

# Reservation Activity Outlook



DestiMetrics<sup>LLC</sup>

Measuring Monthly Destination Wide Lodging Occupancy, ADR & RevPAR

The Reservation Activity Outlook (RAO) family of reports forms the foundation of tracking destination-wide lodging performance. The RAO is the best indicator of guest booking trends currently available to resort destinations. It tracks detailed destination wide lodging activity as well as advanced reservations for both hotel and non-hotel properties, such as condominiums and private homes, which are very prevalent in resort communities. It allows destinations to evaluate their performance in the past, present and future. Destination Marketing Organizations rely on it to measure the success of marketing efforts. Town governments depend on it to project sales tax revenue. And everyone from lodging properties to destination marketing organizations relies on the RAO to judge their situation, examine their strategies and better plan for their future.

**The Process:** Each month, participating lodging properties within a destination submit their data to us using our secure web portal to ensure confidentiality. We crunch the numbers and produce reports showing destination-wide occupancy, ADR and RevPAR for all paid room nights. All individual property data is kept strictly confidential and remains indistinguishable even when combined into a destination-level view.

**The Results:** Every month the RAO offers a clear picture of lodging occupancy, average daily rate (ADR) and RevPAR performance at the destination level. It displays data for the previous six months (historic actual) and the six months to come (based on reservations on-the-books) for both the current and prior year. The simple and straightforward presentation of the RAO allows for quick evaluation, helping you to fully understand guest booking patterns and better prepare for and react to forward-looking occupancy levels, rate and pacing

**Related Reports :** Once the RAO is established, we recommend: 1.) Our [Multi-Destination Comparative](#) reports that compare your destination's performance to other resort destinations in the DestiMetrics universe and show how your destination stacks up to the greater mountain travel industry. 2.) While RAO data is only available to subscribers, a high-level [Executive Summary](#) is available for broader distribution. 3.) [Market Intel Pack](#): We recommend including the Market Intel Pack, creating a comprehensive distribution package of both content and context.

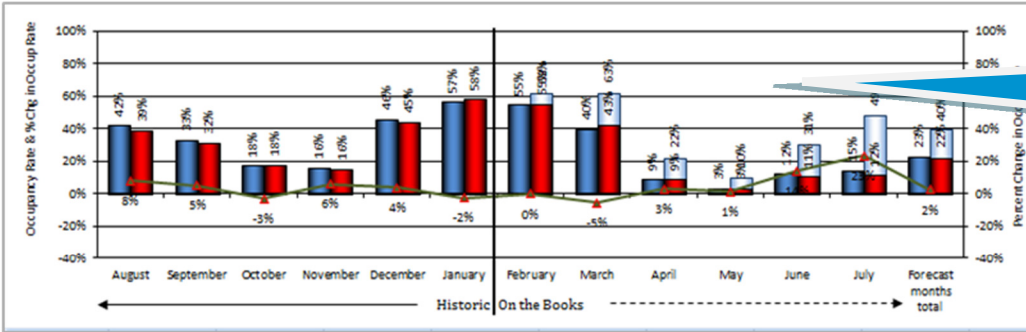
For further information check out the synopsis on the back of this page, view a sample report [here](#) or contact Katie Barnes 970-390-4370 or [kbarnes@destimetrics.com](mailto:kbarnes@destimetrics.com).

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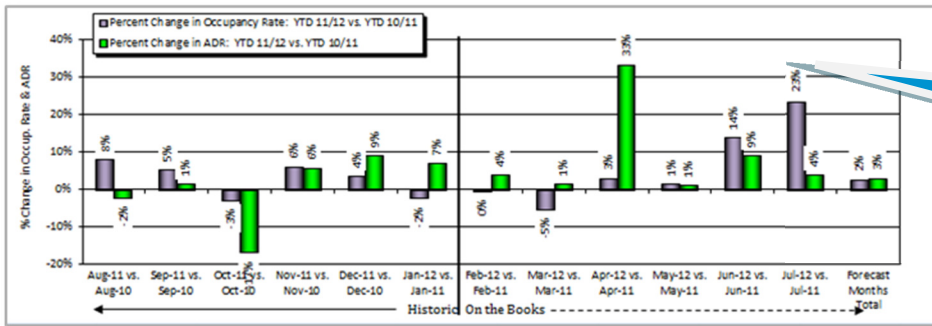
Here's your crystal ball... with occupancy and ADR for the upcoming 6 months.

Each report contains the data in both graph and table format, so you can always find the exact numbers you need.

**RESERVATIONS ACTIVITY REPORT**  
SECTION 5A - SUPPORTING DATA TABLES  
Bookings as of Jan. 31, 2012

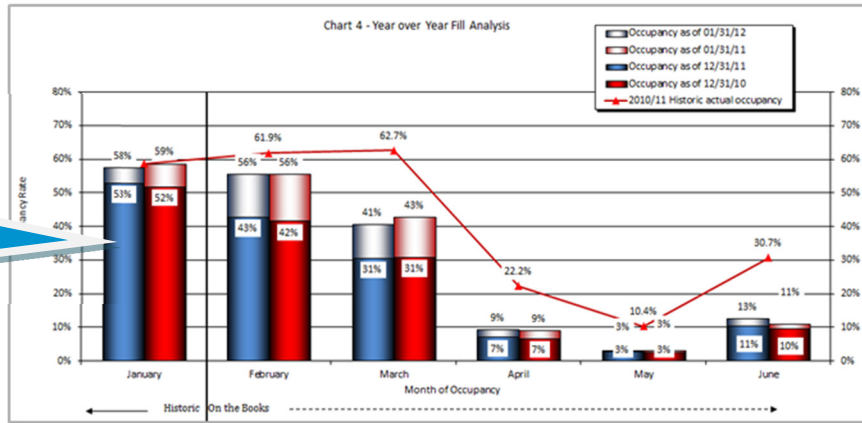
NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above.

Month of Occupancy (2011/12 & 2010/11)	OCCUPANCY RATE: YTD 2011/12 vs. YTD 2010/11			Historic Actual Occup. Rate (2010/11)	# of Properties in Sample
	Occup. Rate as of: January 31, 2012 (2011/12)	Occup. Rate as of: January 31, 2011 (2010/11)	Percent Change in YTD Occ. Rate		
August	42.2%	39.1%	8.0%		99
September	33.2%	31.5%	5.3%		96
October	17.8%	18.3%	-2.9%		97
November	16.4%	15.5%	6.1%		98
December	46.2%	44.6%	3.7%		101
January	57.0%	58.4%	-2.4%		100
February	55.3%	55.4%	-0.2%	61.7%	95
March	40.4%	42.7%	-5.3%	62.5%	94
April	9.4%	9.1%	3.1%	22.3%	94
May	3.1%	3.1%	1.4%	10.5%	95



Quickly visualize the percentage change in occupancy and ADR from this year to last.

Understand how far in advance reservations are being booked with our Fill Analysis.



To learn more, please contact Katie Barnes at (970) 390-4370 or kbarnes@DestiMetrics.com