

Report of Survey Results

Methodology and Summary of Findings

Big Horn County Economic Development, Inc. conducted a survey of the hotels, motels, and Bed and Breakfast Inns in Big Horn County in 2007 to obtain lodging data for the 2006 calendar year.

Twenty two surveys were mailed on September 15, 2007 to lodging properties in Big Horn County to determine the percentage of occupancy driven by thirteen market segments, annual occupancy percentages, typical travel parties (adults only versus adults with children) and top leisure feeder markets.

The survey instrument (questionnaire) was printed on a single sheet of 8½" x 11" white paper. The survey was mailed in an envelope at first class postage rate.

A total of 12 surveys were received by October 15, 2007, representing a 55% response rate. Thus, N=22 for the survey sample and n=12 for the total response in this report. Future lodging surveys need to reflect a 75% response rate to provide highly reliable data. The data in this report has a margin of error of 5-7%^{+/-}.

Big Horn County Economic Development can have confidence in the data reported as being predictive and representative of the overall lodging trends in Big Horn County, as it is reliable for decision making purposes.

Year	Inventory Properties / Rooms	Response Properties/Rooms	Response %
2006	22 / *306	12 / 135	54.5

The survey contained sixteen (16) questions. Each question is stated in numerical sequence and the findings and responses follow each question. Observations and conclusions based on the responses are printed in italics after each response.

Lodging Inventory

Q1. Number of Rooms/units?

This question was asked in an effort to determine how many lodging units are available in Big Horn County. Eleven of twelve respondents answered this question. Therefore, based on an overall response rate of 50% the total rooms reported to date number 135. They are represented in the following chart.

Big Horn County Lodging Property Data

Year	Hotel/Motel Properties	Hotel/Motel Room Inventory	B&B/Inn Properties	B&B/Inn Room Inventory
2006	22	135	0	0

(Source: 2006 Big Horn County Lodging Survey)

*Estimated total number of rooms available in Big Horn County is 306.

Report of Survey Results

Q2. Does your lodging property have meeting space?

Yes	8.3%
No	50%
*Question Not Asked	41.7%
No response =	7.8%
Survey Sample (N) =	22
Question Sample (n) =	12

**Survey question was read from a 2005 Lodging Survey form in which this question did not appear.*

Q3. 2006 Monthly Occupancy

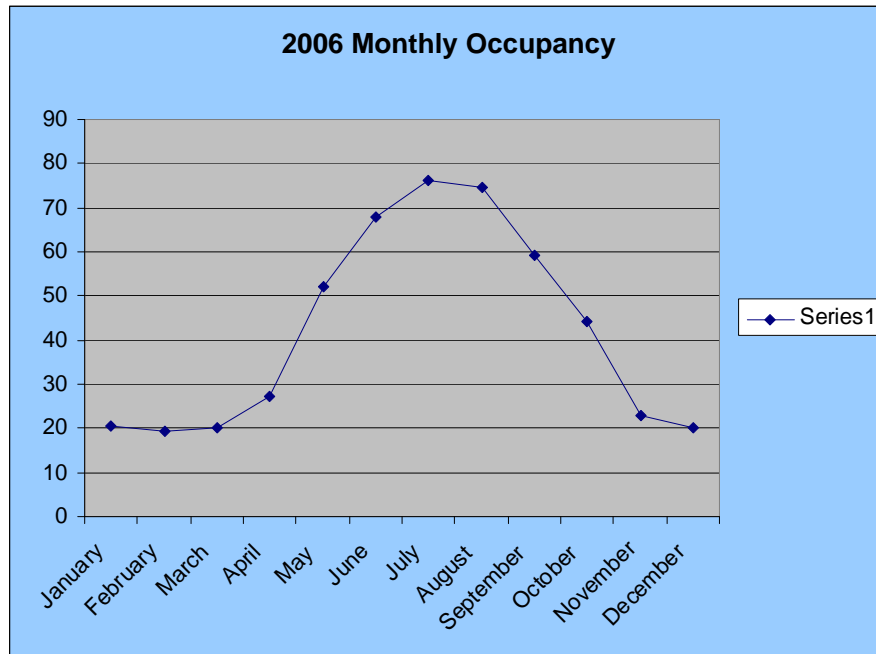
All 12 respondents provided answers to this question. The average monthly occupancy rates are detailed in the table below. Overall average = 42%

January	20.6%
February	19.3%
March	20%
April	27.3%
May	52.2%
June	68%
July	76.3%
August	74.6%
September	59.4%
October	44.3%
November	22.7%
December	20.3%

(Source: Big Horn County Lodging Survey)

The table above reveals the monthly occupancy percentages as reported by the twelve lodging properties that participated in the 2006 survey.

