REPORTS *and* STATISTICS
Accommodation Occupancy Chart | 2016 vs. 2017

Weekend	Room Count	Weather	Event	Wednesday	Room Count	
January 1-3, 2016	1,931	50's Sunny	New Year	December 30, 2015	1,258	***
December 30, 2016-January 1, 2017	2,554	30's Cloudy	New Year	December 28, 2016	1,305	***
January 8-10, 2016	1,611	50's Sunny	No Event	January 6, 2016	944	
January 6-8, 2017	1,406	30's Snow	No Event	January 4, 2017	968	
January 15-17, 2016	1,857	50's Sunny	Holiday	January 13, 2016	1,043	
January 13-15, 2017	1,795	30's Sunny	No Event	January 11, 2017	972	
January 22-24, 2016	1,377	30's Snow	No Event	January 20, 2016	993	
January 20-22, 2017	1,777	40's Rainy	No Event	January 18, 2017	1,028	
January 29-31, 2016	1,602	30's Sunny	No Event	January 27, 2016	970	
January 27-28, 2017	1,783	40s Sunny	No Event	January 25, 2017	1,012	
February 5-7, 2016	2,143	40's Sunny	Polar Bear Plunge	February 3, 2016	1,065	
February 3-5, 2017	2,201	30's Sunny	Polar Bear Plunge	February 1, 2017	916	
February 12-14, 2016	2,305	30's Snow	Holiday/Merchants' Attic	February 10, 2016	1,027	
February 10-12, 2017	1,952	50's Sunny	No Event	February 8, 2017	934	
February 19-21, 2016	2,034	30's Sunny	None	February 17, 2016	1,114	
February 17-19, 2017	2,644	70' Sunny	Holiday/Merchants' Attic	February 15, 2017	922	
February 26-28, 2016	2,440	40's Sunny	None	February 24, 2016	1,054	
February 24-26, 2017	2,096	70's Sunny	None	February 22, 2017	1,083	
March 4-6, 2016	1,800	50's Sunny	Gumbo Fest	March 2, 2016	1,089	
March 3-5, 2017	1,922	40's Cloudy	None	March 1, 2017	1,088	
March 11-13, 2016	2,169	60's Cloudy	None	March 9, 2016	1,195	
March 10-12, 2017	1,927	40's Rainy	None	March 8, 2017	1,121	
March 18-20, 2016	2,556	40's Sunny	St. Patrick's Day	March 16, 2016	1,226	
March 17-19, 2017	2,387	40's Cloudy	St. Patrick's Day	March 15, 2017	1,128	
March 25-27, 2016	2,472	70's Sunny	Easter	March 23, 2016	1,309	
March 24-26, 2017	2,518	70's Sunny	None	March 22, 2017	1,161	
April 1-3, 2016	2,356	50's Rain	Chocolate Festival	March 30, 2016	1,365	
March 31-April 2, 2017	2,422	50's Cloudy	Dewey Chili Fest	March 29, 2017	1,190	
April 8-10, 2016	2,203	50's Rain	Dewey Music Festival	April 6, 2016	1,147	
April 7-9, 2017	2,588	60's Cloudy	None	April 5, 2017	1,148	
April 15-17, 2016	2,676	50' Sunny	Dewey Music Festival	April 13, 2016	1,284	
April 14-16, 2017	2,843	50's Cloudy	Easter/Dewey Music Festival	April 12, 2017	1,602	
April 22-24, 2016	3,117	70's Sunny	Coastal DE Running Festival, Bacon Fest, & Dewey Music Festival	April 20, 2016	1,075	
April 21-23, 2017	2,954	60's Sunny	Coastal DE Running Festival	April 19, 2017	1,439	
April 29-May 1, 2016	2,393	60's Cloudy	None	April 27, 2016	1,286	
April 28-30, 2017	3,413	70's Sunny	Dewey Treasure Fest	April 26, 2017	1,382	
May 6-8, 2016	2,621	60's Cloudy	Mother's Day, Dewey Arts Fest	May 4, 2016	1,411	
May 5-7, 2017	2,944	60's Cloudy	Dewey Country Music Fest	May 3, 2017	1,505	
May 13-15, 2016	3,140	70's Sunny	No Event	May 11, 2016	1,426	
May 12-14, 2017	2,940	50's Rainy	Mother's Day	May 10, 2017	1,827	
May 20-22, 2016	3,064	60's Sunny	Sidewalk Sale	May 18, 2016	1,608	
May 19-21, 2017	3,415	80's Suny	Sidewalk Sale	May 17, 2017	1,872	
May 27-29,2016	3,515	80's Sunny	Memorial Day Weekend	May 25, 2016	1,791	
May 26-28, 2017	3,386	70's Sunny	Memorial Day Weekend	May 24, 2017	1,703	
June 3-5, 2016	3,215	70's Cloudy	Beach Goes Blue	June 1, 2016	1,606	
June 2-4, 2017	3,068	70's Sunny	None	May 31, 2017	1,696	
June 10-12, 2016	3,397	70's Sunny	Restaurant Week	June 8, 2016	2,209	
June 9-11, 2017	3,509	70's Sunny	Beach Goes Blue…Red & White, Too!	June 7, 2017	1,635	
June 17-19, 2016	3,564	70's Sunny	Father's Day	June 15, 2016	2,258	
June 16-18, 2017	3,399	70's Sunny	Miss Delaware	June 14, 2017	2,400	
June 24-26, 2016	3,487	70's Sunny	No Event	June 22, 2016	2,609	
June 23-25, 2017	3,508	70's Sunny	Running of the Bull, Dewey	June 21, 2017	2,619	
July 1-3, 2016	3,462	80's Sunny	4th of July Holiday	June 29, 2016	2,540	
June 30-July 2, 2017	3,570	80's Sunny	4th of July Fireworks	June 28, 2017	2,775	
July 8-10, 2016	3,402	90's Sunny	Dewey Running of the Bull	July 6, 2016	2,421	
July 7-9, 2017	3,441	80's Sunny	None	July 5, 2017	2,332	
July 15-17, 2016	3,500	90's Sunny	No Event	July 13, 2016	2,724	
July 14-16, 2017	3,542	80's Cloudy	None	July 12, 2017	2,726	
July 22-24, 2016	3,621	90's Sunny	No Event	July 20, 2016	2,743	
July 21-23, 2017	3,600	80's Sunny	No Event	July 19, 2016	2,871	
July 29-31, 2016	3,536	80's Sunny	No Event	July 27, 2016	2,921	
July 28-30, 2017	3,450	80's Cloudy	No Event	July 26, 2017	2,801	

