

Become a SMART Destination



Remember Why We Exist



	INSIGHT	ACTION	OUTCOME
ENHANCE STABILITY WITH VISITOR DISTRIBUTION	<p>Step 1: Check Occupancy and focus on >60% Occupancy per month April - October</p> <p>Step 2: Look at your visitor to resident ratio</p>	<p>Decrease unsold rooms</p> <p>Distribute visitors to unoccupied rooms</p>	<p>Benefit to community: better stability, economic opportunity and decreased visitor to resident</p>