miles away) to Wilsonville. Visitors ages 45-64 were the largest audience.

**The following pages include live data screenshots from our marketing platforms**

## WEBSITE & DIGITAL PERFORMANCE

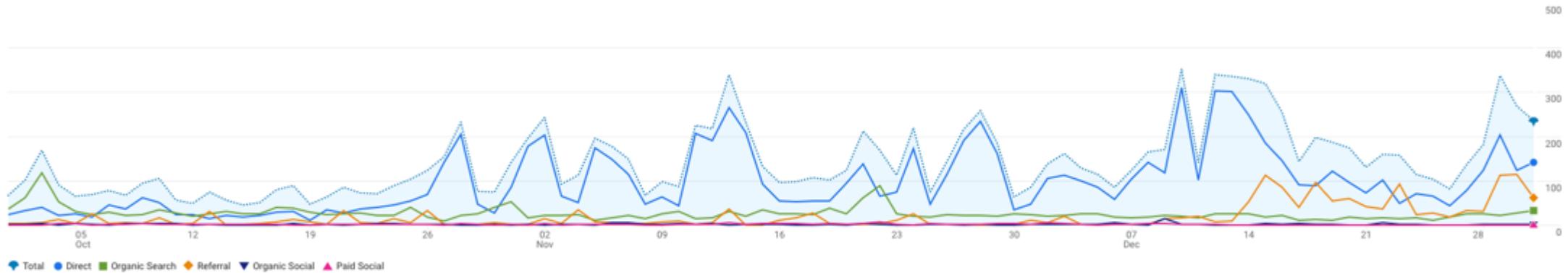
Website updates focused on improving visitor experience and maintaining fresh content. We contracted with influencer, Bri Santos (@Wander.With.Bri) for two guest blogs, [Must-do Fall Activities In and Around Wilsonville](#) and [Meet the Growers](#).

Seasonal homepage updates and event maintenance added 65 new events. The e-newsletter audience grew from 177 to 445. We generated over 13,000 visitors to the site. Events and our Picture It campaign landing page were among the top-visited pages.



# Q2 WEBSITE USER ACQUISITION

Google Analytics

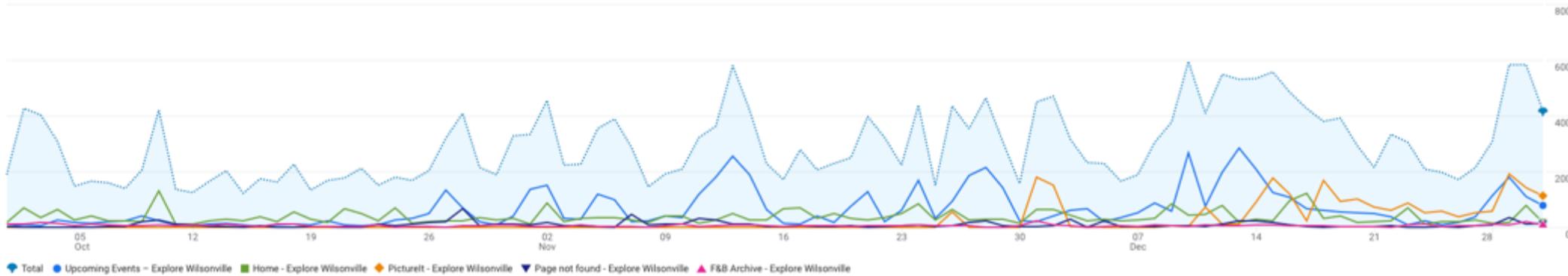


		Rows per page: 10 ▾ 1-9 of 9							
Plot rows		Search...							
First user primary Channel Group		Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events	Key events All events	User key event rate All events
<input checked="" type="checkbox"/>	Total	13,000 100% of total	12,570 100% of total	436 100% of total	16s Avg 0%	0.69 Avg 0%	76,700 100% of total	0.00	0%
<input type="checkbox"/>	1 Direct	8,737 (67.21%)	8,492 (67.56%)	84 (19.27%)	9s	0.64	48,072 (62.68%)	0.00 (-)	0%
<input type="checkbox"/>	2 Organic Search	2,160 (16.62%)	2,116 (16.83%)	315 (72.25%)	47s	0.92	17,482 (22.79%)	0.00 (-)	0%
<input type="checkbox"/>	3 Referral	1,677 (12.9%)	1,669 (13.28%)	33 (7.57%)	12s	0.74	9,581 (12.49%)	0.00 (-)	0%
<input type="checkbox"/>	4 Organic Social	138 (1.06%)	138 (1.1%)	2 (0.46%)	11s	0.87	807 (1.05%)	0.00 (-)	0%
<input type="checkbox"/>	5 Paid Social	124 (0.95%)	124 (0.99%)	0 (0%)	13s	0.46	572 (0.75%)	0.00 (-)	0%
<input type="checkbox"/>	6 Unassigned	15 (0.12%)	15 (0.12%)	0 (0%)	0s	0.40	56 (0.07%)	0.00 (-)	0%
<input type="checkbox"/>	7 Email	14 (0.11%)	14 (0.11%)	2 (0.46%)	26s	1.07	122 (0.16%)	0.00 (-)	0%
<input type="checkbox"/>	8 Organic Shopping	1 (<0.01%)	1 (<0.01%)	0 (0%)	17s	1.00	5 (<0.01%)	0.00 (-)	0%



