

Daily Occupancy Report

Measuring Total Destination Wide Occupancy at a Daily Level



DestiMetrics^{LLC}
Resort Intelligence.

Measure Marketing & Event ROI - Anticipate Guest Visitation - Identify Specific Need Periods

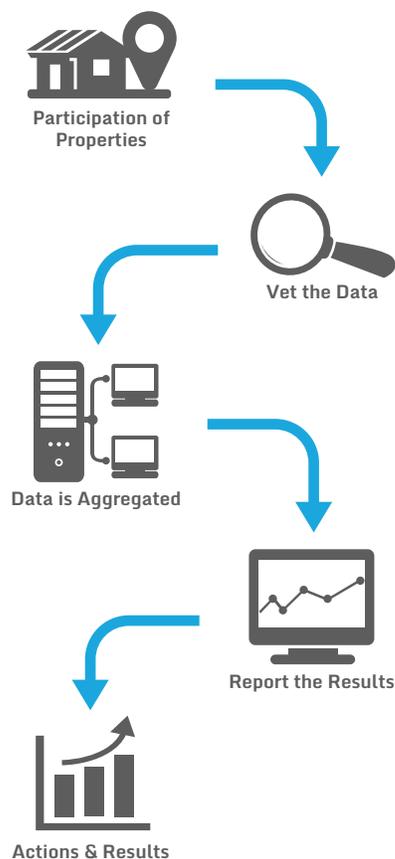
The Daily Occupancy Report (DOR) is the key to tracking and anticipating total guest visitation in destination resort communities. The DOR offers destinations a day-by-day look forward at advanced reservation activity and resort-wide daily occupancy six months in advance, providing a tool for both short-lead marketing and operational planning and increased efficiencies across multiple entities. Marketers can literally see their occupancy needle move as they make informed decisions and changes to strategies and campaigns. The DOR is valuable both for upcoming sales opportunities and to anticipate visitation at tourism dependent businesses for staffing, scheduling and inventory management purposes. And that's just the beginning.

The Process

We collaborate with destinations to identify their key properties and recruit their participation. Once initial data is submitted we collect lodging occupancy data on a monthly or twice-monthly cycle at a daily level of granularity on a confidential basis. It is then vetted, aggregated and the results are made available in a family of related reports. Data is collected from traditional hotel properties as well as condominium properties and property management companies. We provide several data submission solutions (depending on the property's in-house software) in order to make the process as easy as possible.

The Results

The resulting report is a daily outlook of resort occupancy that displays a rolling six-month view, static seasonal views and a "short view" of the upcoming 45 days that may be publicly distributed to help other tourism-dependent businesses better plan. Results compare current year occupancy to last year's occupancy to date as well as season's end totals, giving a complete view of peaks and valleys in your demand cycle. The DOR is based on total resort occupancy (including owner, guest of owner, complimentary and other unpaid stays in addition to paid occupancy), giving you a more accurate grasp on your occupancy levels.



Related Reports

The DOR family of reports includes a suite of products designed to deliver the maximum benefit of this in-depth data.

- 1) [DOR Industry Overlay](#) compares your destination to the industry aggregate of our other mountain destination clients, showing exactly how you stack up to the competition on a daily level.
- 2) Other DOR overlay options are also available such as airline enplanements, econometrics, weather patterns and attraction tickets, such as skier days, golf rounds, etc.

See report synopsis on second page & view a sample report [here](#) or contact Katie Barnes 970-390-4370 or kbarnes@destimetrics.com

