

Lodging Property: \_\_\_\_\_ Number of Rooms/units: \_\_\_\_\_

Does your lodging property have meeting space? \_\_\_ No \_\_\_ Yes: For how many people? \_\_\_\_\_

**2006 Monthly Occupancy**

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

**Occupancy Patterns**

What was your average weekend occupancy for 2006? \_\_\_\_\_%

What was your average weekday occupancy for 2006? \_\_\_\_\_%

**2006 Annual Overall Market Mix:**

Corporate/Business:	2006	Avg. Daily Rate
Individual business travelers	%	\$
Contract labor	%	\$
<b>Meetings:</b>		
Corporate	%	\$
Government	%	\$
Schools/Teachers, Religious, Elks, Military, etc. (and other small groups)	%	\$
Association	%	\$
<b>Group:</b>		
Sports	%	\$
Weddings/reunions/family events	%	\$
<b>Leisure:</b>		
Tourists visiting Big Horn County (local attractions, historic sites, shopping, etc.)	%	\$
Visiting local friends & relatives	%	\$
<b>Transient/Other:</b>		
Transient: Passing through as part of longer trip	%	\$
Other (specify): _____	%	\$
<b>TOTAL (Above percentages must total 100%)</b>	<b>100%</b>	

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 was your 2006 annual budget for purchased advertising? \$ \_\_\_\_\_

How much is your 2007 annual budget for purchased advertising? \$ \_\_\_\_\_

This document was created with Win2PDF available at <http://www.win2pdf.com>.  
The unregistered version of Win2PDF is for evaluation or non-commercial use only.  
This page will not be added after purchasing Win2PDF.