# Q2 TOP PAGES & PAGEVIEWS

Google Analytics

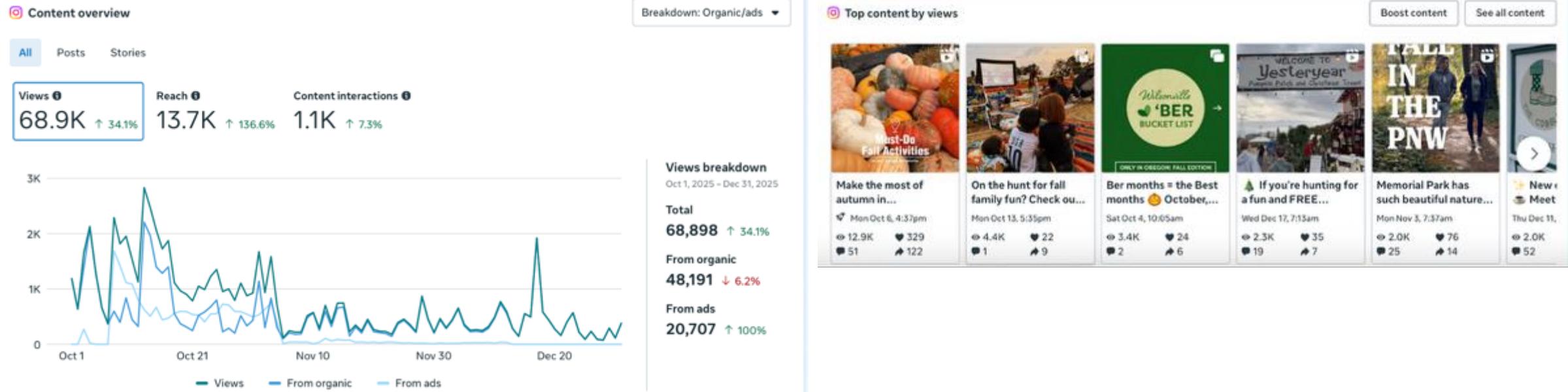


Page title and screen name	Views	Active users	Views per active user	Average engagement time per active user	Event count	Key events	Total revenue
Total	27,244 100% of total	12,987 100% of total	2.10 Avg 0%	16s Avg 0%	76,700 100% of total	0.00	\$0.00
1 Upcoming Events – Explore Wilsonville	6,010 (22.06%)	3,898 (30.01%)	1.54	3s	18,616 (24.27%)	0.00 (-)	\$0.00 (-)
2 Home - Explore Wilsonville	3,468 (12.73%)	1,487 (11.45%)	2.33	17s	9,380 (12.23%)	0.00 (-)	\$0.00 (-)
3 PictureIt - Explore Wilsonville	2,193 (8.05%)	1,070 (8.24%)	2.05	10s	5,634 (7.35%)	0.00 (-)	\$0.00 (-)
4 Page not found - Explore Wilsonville	826 (3.03%)	536 (4.13%)	1.54	3s	2,483 (3.24%)	0.00 (-)	\$0.00 (-)
5 F&B Archive - Explore Wilsonville	598 (2.19%)	375 (2.89%)	1.59	27s	1,648 (2.15%)	0.00 (-)	\$0.00 (-)
6 Wilsonville High School Holiday Bazaar - Explore Wilsonville	490 (1.8%)	257 (1.98%)	1.91	21s	1,481 (1.93%)	0.00 (-)	\$0.00 (-)
7 Itineraries Archive - Explore Wilsonville	449 (1.65%)	247 (1.9%)	1.82	18s	1,132 (1.48%)	0.00 (-)	\$0.00 (-)
8 Oktoberfest at Villebois - Explore Wilsonville	306 (1.12%)	152 (1.17%)	2.01	21s	877 (1.14%)	0.00 (-)	\$0.00 (-)
9 All events for – Explore Wilsonville	291 (1.07%)	198 (1.52%)	1.47	4s	949 (1.24%)	0.00 (-)	\$0.00 (-)



# Q2 INSTAGRAM RESULTS

## Meta



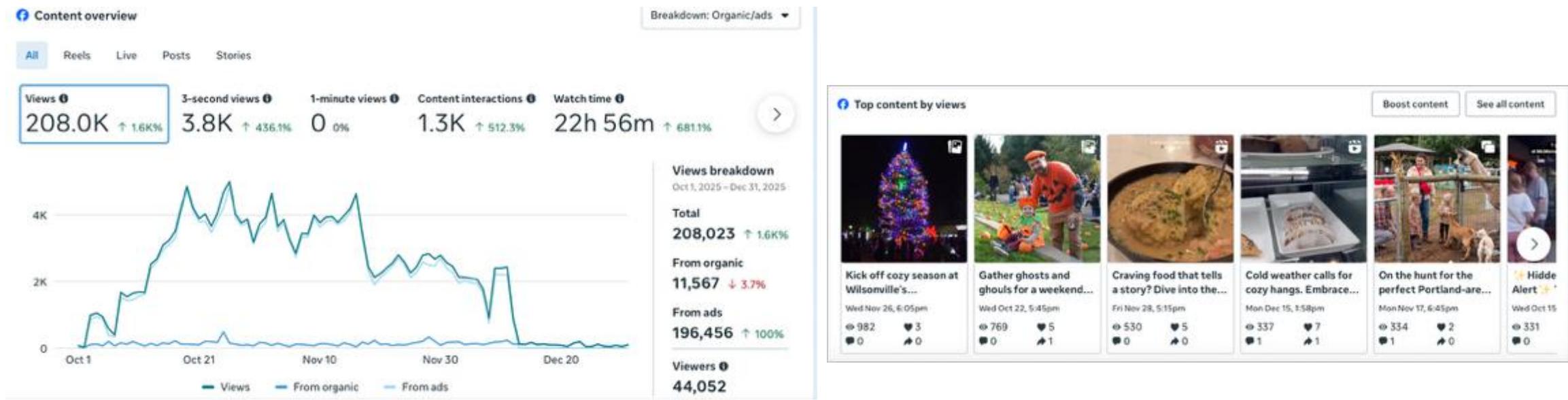
Followers: 1,611 (growth: 105)



Explore Wilsonville

# Q2 FACEBOOK RESULTS

Meta



Fans: 3,058 (growth: 982)



Explore Wilsonville

# Q2 PINTEREST RESULTS

Pinterest

## Overall performance

Percent changes are compared to 92 days before the selected date range. Metrics updated in real-time except for audience.