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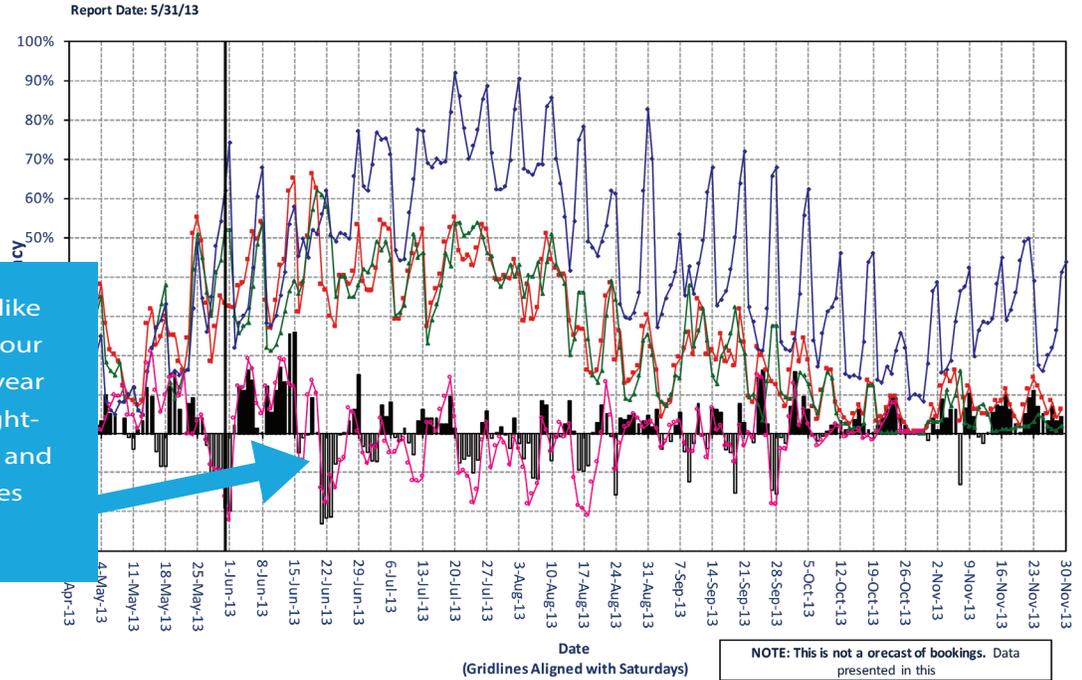


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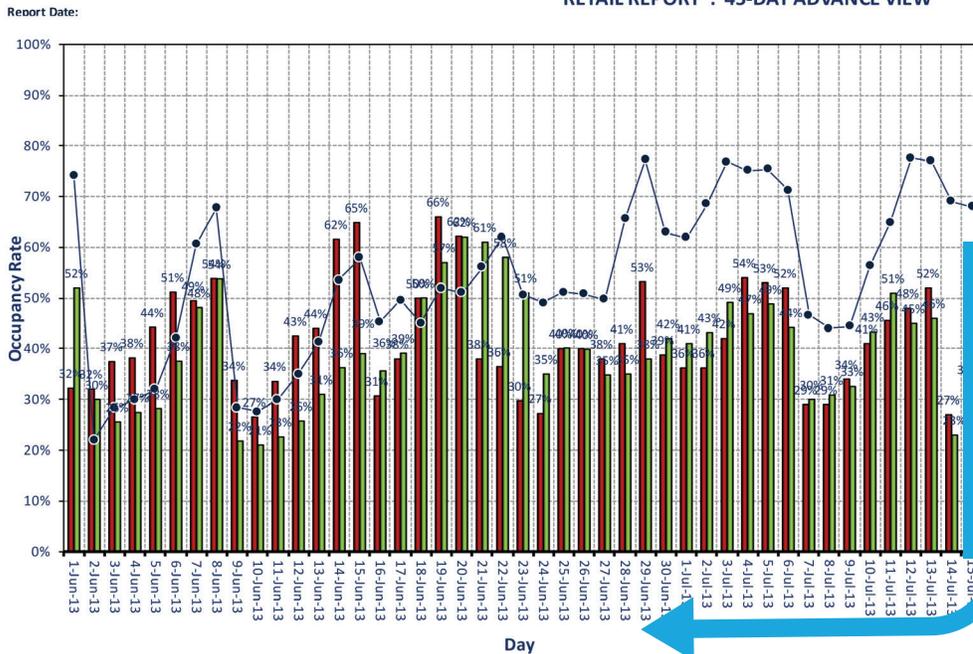
Sample Daily Occupancy Report as of May 31, 2013
ROLLING 6-MONTH VIEW



The DOR both looks like and acts like an "EKG" measuring the pulse of your destination. It shows the current year against the previous year, highlighting Saturdays with the gridlines and year-over-year percentage changes with the black bars.



Sample Daily Occupancy Report as of May 31, 2013
"RETAIL REPORT": 45-DAY ADVANCE VIEW



Each DOR includes a 45 day advanced view of occupancy, also called the "Report for Retailers" that can be passed along to tourism dependent businesses, helping your destination be as prepared and efficient as possible

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