

5

HOTEL OCCUPANCY

Hotel occupancy
(Jan.-June, 2011)Long Island
62.3%National
59.2%SOURCES: LONG ISLAND CONVENTION AND VISITORS
BUREAU AND SPORTS COMMISSION; SMITH TRAVEL
RESEARCH

Hotel occupancy rates fell by 8.1 percentage points from 70.9 percent to 62.8 percent on Long Island from 2007 to last year — about the same as the nation. The island's hotels have been 62.3 percent full this year through June, up from 61.5 percent in the same six months last year, said Kristen Matejka, director of marketing at the Long Island Convention and Visitor's Bureau and Sports Commission.

At Danfords Hotel & Marina in Port Jefferson, which has 86 rooms, general manager Stew Weiner said business is up al-

most 5 percent this year through July. "August is probably going to turn out to be one of the best Augusts we've ever had," he added, citing boosts in business and leisure customers.

In Suffolk, about 80 percent of hotel stays are by leisure travelers with the remaining 20 percent business, the bureau says. In Nassau, the proportions are reversed.

Weiner says he's seeing increases in business travelers, in European leisure travelers and in Long Islanders taking "staycations," — staying close to home for leisure activities.