Report of Survey Results



Winter months (December-March) are the lowest occupancy months, averaging approximately 20%. Spring months rebound with a dramatic increase of 25% from April to May. Another 25% increase is realized by July, the highest occupancy month of the year. The summer months of June-August are the peak occupancy months of the year. The occupancy rate in the shoulder seasons (spring and fall months) has much room for growth in the fall. Occupancy in the fall (September-October) is presently double that of the spring (May-June). Spring months reflect a relatively low occupancy because the surrounding mountains are somewhat inaccessible. There is opportunity for growth in the fall months.

Q4. What was your average weekend occupancy for 2006?

Eleven of 12 respondents provided answers to this question, ranging from zero to 100%. Average = 41%

Q5. What was your average weekday occupancy for 2006?

Eleven of 12 respondents provided answers to this question, ranging from 10% to 100%. Average = 67%

Weekend vs. Weekday Occupancy:

The lodging properties reported their average weekly occupancies as follows:

Areas in NAME County	Room Inventory	Average Weekend Occupancy	Average Weekday Occupancy
2006	135	40.8%	66.8%

Report of Survey Results

Q6. Overall Market Mix

Market Segmentation

When marketing tourism to a destination, it is critical to have an understanding of the different market segments that drive occupancy in the local lodging properties. These segments help provide an understanding of the categories that drive the greatest economic impact for the area and also the segments that provide the most lodging tax. The chart below reveals the overall market segmentation as reported by the twelve lodging properties representing 55% of lodging rooms in Big Horn County in 2006. The segments are presented on the following page in rank order.

Annual Overall Lodging Market Segmentation

Hotel/ Motel	Category
12 / 135	<i>Responding Hotels/Rooms</i>
51.3%	Leisure - tourists visiting local attractions, historic sites, shopping etc.
24.2%	Contract Labor
7.5%	Corporate meeting groups
5.2%	Other (Dinosaurs, Hunting, Charities, Resident)
5%	Individual Business Travelers
2%	Leisure - Weddings
2%	Transient
1.7%	Leisure – Visiting Friends & Relatives
.9%	Government meeting groups
.2%	Team Sports

(Source: Big Horn County Lodging Survey)

Twelve (12) lodging properties in the hotel/motel category responded to the survey, and there were responses from each of the regions in the County. The majority of the rooms that responded were from the Greybull and Lovell area, where the majority of rooms are located. Therefore the data can be considered predictive of the total market with a margin of error of 3-5%.

According to local lodging properties surveyed, the travel segments driving the most 2006 room nights (full year) in rank order are: leisure, contract labor, and corporate. In most studies, individual business travel is in the range of 25% to 33% of the total market mix with the same percentage allocated to overall convention and group business. Leisure segments generally make up the final third of occupancy.

Q7. Average Daily Rate

Four of 12 respondents provided answers to this question, with rates ranging from \$30 to \$80. The average daily rate as calculated on an overall response rate of 18% is \$42

Report of Survey Results

Q8. What percentage of your LEISURE guests are a) traveling without children and b) families with kids?

All 12 respondents provided answers to this question, with a) ranging from 50% to 100% and b) ranging from zero to 90%. The average percentage of leisure guests traveling without children is 75%. The percentage of families traveling with kids is 25%

Walk-in & Online Booking:

There is a significant trend toward last minute planning so Big Horn County Economic Development asked lodging properties to document the percentage of reservations that are booked online as well as the percentage of their annual occupancy that comes from those who walk in without a reservation.

Areas in BIG HORN County	Reported Room Inventory	Walk-ins	Online Bookings
2006	135	34.6%	47.5%

Q9. What percentage of your guests made Internet lodging reservations prior to arrival?

Ten of 12 respondents did provide answers to this question, with percentages ranging from zero to 100%. Average = 48%

Q10. Would you be interested in assistance in developing an on-line reservation system?

Yes	33.3%
No	58.3%
Maybe	8.3%
Survey Sample (N) =	22
Question Sample (n) =	12

Q11. What percentage of your total guests are walk-ins (no advance reservation)?

Eleven of 12 respondents answered this question with percentages ranging from zero to 75%. Average = 35%

Q12. What percentage of your total room revenues are taxable?

Eleven of 12 respondents answered this question. Of those answers, percentages ranged from 60% to 100%. Average = 91%

Report of Survey Results

Q13. What percentage of your total room revenues are non taxable?

Eleven of 12 respondents answered this question. Of those answers, percentages ranged from 3% to 25%. Average = 9%

Q14. What Cities Rank as Your Top LEISURE Feeder Markets?

Top Ranked Leisure Feeder Markets

Lodging properties should keep records of the point of origin for their overnight guests and provide this data to Big Horn County Economic Development on a regular basis. This data is critical in helping Big Horn County Economic Development identify key target markets for future advertising efforts. The chart below on the following page reveals the top leisure markets identified by the lodging properties that responded to the annual survey.

