**SMITH TRAVEL RESEARCH**
Growth Percentage vs. 2017

- **Room Revenue**: $68,913,019 (+7.3%)
- **Room Demand**: 714,188 (+3.1%)
- **Room Supply**: 1,138,796 (+0.8%)
- **Average Daily Rate**: $96.49 (+4.1%)
- **Occupancy**: 62.7% (+2.2%)

**FINANCIALS**
Revenues & Expenses

- **2017**: $1,999,637
- **2018**: $2,149,760 (+7.51%)
- **2017**: $2,224,568
- **2018**: $2,039,525 (-8.32%)

**ROOM NIGHTS**
Definite & Leads

- **2017**: 62,114
- **2018**: 65,042 (+4.71%)
- **2017**: 93,024
- **2018**: 96,496 (+3.73%)
WEB & SOCIAL MEDIA
2018 Social Media Followers

Total Visitor Spending Impact Per Facebook Follower:

12,783  21,297  61,117

(Based on a 2015-2016 Study Conducted by Destination Analysts)

919,513 unique visitors in 2018
DiscoverKalamazoo.com

TOTAL ECONOMIC IMPACT/ROI OF
Discover Kalamazoo.com → $18.52
Per Unique Visitor

(Based on a 2014-2016 Study Conducted by Destination Analysts)

AUDIENCE DEMOGRAPHICS
Our Four Pillars of Promotion

MUSEUM & ATTRACTIONS

Women
Age: 25-64
Likes: Smithsonian, National Parks, and PBS

BEER & FOODIE

Men & Women
Age: 25-44 & 25-54
Likes: Adventures in Home Brewing, All About Beer Magazine, Anchor Brewing, Blue Apron, 12 Tomatoes, and All Recipes

EVENTS

Men & Women
Age: 18-54
Likes: ABC TV and Live Nation

OUTDOOR RECREATION

Men & Women
Age: 25-64
Likes: Bass Pro Shops, Outdoor Channel, and The Hunting Page
in 2017
6.2 MILLION
PERSON TRIPS
in Kalamazoo County

OVERNIGHT
TOTAL TRIPS
2.5 million
$214 million
generated in spending
on overnight trips

DAYS TRIPS
TOTAL TRIPS
3.7 million
$160 million
generated in spending
on day trips

OVERNIGHT TRIPS:
Top State Origins
1. MICHIGAN
2. ILLINOIS
3. INDIANA

DAY TRIPS:
Top State Origins
1. MICHIGAN
2. ILLINOIS
3. ILLINOIS
4. OHIO

OVERNIGHT TRIPS:
Top City Origins
Grand Rapids-
Kalamazoo-
Battle Creek, MI
Chicago, IL
Detroit, MI

DAY TRIPS:
Top City Origins
Grand Rapids-
Kalamazoo-
Battle Creek, MI
Detroit, MI
Lansing, MI
2018 TEAM

- **Greg Ayers**  
  President + CEO
- **Shaun Ballard**  
  Business Development Manager
- **Lexi Callaway**  
  Design + Marketing Manager
- **Jennie Cook**  
  Vice President of Administration + Operations
- **Kim Davidson**  
  Information Specialist
- **Darlene Flachier**  
  Information Specialist
- **Jennie Ko**  
  Information Specialist
- **Mary Kinney**  
  Airport Information Desk Supervisor
- **Joyce Kuppler**  
  Information Specialist
- **Renée Newman**  
  Vice President of Marketing + Communications
- **Ashley Peruchietti**  
  Destination Services Manager
- **Brian Persky**  
  Director of Sports Event Development
- **Cam Peterson**  
  Destination Relations Administrator
- **Kristi Ritsema**  
  Visitor Services Coordinator
- **Mary Schardt**  
  Information Specialist
- **Alyssa Seedorff**  
  Digital Communications Manager
- **Craig Vaughan**  
  Finance Manager
- **Christine Wilkins**  
  Information Specialist
- **Jennifer Williamson**  
  Business Development Manager

2018 ADVISORY COUNCIL

- **Greg Ayers**  
  Discover Kalamazoo
- **Dave Beysiegel (Treasurer)**  
  The Moors Golf Club
- **Andy Dominianni (Chair)**  
  WWMT-CBS Newschannel 3
- **Tracy Hall (Alternate)**  
  Kalamazoo County Board of Commissioners
- **Beth McCann (Immediate Past Chair)**  
  Arts Council of Greater Kalamazoo
- **Amy McClain**  
  PNC Bank
- **Kim Aldrich**  
  Kalamazoo College
- **David Anderson**  
  Kalamazoo City Commission
- **Patrick Brent**  
  Air Zoo
- **Kay Clark**  
  Jaque Realtors, Inc.
- **Steve Doherty**  
  Kalamazoo Valley Community College
- **Deb Droppers**  
  Kalamazoo Experiential Learning Center
- **Richard Ford**  
  Portage City Council
- **Andrew Haan**  
  Downtown Kalamazoo, Inc.
- **Shawn Hagen**  
  Bravo! Restaurant
- **Jerry Harty**  
  Ignertia/Life Story Network
- **Yolonda Lavender**  
  Black Arts & Cultural Center
- **John Liberty**  
  West Michigan Beer Tours
- **Clarence Lloyd**  
  Consumers Credit Union
- **Lisa Panich**  
  Kalamazoo Nature Center
- **Cheryl Pickett**  
  Kalamazoo Marathon @ Borgess Run for the Health of It
- **David Rachowicz**  
  Kalamazoo County Parks & Expo Center
- **David Reid**  
  Kalamazoo/Battle Creek Intl. Airport
- **Kirby Schoen**  
  Indian Trails, Inc.
- **Matt Schuster**  
  Public Media Network
- **Vicky Thines**  
  Millennium Restaurant Group
- **Dana Underwood**  
  Stuart Avenue Inn Bed & Breakfast

2018 BOARD OF DIRECTORS

- **Bill McElhone (Vice Chair)**  
  Kalamazoo Valley Museum
- **Scott McGraw (Appointment)**  
  Kalamazoo County Board of Commissioners
- **Bob Miller**  
  Western Michigan University
- **Tim Rayman**  
  Radisson Plaza Hotel & Suites
- **T. J. Waldofsky (Secretary)**  
  One Well Brewing
- **Andy Widner**  
  Spirit of Kalamazoo