Impressions <small>i</small>	Engagements <small>i</small>	Outbound clicks <small>i</small>	Saves <small>i</small>	Total audience <small>i</small>	Engaged audience <small>i</small>
<b>3.27k</b> <span style="color: green;">↑ 31%</span>	<b>108</b> <span style="color: green;">↑ 36%</span>	<b>10</b> <span style="color: red;">↓ 37%</span>	<b>13</b> <span style="color: green;">↑ 44%</span>	<b>2.37k</b> <span style="color: green;">↑ 39%</span>	<b>81</b> <span style="color: green;">↑ 62%</span>

## Top Pins

10/1/2025 – 12/31/2025 i

Pin	Type	Source	↓ Total impressions
 Wine country weekend? Explore Wilsonville	Organic	Your Pins	1,308 
 Farm to Table Dining near Portland, OR	Organic	Your Pins	140 
 A Pocket Trip - A Shopper's Paradise in Wilsonville	Organic	Your Pins	109 
 Oregon's Willamette Valley is a Winter Wine Country	Organic	Your Pins	56 
 Wine Tasting in Wilsonville, OR	Organic	Your Pins	44 
 Father's Day in Wilsonville requires a special meal	Organic	Your Pins	39 



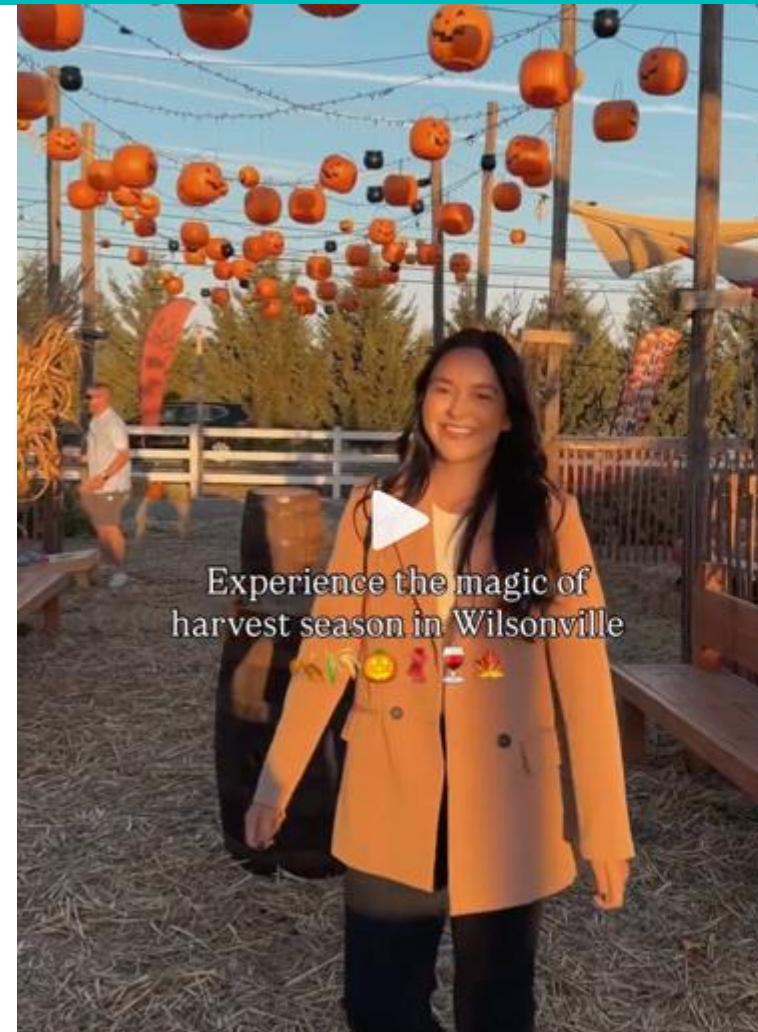
Explore Wilsonville

# Q2 PR RESULTS

Cision

- 28 total media articles
- 340 million total circulation
- 1 influenced article
- Coordinated an influencer visit for @Wander.With.Bri
  - [Paid Post](#)
  - [Preview Post](#)

*Influenced articles are those that resulted from JayRay's media outreach, such as ongoing pitching, fact-checking, engagement with journalists or other media efforts from JayRay.*



Located about 30 minutes from both the Portland and Salem areas is the city of Wilsonville - home to some of my very favorite farms, beautiful parks, some amazing tasting rooms and so much more. The foliage is coming in, the fall vibes are immaculate, and harvest season is in full swing!

Stay tuned for a round-up of harvest season activities with @explorewilsonville coming very soon. 

Bucket list adventures in Oregon, fall activities in the Willamette Valley, things to do near Portland and Salem, Oregon travel destinations.

