

Reservation Activity Outlook Report (RAO)

Startup and Data Entry Procedures and Definitions

To: Reservation Activity Outlook Report (RAO) Participants
Re: Startup and Data Entry Procedures and Definitions
Date: 2021 Season

This memo provides introductory startup information about the Reservation Activity Outlook Report (RAO).

About the Reservation Activity Outlook Report (RAO)

The RAO Report is a combination reservation activity, pricing, and community occupancy report used by destination communities to provide timely and affordable market intelligence. It includes monthly Occupancy, Average Daily Rate (ADR), and Revenue Per Available Room (RevPAR) analysis for the past six months and upcoming six months. When sufficient data is available, the report compares these metrics to last year's historic performance and the last year-to-date.

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 RAO Data Input Form. Subsequent reservation data is submitted on a monthly basis through a similar form on the secure portal:

<https://destimetrics.secure.force.com/SiteLogin>.

- On the first day of each month, Inntopia contacts your designated Data Submitter and directs them to <https://destimetrics.secure.force.com/SiteLogin>, where they can access the RAO Data Input Form. Data Submitters are asked to complete the submission process as soon as possible after receiving the request, and no later than the third day of each 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 RAO Reports 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.

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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 accuracy of resulting reports.

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

- Rooms that lock off are counted at their maximum rentable capacity (e.g. a three-bedroom suite that can be locked off for studio rental is three “Room”).
- Example: A hotel room and a three-bedroom condominium are each considered as 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) multiplied by the number of days in the month.

- 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 in December (100 Rooms * 31 Days = 3100 Available Rooms).

Room Nights Booked – The total number of nights that Rooms are reserved for paid stays in a given month (i.e. the number of room nights in a month that generate revenue).

Note: This number is used in the Reservation Activity Outlook Report (RAO) to calculate lodging productivity including Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR).

- Exclusions:
 - Unpaid room nights (i.e. room nights that do NOT generate room revenue as defined below), including owner, guest-of-owner, complimentary, and other unpaid stays.
 - **Note**: For Rooms that lock off, include each occupied Room as one room night.

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- Example: If one party occupies all three bedrooms in a three-bedroom lock-off Room, it counts as three room nights. Likewise, if three separate parties occupy three separate components of a three-bedroom Room, it also counts as three room nights. However, if only one studio in a three-bedroom lock-off Room is rented, then it should only be counted as one room night.

Room Revenue – The total revenue generated from the rental of Rooms for a given month.

Note: This number is used to calculate Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR).

- Only revenue generated from Room rental is included. Room Revenue submitted should be net of cleaning fees, rebates, refunds, overcharges, and taxes.
- Exclusions:
 - Revenue produced from food/beverage and other sources, including fees received due to cancellations or early departures.
 - Revenue from ancillary charges such as WiFi, energy recovery fees, etc., excepting where those fees are included in the net room rate.
- Example: A Room that generates \$25,000 in revenue for a given month with \$1,500 attributed to cancellation fees and \$750.00 attributed to food/beverage sales will have a room revenue of \$22,750.

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. We aim to inform destination resorts about typical destination travelers, their preferences, intentions, and advance reservation behavior. Resulting reports will allow properties and destinations to forecast the coming season and compare themselves against other destination resorts.

Other Opportunities

Once the basic RAO Report 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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