2014 ANNUAL REPORT

MEMBERSHIP

Total Members: 535
New Members: 68
Member Retention: 86%

ONLINE PRESENCE

Unique Visitors: 150,518
Page Views: 491,368
Likes: 2,390
Followers: 2,451

CARMEL
Chamber of Commerce

- Promoting the community
- Providing networking opportunities
- Representing business to government
- Working to build a strong local economy

VISITOR CENTER STATISTICS

Visitor Walk-Ins: 23,162
Visitor Phone Calls: 6,386
Inn Nights Booked: 566
Wine Walk Passports Sold: 2,347
Volunteer Hours: 2,178

TOT

Carmel Occupancy:
- 2013 - 14: 69.6%
- 2012 - 13: 65.8%

County Occupancy:
- 2013 - 14: 74.9%
- 2012 - 13: 73.1%

Other statistics:
- Member Surveys: 7
- Mixers: 11
- Ribbon Cuttings: 18
- Visitor Guides Distributed: 120,000
- Restaurant Maps Distributed: 10,000
- Member Referrals: 15,876,373
- Shuttle Rides AT&T: 2,539
- Shuttle Rides Concours: 1,097

Taste of Carmel

Served 400+
Participants 600+