#pnwonderland #pnwadventures  
#oregonexplored #traveloregon  
#harvestseason #explorewilsonville  
#wilsonvilleoregon #willamettevalley  
#autumn #oregonblogger #pnwblogger  
Edited · 13w

rice\_camp Love Wilsonville!   
13w 3 likes Reply  
— View replies (1)

angie.eats.oregon So many amazing places!   
13w 3 likes Reply  
— View replies (1)

thetravelingdans Wilsonville has some great gems   
13w 1 like Reply  
— View replies (1)

mthoodterritory So magical!   
13w 3 likes Reply  
— View replies (1)

scoutgoldenretriever Love this place   
2w Reply  
— View replies (1)

emsnieska How fun!!   
13w 2 likes Reply  
— View replies (1)

wander.with.vanessa How magical   
— View replies (1)



Explore Wilsonville

10

# E-NEWSLETTER

MailChimp

- Grew email list from 177 subscribers to 445
- October newsletter

Email performance			
October 7, 2025 - January 5, 2026			
Open rate	Click rate	Bounce rate	Unsubscribe rate
23.5%	8.2%	4.0%	0%
40 opened	14 clicked	7 bounced	0 unsubscribed
Additional email details			
Deliveries	170 (96.0%)	Clicks per unique opens	35%
Total opens	91	Total clicks	18

- November newsletter

Email performance			
November 3, 2025 - January 5, 2026			
Open rate	Click rate	Bounce rate	Unsubscribe rate
13.5%	3.9%	6.6%	0%
38 opened	11 clicked	20 bounced	0 unsubscribed
Additional email details			
Deliveries	282 (93.4%)	Clicks per unique opens	28.9%
Total opens	69	Total clicks	24

- December newsletter

## Email performance

December 3, 2025 - January 5, 2026

Open rate	Click rate	Bounce rate	Unsubscribe rate
15.1%	4.7%	6.6%	0.52%
58 opened	18 clicked	27 bounced	2 unsubscribed

## Additional email details

Deliveries	385 (93.4%)	Clicks per unique opens	31.0%
Total opens	83	Total clicks	25



## MUST-DO FALL ACTIVITIES IN AND AROUND WILSONVILLE

Experiencing Wilsonville in the autumn is something truly special. From playing with farm-friends to sipping local wines at nearby vineyards and enjoying field-to-table dinners, immerse yourself in the best harvest season has to offer with these must-do fall activities in and around Wilsonville.

READ MORE



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# META ADS

## Meta

Campaign ↑↓	Budget ↑↓	Results ↑↓	Reach ↑↓	Impressions ↑↓	Cost per result ↑↓	Amount spent ↑↓	Ends ↓ ↑
Fall 'Ber Bucketlist 2025 - Newsletter Subscription Facebook Reel	Using ad set budget	174 Leads (Form)	30,295	62,670	\$11.49 Per Lead (Form)	\$1,999.84	Dec 12, 2025
Fall 'Ber Bucketlist 2025 - Page Like Ad	\$15.11 Daily average	781 Follows or likes	13,439	80,446	\$1.26 Per Follow or like	\$980.44	Dec 12, 2025
Fall 'Ber Bucketlist 2025 - Newsletter Subscription Instagram Carousel	\$25.90 Daily average	92 Meta leads	8,008	17,910	\$18.06 Per Meta lead	\$1,661.73	Dec 12, 2025



# WINTER GEOLOCATION – CAN YOU PICTURE IT?

Datafy

## PROSPECTING DISPLAY AD

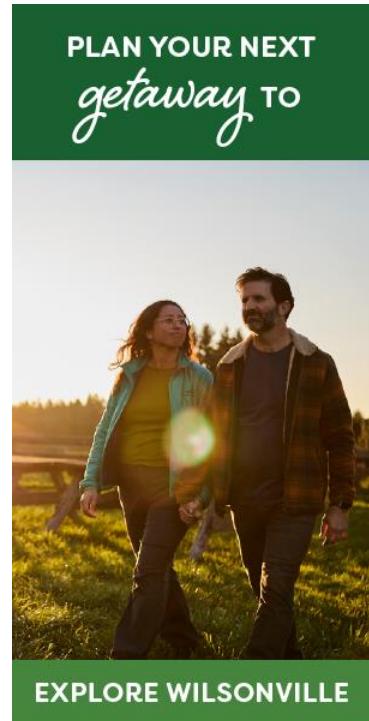


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# WINTER GEOLOCATION – CAN YOU PICTURE IT?

Datafy

## RETARGETING DISPLAY AD



Explore Wilsonville

# WINTER GEOLOCATION – CAN YOU PICTURE IT?

Datafy

## ONLINE VIDEO



PNW Adventures: [Youtube.com/watch?v=U7z8nvrMyPo](https://Youtube.com/watch?v=U7z8nvrMyPo)

Campaign Landing Page: [ExploreWilsonville.com/PictureIt](http://ExploreWilsonville.com/PictureIt)



Explore Wilsonville

# WINTER GEOLOCATION

Datafy

## CAMPAIGN OVERVIEW

Run date: December 15, 2025-February 28, 2026

Ad spend: \$15,000

### Goals:

- Visitation to Wilsonville: Promote Spring and Early Summer Travel to Wilsonville
- Increase room nights in Wilsonville lodging properties
- Generate visitation to Wilsonville from Fly Markets (Sacramento & Spokane)
- Position Wilsonville as a basecamp to the greater Willamette Valley and Portland region

### Tactics:

- Online Video, Prospecting Display, Retargeting Display

### Audience:

- Past Visitor Re-Engagement: Re-Engage past visitors to Wilsonville since 1/1/22 who were seen in Wilsonville and/or key surrounding areas who live within key Drive and Fly DMA markets
- Look-a-Likes: Look-a-Likes of the past visitor audience who live in the same key DMAs and also match the following demographic/psychographic details: Age: 25-64, HHI: 75k+, Known Traveler plus one or more of the following behaviors/interests: Outdoors, Restaurants