*** Adjusted Statistics

Accommodation Occupancy Chart | 2016 vs. 2017

Weekend	Room Count	Weather	Event	Wednesday	Room Count
August 5-7, 2016	3,619	80's Sunny	Art League Show	August 3, 2016	2,972
August 3-5, 2017	3,584	80's Sunny	Art League Show	August 2, 2017	2,880
August 12-14, 2016	3,614	90's Sunny	Art League Show	August 10, 2016	3,109
August 11-13, 2017	3,419	80's Cloudy	Art League Show	August 9, 2017	2,966
August 19-21, 2016	3,625	80's Sunny	No Event	August 17, 2016	3,245
August 18-20, 2017	3,568	80's Sunny	Summer Vibes Fest	August 16, 2017	2,990
August 26-28, 2016	3,567	80's Sunny	No Event	August 24, 2016	2,744
August 25-27, 2017	3,485	80's Sunny	No Event	August 23, 2017	2,694
September 2-4, 2016	2,837	70's Storm	Labor Day & Tropical Storm Hermine	August 31, 2016	2,070
September 1-3, 2017	3,204	60's Cloudy	Labor Day	August 30, 2017	2,057
September 9-11, 2016	3,571	70's Cloudy	Sandcastle Contest	September 7, 2016	2,241
September 8-9, 2017	3,030	70's Sunny	Sandcastle Contest	September 6, 2017	1,976
September 16-18, 2016	3,582	70's Sunny	DB Triathalon	September 14, 2016	2,446
September 15-17, 2017	3,269	70's Sunny	Dewey Beach Triathlon	September 13, 2017	1,973
September 23-25, 2016	3,432	80's Sunny	DB Music Festival	September 21, 2016	2,100
September 22-24, 2017	3,495	80's Sunny	No Event	September 20, 2017	2,114
September 30-October 2, 2016	3,071	70's Cloudy	Elvis Fest	September 28, 2016	1,530
September 29-October 1, 2017	3,215	70's Sunny	Elvis Fest	September 27, 2017	1,517

Year to Date Occupancy TOTAL Comparison

WEEKEND
January - October 2, 2016 · 113,484
January - October 1, 2017 · 115,223

WEDNESDAY
January - September 28, 2016 · 71,168
January - September 27, 2017 · 70,328

Calls to accommodations are made each Wednesday for upcoming weekend availability and prior weekends occupancy count. Info based on 3,886 Room Referral Count (includes Hotels/Motels, Inns, Guest Houses, Bed & Breakfasts, etc.) and indicates the highest occupancy between Friday/Saturday/Sunday.

Website Results for www.Beach-Fun.com | 2016 vs. 2017

Month	Pageviews		Users/Visits		Absolute Unique Visitors		Bounce Rate *		Avg. Time on Site *	
	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017
January	36,863	35,856	10,299	10,682	9,415	9,896	49.39%	45.53%	2:22	2:02
February	45,436	47,246	13,358	14,461	12,031	13,406	49.42%	49.34%	2:07	1:52
March	54,147	54,490	15,909	15,733	14,530	14,697	50.88%	49.61%	2:08	2:07
April	66,091	74,459	18,447	23,564	17,036	22,195	50.39%	54.82%	2:12	1:42
May	81,709	68,097	22,044	19,648	20,808	18,424	47.92%	49.19%	2:12	1:53
June	128,917	95,174	36,583	27,798	34,960	26,471	50.63%	49.96%	1:59	1:52
July	146,498	102,687	39,388	31,053	37,295	29,334	47.55%	51.45%	2:04	1:44
August	113,298	81,449	31,499	24,971	29,548	23,357	50.03%	52.64%	2:03	1:48
September	76,917	65,576	25,850	22,241	23,683	20,481	58.50%	57.43%	1:41	1:29
YTD Totals	749,876	**625,034**	213,377	**190,151**	199,306	**178,261**	50.52%	**51.11%**	2:05	**1:49**

* YTD Total Average

Top Pages Viewed - September 2017

Page on Site	Page Views
1 Sea Witch® Festival	15,102
2 Current Events	7,427
3 Area Activities	4,220
4 Dewey Beach Activities	2,285
5 Sandcastle Contest	2,251
6 Attractions	1,999
7 2017 Sea Witch® Gear	985
8 Parking & Beach Rules	902
9 Dining	875
10 Accommodations	866

Top 10 States to Visit Website - September 2017

State	Visits
1 Delaware (partly Member driven)	6,454
2 Pennsylvania	5,636
3 Maryland	3,903
4 District of Columbia	3,396
5 New Jersey	2,715
6 New York	1,350
7 Virginia	1,226
8 Ohio	208
9 California	181
10 Massachusetts	156