

Reservation Activity Outlook Report

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

THE PROCESS

Inntopia works with the destination to identify and recruit a representative set of properties. These participating properties submit their data using the secure web portal. The data is vetted and aggregated to produce reports showing your destination-wide performance. Individual property data is kept strictly confidential and remains indistinguishable when aggregated into a destination-level view.



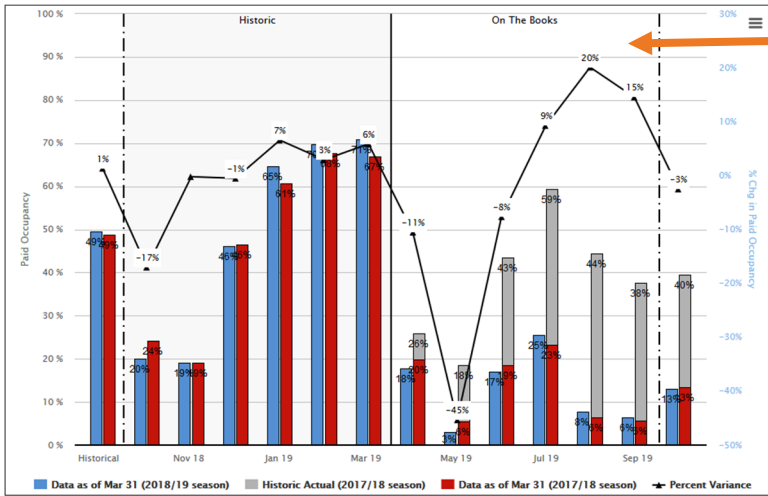
THE RESULTS

The RAO offers a clear picture of destination-wide lodging occupancy, average daily rate (ADR), and RevPAR performance. It displays data for the previous six months (historic actual) and upcoming six months (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 while better preparing for, and reacting to, forward-looking occupancy levels, rates, and pacing.

RELATED REPORTS

Once established, you can use the following reports from the RAO family alongside the RAO report:

1. **Multi-Destination Comparative (MDC) Report** – Compares your destination's performance to other resort destinations.
2. **Executive Summary** – A high-level summary report (using data from the RAO report) available for broader distribution.
3. **Market Intel Pack** – A comprehensive distribution package of both content and context.

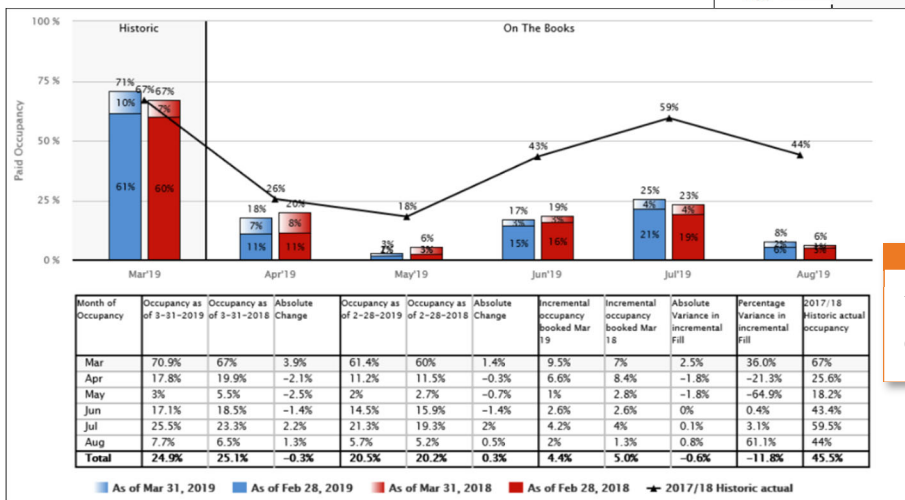
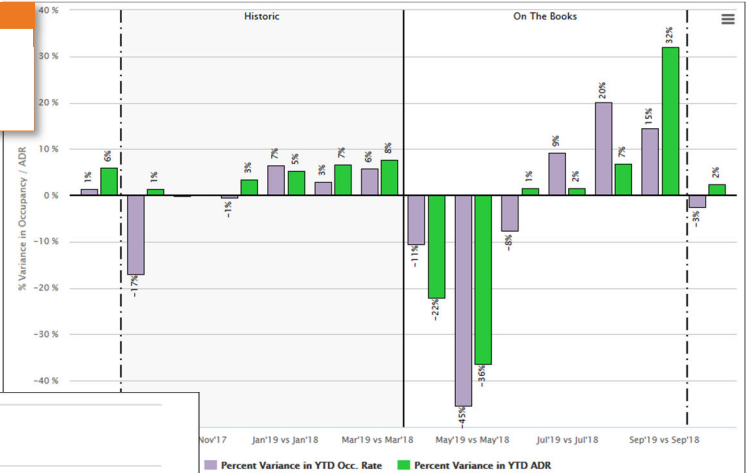


Forward-looking data shows occupancy and ADR for the upcoming six months.

View the data in table format so you can look at the precise numbers you need.

Occ Rate: YTD 2018/19 VS. YTD 2017/18									
Month of Occupancy	Occ Rate as of Mar 31, 2019	Occ Rate as of Mar 31, 2018	Occ Percent Variance in YTD Occ Rate	Historic Actual Occ Rate	CY Room Nights Available	CY Room Nights Booked	PY Room Nights Available	PY Room Nights Booked	# of Properties in sample
Oct 18	20.1%	24.2%	-17.0%		27,175	5,462	25,081	6,075	8
Nov 18	19.1%	19.1%	-0.2%		25,521	4,862	25,768	4,920	8
Dec 18	46.2%	46.4%	-0.5%		30,687	14,178	32,106	14,910	8
Jan 19	64.7%	60.8%	6.5%		30,649	19,841	32,101	19,504	8
Feb 19	69.7%	67.7%	2.9%		27,746	19,329	27,839	18,844	8
Mar 19	70.9%	67.0%	5.9%		30,366	21,531	30,570	20,476	8
Apr 19	17.8%	19.9%	-10.5%	25.6%	23,635	4,208	23,691	4,715	8
May 19	3.0%	5.5%	-45.3%	18.2%	23,550	711	18,880	1,043	8
Jun 19	17.1%	18.5%	-7.7%	43.4%	28,618	4,894	27,388	5,073	8
Jul 19	25.5%	23.3%	9.2%	59.5%	29,642	7,557	29,324	6,843	8
Aug 19	7.7%	6.5%	20.1%	44.0%	29,912	2,317	29,485	1,902	8
Sep 19	6.4%	5.6%	14.5%	37.7%	29,278	1,872	28,998	1,619	8
Grand Total	31.7%	32.0%	-0.9%	44.6%	336,779	106,782	331,231	105,924	8
Historical Months Total	49.5%	48.8%	1.3%	48.8%	172,144	85,203	173,465	84,729	8
On the Books Total	13.1%	13.4%	-2.5%	39.9%	164,635	21,559	157,766	21,195	8

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



Understand how your advance bookings have changed over the prior month.