### Estimated results:

Total Impressions: 1,148,148

Total Clicks: 1,200

Total Video/Audio Completes: 111,111

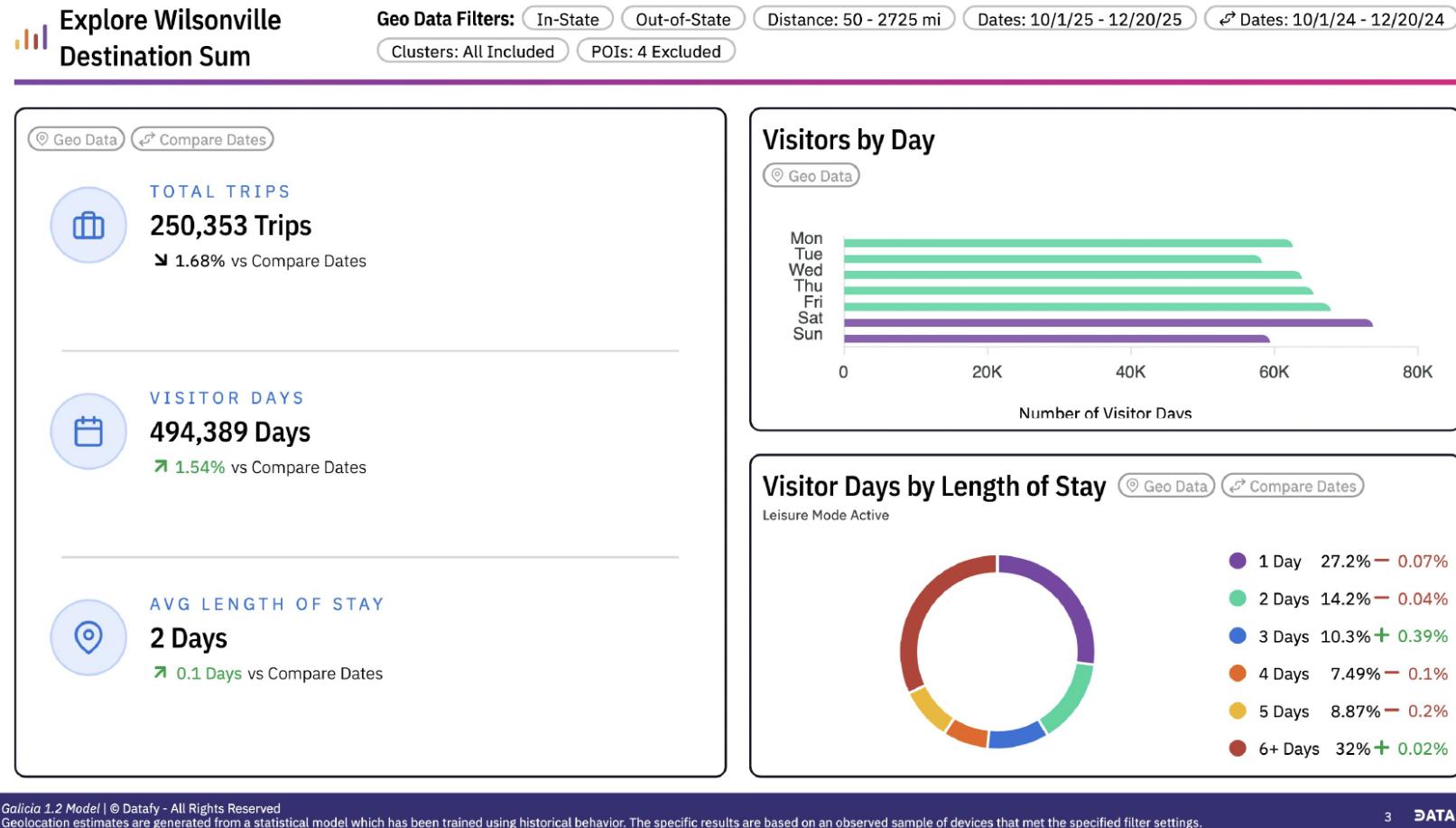


Explore Wilsonville

# GEOLOCATION

Datafy

The following data insights are preliminary from Oct 1- Dec 20 to accommodate the January TPC meeting.



