

# Daily Occupancy Report (DOR)

Startup and Data Entry Procedures and Definitions

**To:** Daily Occupancy Report (DOR) Participants  
**Re:** Startup and Data Entry Procedures and Definitions  
**Date:** 2021 Season

This memo provides introductory startup information about the Daily Occupancy Report (DOR).

## About the Daily Occupancy Report (DOR)

The DOR provides destination-wide daily occupancy and pacing metrics based on both paid and unpaid room nights. The DOR is used by destination communities to provide current-year pacing against the previous year and to measure the success of events and promotions, resulting in timely market intelligence. The report is also often used in support of public services staffing, transportation scheduling, and other non-lodging related endeavors. The report compares daily occupancy rates for the past month and upcoming six months to last year's historic actual performance and last year-to-date (when sufficient data is available).

## Property Participation

Your Destination has taken a lead role in establishing this program and has invited key Properties to participate. As such, the Property agrees to comply with the standard set of reporting metrics and schedule described below. All submitted data will be treated as CONFIDENTIAL INFORMATION, not to be disclosed until aggregated with other similar data and rendered indistinguishable.

## Participating Property Responsibilities and Reporting Mechanics

Properties submit reservation data for the first month using the attached DOR Data Input Form. Subsequent reservation data is submitted on a monthly or semi-monthly basis (varies by destination agreement) using a similar form which is then uploaded to the secure web portal: <https://destimetrics.secure.force.com/SiteLogin>.

- On the first day of each month, Inntopia contacts your designated Data Submitter and requests that they complete the DOR Data Input Form, submitting it as soon as possible after receiving the request, and no later than the third day of the month.
- On or near the third day of the month, an email reminder is sent to all representatives at each Property.
- Once all related data has been submitted, Inntopia prepares and posts the resulting DOR at <https://destimetrics.secure.force.com/SiteLogin> and notifies all Property representatives. While the target date for completing this process is the eighth day of each month, the actual posting date may vary based on data submission timeliness of participating Properties.
- If your Property is scheduled to submit data on a semi-monthly basis, on the 16<sup>th</sup> day of each month, Inntopia contacts your designated Data Submitter and requests that they complete the DOR Data Input Form. Data should be submitted as soon as possible after the data submitter receives the request, and no later than the 18<sup>th</sup> day of the month.

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## Reporting Metrics Standards and Definitions

Inntopia has established a set of reporting metrics that includes standard definitions required for reported data to be consistent across all reporting properties and destinations. Consistent compliance with these metrics ensures the resulting reports are accurate.

**Room** – Any distinct lodging accommodation, regardless of the number of bedrooms or beds.

- Rooms that lock off should be counted at their maximum rentable capacity (e.g. a three-bedroom suite that can be locked off for studio rental is three “Rooms”).
- Example: A hotel room and a three-bedroom condominium are each considered an accommodation “Room.”

**Room Nights Available (Available Rooms)** – The total number of Rooms available for short-term rental as defined by the local taxing authority (commonly 30 days, though some jurisdictions, such as Florida, allow 180 days) on each date within the range listed on the DOR Data Input Form.

- Rooms available in the rental pool for either paid or unpaid use (including rental, timeshare, fractional, owner, guest-of-owner, and complimentary use) are included in the count of available room nights.
- Exclusions:
  - Rooms that are solely managed for long-term renter or owner use.
  - Rooms that have been removed from available inventory for more than one month and are considered “out of service” (e.g. remodels).
- Example: A condominium complex with 100 Rooms available for short-term use in December will have 3100 available rooms listed for each day (100 Rooms \* 31 Days = 3100 Available Rooms).

**Room Nights Booked** – The total number of nights that rooms are reserved for each date within the range listed on the DOR Data Input Form.

- Include all occupied room nights, whether paid or not.  
**Note**: This number is used in the Daily Occupancy Reports to measure the total occupancy in a destination, as well as outside the Daily Occupancy Report to infer the total number of visitors in a destination. Therefore, any/all occupied Rooms should be included.
- Example: A Room reserved for four paid nights and two unpaid nights is considered booked for six room nights.

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## About Us

The Inntopia Business Intelligence DestiMetrics product line was created by and for the destination travel industry as a means of providing accurate, timely, and affordable market intelligence. The aim is to inform destination resorts about typical destination travelers, their preferences, intentions, and advance reservation behavior. Resulting reports allow properties and destinations to forecast the coming season and compare themselves against other destination resorts.

## Other Opportunities

Once the basic DOR is working smoothly, Inntopia will offer to configure a Property Comparative Overlay at an additional cost, showing your property compared to a competitive set of your choosing. For more information, contact your destination analyst or visit <https://destimetrics.secure.force.com/SiteLogin>.

## Help/Support

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