

School Break Report

Know exactly when public schools and universities in your key markets are on break.

They say timing is everything and for families around the country, school breaks traditionally mean vacation time. For vacation destinations, school breaks must be carefully monitored, since they usually correspond with more demand and subsequent visitation. Our School Break Report, produced in partnership with Smith Travel Research (STR), helps you do just that, providing all the information you need to know to maximize these peak demand periods. We do the legwork letting you focus on things like your promotions, pricing and staffing.

The Process

This extensive database includes the exact dates of major school break periods from over 1000 public school districts and over 500 four-year colleges and universities across the country. We combine this broad geographic view into an easy-to-read graph highlighting the key times schools are out during the year. In addition, each report comes with supporting tables of further details like yearly enrollment and location (city/state) of each school district or college/university, helping you zero in on specific markets. Results are published in a preliminary view in April and full report in June depicting break calendar for the following year.

The Results

The U.S. School Break Report helps you to work smarter, allowing you to quickly pinpoint and plan for peak demand dates. Usually have a big spring break crowd coming from the north? Roll out deals in Boston to coincide with the exact time the major school districts are out of school and ready to hit the road. Want to help your destination's retail shops and restaurants properly prepare and be more efficient and profitable? Look to the School Break Report to discover local and national demand periods and be as ready as possible.

Related Reports

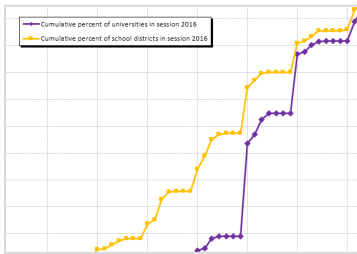
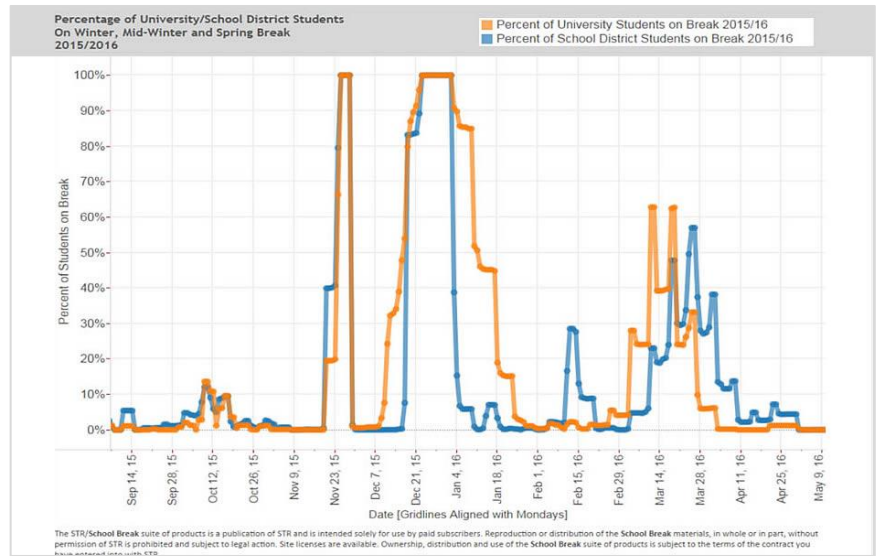
Want an even more detailed look? Our Top 20 Market Report takes the School Break Report a step further, presenting you with a completely customized look at the 20 markets that matter most to you. Choose 20 areas from among the 210 designated market areas (DMAs), which are broadcast areas defined by Nielsen Media to produce an individualized and powerful look at school breaks during your peak demand periods. Or, have it your way; just tell us what view you need and let us see what we can do to make it so.

Preliminary report available early April, with a final report available in early June.

A "sneak peek" of our 2018/19 School Break Report is available, several months prior to the completion of the final report and just in time to help you anticipate demand and occupancy trends for next season.

"The report showed that **20 – 40% more school districts would be off** after New Year's and fewer schools would be on break week leading up to Christmas. **Instead of ending my peak season rates just after New Year's Day like I did the prior year, I extended them through Jan 8th** resulting in a higher ADR and a **20% increase in RevPAR.**"

-2016 SBR User



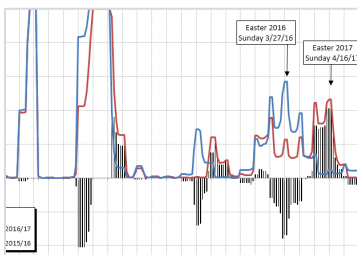
Forecast Demand

See the exact days when demand is most likely to peak while there's still time for you and your marketing team to do something about it.

START	END	START	END	START
Winter Break	Winter Break	Midwinter Break	Midwinter Break	Spring Break
2016/2017	2016/2017	2016/2017	2016/2017	2016/2017
12/17/2016	1/2/2017	2/17/2017	2/20/2017	4/1/2017
12/23/2016	1/8/2017			4/15/2017
12/23/2016	1/8/2017	3/9/2017	3/12/2017	4/1/2017
12/23/2016	1/8/2017	2/17/2017	2/20/2017	4/1/2017
12/23/2016	1/8/2017	2/17/2017	2/20/2017	3/11/2017
12/23/2016	1/3/2017	3/10/2017	3/13/2017	4/8/2017
12/23/2016	1/8/2017			3/18/2017
12/17/2016	1/2/2017			3/31/2017
12/23/2016	1/8/2017			4/1/2017
12/23/2016	1/9/2017	2/17/2017	2/20/2017	4/14/2017
12/17/2016	1/2/2017	2/18/2017	2/26/2017	4/1/2017
12/23/2016	1/9/2017			4/7/2017
12/17/2016	1/8/2017			4/8/2017
12/17/2016	1/8/2017			4/8/2017
12/17/2016	1/8/2017			4/8/2017

Pinpoint Marketing

School districts are listed by state and include exact days for each break to help you pinpoint the timing of your offers, messages, and marketing spend.



Maximize Revenue

Take full advantage of your seasonal potential by knowing which days you should adjust rates and which days you shouldn't.

Pricing

Final Report Only - Excel & PDF: **\$500** (just PDF: **\$385**)

Final & Preliminary Reports – Excel: **\$550**

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