

Big Horn County Lodging Research
2005

Instructions:

1. Respond by Monday, October 1, 2007
2. Reply by email: info@developbighorncounty.com
 or Fax to: 307-765-9219

Lodging Property: _____ Number of Rooms/units: _____

2005 Monthly Occupancy

January	%	May	%	September	%
February	%	June	%	October	%
March	%	July	%	November	%
April	%	August	%	December	%

Occupancy Patterns

What was your average weekend occupancy for 2005? _____%

What was your average weekday occupancy for 2005? _____%

2005 Annual Overall Market Mix:

Corporate/Business:	2005	Avg. Daily Rate
Individual business travelers	%	\$
Contract labor	%	\$
Meetings:		
Corporate	%	\$
Government	%	\$
Schools/Teachers, Religious, Elks, Military, etc. (and other small groups)	%	\$
Association	%	\$
Group:		
Sports	%	\$
Weddings/reunions/family events	%	\$
Leisure:		
Tourists visiting Big Horn County (local attractions, historic sites, shopping, etc.)	%	\$
Visiting local friends & relatives	%	\$
Transient/Other:		
Transient: Passing through as part of longer trip	%	\$
Other (specify): _____	%	\$
TOTAL (Above percentages must total 100%)	100%	

What percentage of your leisure guests are: _____adults traveling without children _____ families with kids

What percentage of your guests made Internet lodging reservations prior to arrival? _____%

Would you be interested in assistance in developing an on-line reservation system? _____Yes _____No

Walk-ins

- What percentage of your total guests are walk-ins (no advance reservation) _____%

Occupancy Tax

- What percentage of your total room revenues are taxable _____%
- What percentage of your total room revenues are non taxable _____%

What Cities Rank as Your Top LEISURE Feeder Markets:

1. _____
2. _____
3. _____
4. _____

How much is your 2005 annual budget for purchased advertising? \$ _____

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