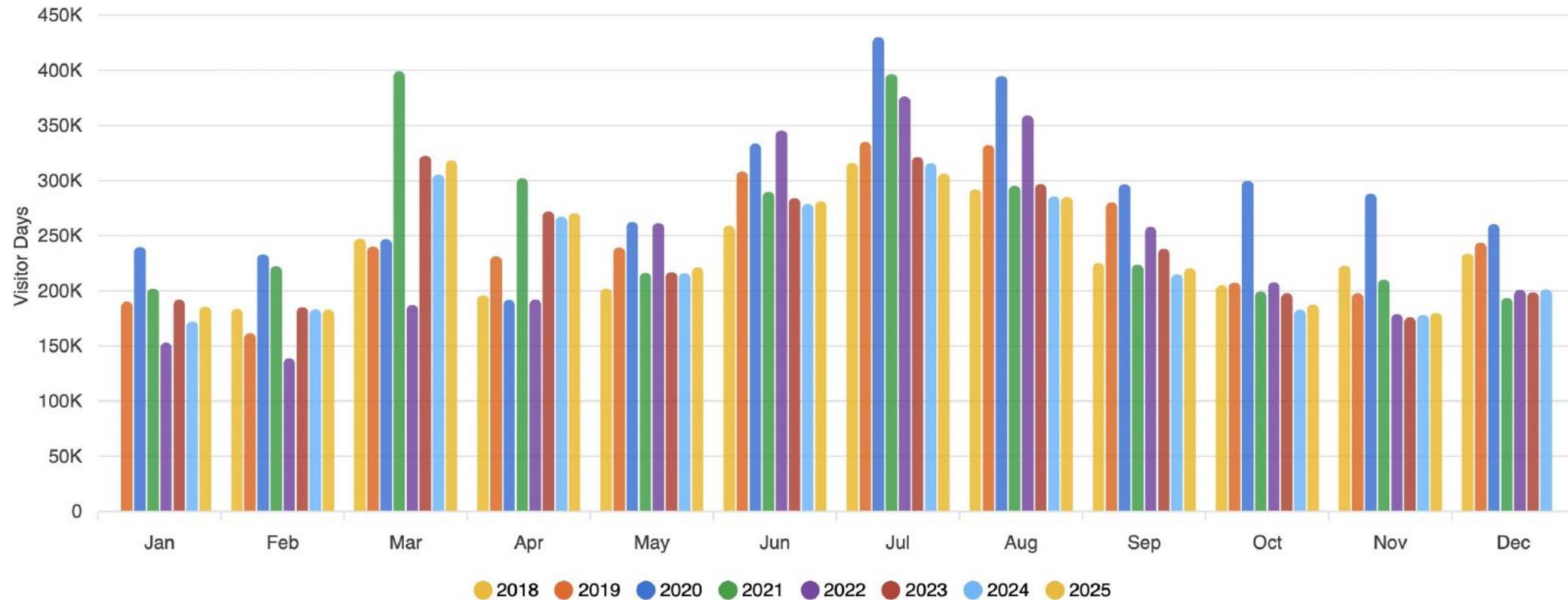
Explore Wilsonville

17

## Monthly Volume by Visitor Days

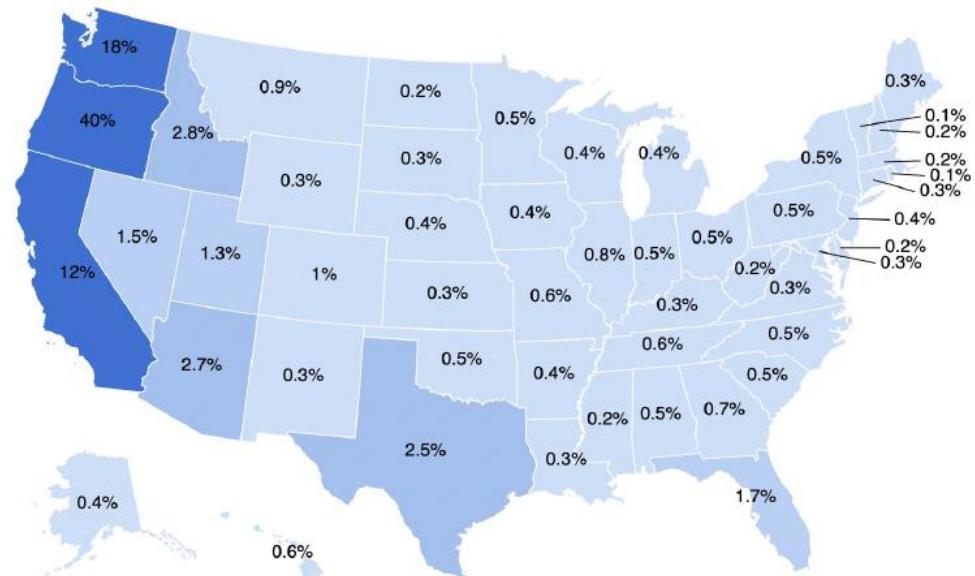
 1

 Geo Data Dates: 1/1/23 - 6/30/25



## Share of Trips by State

## Geo Data



## In-State vs Out-of-State Visitor Days

Geo Data Compare Dates

### Percent of Visitor Days

- In-State 36.4% - 0.73%
- Out-of-State 63.6% + 0.73%

## Comparison of Trips

## Geo Data

- One Time 37.6%
- Repeat 62.4%

## DMA Visitation

Geo Data Compare Dates

DMA	Share of Visitor Days	Change in Share of Visitor Days
Eugene	13.9%	- 0.8
Seattle-Tacoma	10.6%	- 0.3
Portland- OR	9.63%	- 0.3
Medford-Klamath Falls	4.69%	- 0.0
Los Angeles	3.43%	+ 0.1
Sacramnto-Stkton-Modesto	3.08%	- 0.0
Bend- OR	2.72%	+ 0.0
Phoenix -Prescott	2.22%	- 0.0
Yakima-Pasco-Rchlnd-Knnwcl	2.07%	- 0.0
Spokane	2.01%	+ 0.0
San Francisco-Oak-San Jose	1.66%	- 0.0
Boise	1.51%	- 0.0
Salt Lake City	1.29%	- 0.0