Cities and Areas that Ranked as the Top Five Feeder Markets

Feeder Market	2006
Midwest	5
Black Hills	3
Yellowstone	3
Montana	2
Wyoming	2
Utah	2
California	2
East Coast	2
Florida	2
Michigan	2
East Coast	2
Foreign	2
Washington	1
Virginia	1
Colleges	1
Greybull, Wyoming	1
Cody, Wyoming	1

It is important to note many of the top markets are within a six-hour drive of the Big Horn County area. This is great news when it comes to marketing. This data confirms many of the ideal target markets for the Big Horn County area are within close reach, are easily targeted and should be the primary focus of marketing efforts in the area. Big Horn County Economic Development must continue to focus its marketing efforts on these primary markets and use outreach methods that target potential visitors from these market areas to drive increased overnight visitation.

Report of Survey Results

Q15. How much was your 2006 annual budget for purchased advertising?

*Six of twelve respondents answered this question in dollar figures, which ranged from \$390 to \$6,000. One response in the amount of \$6,000 was determined to be an “outlyer” and was eliminated from the range for averaging purposes.
Average = \$958.*

Q16. How much is your 2007 annual budget for purchased advertising?

*Six of twelve respondents answered this question in dollar figures, which ranged from \$300 to \$2,000. One response in the amount of \$6,000 was determined to be an “outlyer” and was eliminated from the range for averaging purposes.
Average = \$969.*

Target Audiences:

Based on the research documented for this study, Big Horn County Economic Development should focus its marketing efforts on the following audiences for maximum tourism growth:

1. Leisure Travelers

Primary Target Market:

- Average age: 49
- Adults (slightly more females than males)
- Education: Professional with high school through graduate school
- Income: \$30,000 – \$90,000 household income
- Income target: \$60,000
- Typical travel party size = Two adults
(50% adults only; 50% travel with 1-2 children)
- Target retirees, especially in the autumn months.
Retirement age travelers (55+) are always a good target!

2. Geographic Target Markets: (Two to eight hour drive market)

- **Wyoming** – Casper, Cheyenne
- **Colorado** – Denver metro

3. Meetings and Conferences - Regional associations

- Corporate
- SMERF
- Associations
- Reunions

4. Group Tour Planners and Group Leaders

5. Sports Events & Tournaments, Agriculture related events, shows, meetings

6. Business Travelers

7. Press/Media

8. Local Residents

- Family reunions
- Weddings
- VFRs (visiting friends and relatives)

9. First-Tier Referral Network

Marketing Objectives:

Based on the consumer research conducted for Big Horn County Economic Development, Inc. these are the objectives recommended for tourism in the northwest region of Wyoming.

1. Increase Hotel/Motel occupancy to 55% or higher annually

Big Horn County hotel/motel occupancy averaged 42% in 2006 according to the Big Horn County Lodging Survey. This is the most reliable occupancy benchmark available in Big Horn County. The 2007 goal is to achieve a 1% increase over 2006 in lodging occupancy and expenditures. Further, the long term objective is to reach long term occupancy rates above the 55% mark. Specifically, there is opportunity for growth in the shoulder season months of May-June and September-October.

Achieving an increase of 2-3% annually is aggressive given the size of the marketing budgets involved. However, promotion of the shoulder season months is feasible and is highly recommended. It is proposed that the target occupancy rates for the following months be increased by 5%:

- May - from 52-57%
- June – from 68-73%
- Sept – from 59-64%
- October – from 44-49%

2. Maintain and Increase Satisfaction of Visitors

Determine and increase overall satisfaction of a visit to Big Horn County. Currently, an Intercept Survey is recommended in order to determine visitors' rate satisfaction overall to set a goal for the future.

3. Maintain/Increase inquiry level while driving higher conversion

It is recommended that an Inquiry Survey be mailed to a sample numbering at least 1,000. The current conversion rate for inquiries fulfilled by the Basin, Greybull and Lovell Chambers of Commerce has not yet been determined. The Chambers can only increase inquires through additional advertising and outreach, which requires additional funding for the organization.

4. Increase Daily Per-Visitor Expenditures

It is recommended that an Inquiry Survey be mailed to a sample numbering at least 1,000 in order to determine current daily per-visitor expenditures. The objective is to increase daily per-visitor expenditures by 4% in 2008 and 8% in 2009. The effective communication of local activities, shopping and dining to visitors already in the area will accomplish this goal. Once initial data has been collected, these expenditures will be monitored and measured in follow up studies. The current trip expenditures per travel party for visitors to Big Horn County are unknown at this time.

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.