## Length of Stay by Top DMAs

Leisure Mode Active

Geo Data

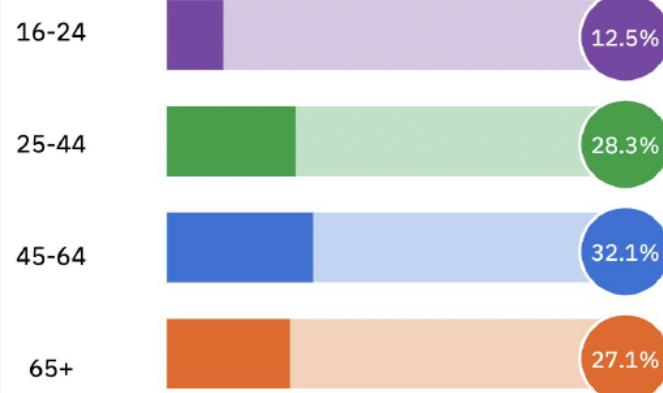
DMA	Avg Length of Stay	Share of Visitor Days
Charleston-Huntington	3.3 Days	1.51%
Phoenix -Prescott	3.2 Days	2.38%
Spokane	3.1 Days	1.53%
Boise	2.8 Days	2.1%
San Francisco-Oak-San Jose	2.8 Days	1.72%
Salt Lake City	2.7 Days	1.33%
Chico-Redding	2.6 Days	1.09%
Bend- OR	2.5 Days	2.75%
Sacramnto-Stkton-Modesto	2.5 Days	2.27%
Los Angeles	2.4 Days	2.77%
Seattle-Tacoma	2.3 Days	7.05%
Medford-Klamath Falls	2.3 Days	3.26%
Yakima-Pasco-Rchlnd-Knnwck	2.3 Days	2.24%
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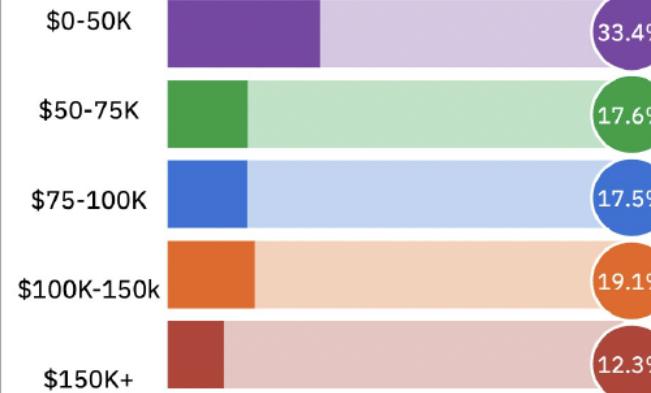
**Top DMAs by Visitor Days** Geo Data
**7/1/22 - 9/30/22**

1	Eugene <b>13.7%</b>	Seattle-Tacoma <b>13.9%</b>	Eugene <b>13.2%</b>	Eugene <b>13.4%</b>
2	Seattle-Tacoma <b>13.7%</b>	Eugene <b>13.8%</b>	Seattle-Tacoma <b>12.4%</b>	Seattle-Tacoma <b>13.2%</b>
3	Portland- OR <b>8.7%</b>	Portland- OR <b>8.82%</b>	Portland- OR <b>8.36%</b>	Portland- OR <b>8.43%</b>
4	Los Angeles <b>6.53%</b>	Los Angeles <b>4.75%</b>	Los Angeles <b>4.1%</b>	Los Angeles <b>4.21%</b>
5	Phoenix -Prescott <b>4.92%</b>	Medford-Klamath Falls <b>4.3%</b>	Medford-Klamath Falls <b>3.77%</b>	Medford-Klamath Falls <b>3.95%</b>
6	Sacramnto-Stkton-Modesto <b>4.87%</b>	Sacramnto-Stkton-Modesto <b>4.22%</b>	Sacramnto-Stkton-Modesto <b>3.64%</b>	Sacramnto-Stkton-Modesto <b>3.75%</b>
7	Medford-Klamath Falls <b>4.31%</b>	Phoenix -Prescott <b>3.37%</b>	Phoenix -Prescott <b>3.01%</b>	Phoenix -Prescott <b>3.13%</b>
8	San Francisco-Oak-San Jose <b>2.97%</b>	Bend- OR <b>2.68%</b>	Bend- OR <b>2.46%</b>	Bend- OR <b>2.55%</b>
9	Bend- OR <b>2.76%</b>	Yakima-Pasco-Rchlnd-Knnwck <b>2.65%</b>	Yakima-Pasco-Rchlnd-Knnwck <b>2.29%</b>	Yakima-Pasco-Rchlnd-Knnwck <b>2.39%</b>
10	Yakima-Pasco-Rchlnd-Knnwck <b>2.61%</b>	Spokane <b>2.52%</b>	Spokane <b>2.27%</b>	Spokane <b>2.36%</b>

**Age** 



**Income** 

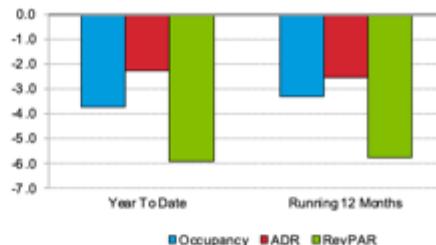
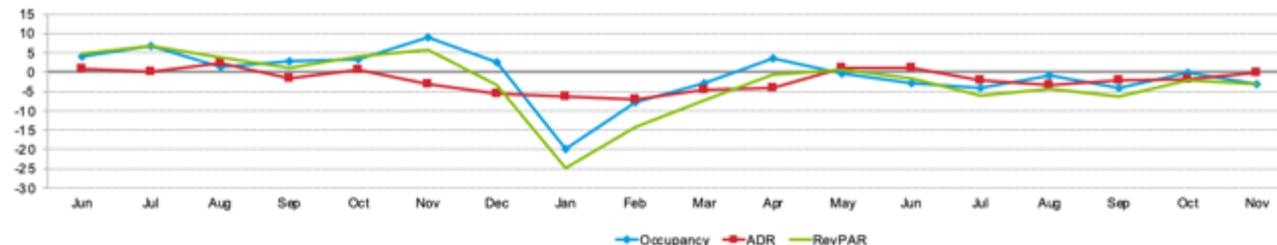


**Household** 



# STR REPORT - WILSONVILLE

Smith Travel Research – Data through November 2025



Occupancy (%)	2024												2025												Year To Date						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2023	2024	2025	2023	2024	2025	2023	2024	2025				
	This Year	77.5	76.7	77.0	68.6	66.6	59.5	51.6	This Year	50.1	60.3	62.5	68.1	65.8	75.3	73.6	76.2	65.7	57.7	2023	64.5	68.3	65.7	2023	64.0	68.8	64.5				
Last Year	74.6	71.8	76.1	66.7	64.4	54.6	50.3	62.5	65.3	64.4	66.7	66.1	77.5	76.7	77.0	66.6	66.6	59.5	71.7	64.5	68.3	70.3	64.0	66.8	64.5						
Percent Change	3.9	6.8	1.2	2.8	3.4	9.0	2.6	-19.9	-7.7	-2.9	3.6	-0.5	-2.8	-4.1	-1.0	-4.2	-0.1	-3.0	-10.1	5.9	-3.7	-9.0	4.3	-3.3	-9.0	4.3	-3.3				
ADR	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2023	2024	2025	2023	2024	2025	2023	2024	2025				
This Year	133.39	135.57	135.62	119.77	115.53	101.28	94.75	97.68	99.84	103.06	106.61	113.13	134.81	132.61	131.15	117.22	113.23	101.08	117.73	117.83	115.13	116.32	116.72	113.75	116.32	116.72	113.75				
Last Year	132.45	135.52	132.45	121.86	114.91	104.50	100.44	104.28	107.47	108.02	111.11	111.81	133.39	135.57	135.62	119.77	115.53	101.28	112.27	117.73	117.83	110.75	116.32	116.72	115.72	116.32	116.72	115.72			
Percent Change	0.7	0.0	2.4	-1.7	0.5	-3.1	-5.7	-6.3	-7.1	-4.6	-4.1	1.2	1.1	-2.2	-3.3	-2.1	-2.0	-0.2	4.9	0.1	-2.3	5.0	0.3	-2.5	5.0	0.3	-2.5				
RevPAR	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2023	2024	2025	2023	2024	2025	2023	2024	2025				
This Year	103.34	103.98	104.42	82.13	76.92	60.25	48.86	46.92	60.20	64.42	73.65	74.42	101.53	97.55	99.96	77.01	75.34	58.31	75.91	80.46	75.69	74.47	77.91	73.41	74.47	77.91	73.41				
Last Year	98.75	97.30	100.73	81.29	74.02	57.02	50.54	65.18	70.20	69.54	74.09	73.91	103.34	103.98	104.42	82.13	76.92	60.25	80.53	75.91	80.46	77.89	74.47	77.91	74.47	77.89	74.47	77.91			
Percent Change	4.7	6.9	3.7	1.0	3.9	5.7	-3.3	-24.9	-14.2	-7.4	-0.6	0.7	-1.8	-6.2	-4.3	-6.2	-2.1	-3.2	-5.7	6.0	-5.9	-4.4	4.6	-5.8	-4.4	4.6	-5.8	-4.4	4.6	-5.8	
Supply	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2023	2024	2025	2023	2024	2025	2023	2024	2025				
This Year	16,450	19,065	19,065	18,450	19,065	18,450	19,065	19,065	17,220	19,065	18,450	19,065	19,065	19,065	19,065	18,450	19,065	18,450	205,410	205,410	205,410	205,410	205,410	205,410	224,475	224,475	224,475	224,475	224,475	224,475	
Last Year	18,450	19,065	19,065	18,450	19,065	18,450	19,065	19,065	17,220	19,065	18,450	19,065	19,065	19,065	19,065	18,450	19,065	18,450	205,410	205,410	205,410	205,410	205,410	205,410	224,475	224,475	224,475	224,475	224,475	224,475	
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Demand	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2023	2024	2025	2023	2024	2025	2023	2024	2025				
This Year	14,294	14,622	14,679	12,651	12,694	10,975	9,834	9,549	10,383	11,917	12,747	12,541	13,896	14,024	14,531	12,121	12,685	10,644	132,446	140,257	135,038	143,718	149,850	144,872	143,718	149,850	144,872	143,718	149,850	144,872	
Last Year	13,795	13,688	14,499	12,308	12,281	10,067	9,593	11,916	11,348	12,273	12,303	12,602	14,294	14,622	14,679	12,651	12,694	10,975	147,342	132,446	140,257	157,876	143,718	149,850	143,718	149,850	143,718	149,850	143,718	149,850	
Percent Change	3.9	6.8	1.2	2.8	3.4	9.0	2.6	-19.9	-7.7	-2.9	3.6	-0.5	-2.8	-4.1	-1.0	-4.2	-0.1	-3.0	-10.1	5.9	-3.7	-9.0	4.3	-3.3	-9.0	4.3	-3.3	-9.0	4.3	-3.3	
Revenue	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2023	2024	2025	2023	2024	2025	2023	2024	2025				
This Year	1,906,660	1,962,335	1,990,795	1,515,256	1,496,519	1,111,580	931,611	932,730	1,036,663	1,228,213	1,358,922	1,418,726	1,873,256	1,859,744	1,905,712	1,420,814	1,436,378	1,075,869	15,593,464	16,526,415	15,547,030	16,716,731	17,489,895	16,478,841	17,489,895	16,716,731	17,489,895	16,716,731	17,489,895	16,716,731	17,489,895
Last Year	1,821,867	1,865,005	1,920,354	1,499,792	1,411,252	1,051,982	963,480	1,242,613	1,208,875	1,325,691	1,367,030	1,409,058	1,906,660	1,982,335	1,990,795	1,515,256	1,496,519	1,111,580	14,542,342	15,593,464	16,526,415	17,484,730	16,716,731	17,489,895	17,484,730	16,716,731	17,489,895	17,484,730	16,716,731	17,489,895	
Percent Change	4.7	6.9	3.7	1.0	3.9	5.7	-3.3	-24.9	-14.2	-7.4	-0.6	0.7	-1.8	-6.2	-4.3	-6.2	-2.1	-3.2	-5.7	6.0	-5.9	-4.4	4.6	-5.8	-4.4	4.6	-5.8	-4.4	4.6	-5.8	
Census %	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2023	2024	2025	2023	2024	2025	2023	2024	2025				
Census Props	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	
Census Rooms	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615	615
% Rooms Participants	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6	90.6



