

TO: Big Horn County Lodging Properties
ATT: General Manager/Owner or Director of Sales

FROM: Barbara Anne Greene, Executive Director

RE: Big Horn County 2007 YEAR END Lodging Data

Big Horn County Economic Development, Inc. is once again working with Wyoming Travel and Tourism to conduct annual surveys of local lodging properties to ascertain the market segmentation and occupancy patterns of your overnight guests. The goal is to determine how annual overnight visitation has changed from prior years and develop aggressive strategies for increasing visitation to the Big Horn County area.

Did you know...

...51% of people use the internet when planning their trip? Over 70% of those book their lodging online.

Does your lodging establishment have an online presence and are potential customers able to book online?

...Travelers spent 28.2 million dollars in Big Horn County in 2006!

...One of the fastest growing trends in tourism is GeoTourism? GeoTourism is "to sustain or enhance the geographical character of a place... its environment, culture, aesthetics, heritage and the well-being of its residents." GeoTourism attracts the type of tourism that best sustains the natural and cultural attributes of the region.

Do your marketing brochures, flyers, and web site reference what is available locally for your guests to see and do? (i.e. Mustang Center, Big Horn Mountains, Big Horn Lake, Red Gulch Dinosaur Track, Medicine Wheel, Shell Falls, etc.)

To see more tourism impacts visit: http://wyomingbusiness.org/pdf/tourism/2006_Impact_Report_Letter.pdf

Last year we collected data from lodging properties for the 2005 and 2006 calendar years. Thank you for providing 2006 data! If we missed you, we invite you to submit data for those years at any time. Prior year surveys and the **2006 Big Horn County Report of Survey Results** can be viewed and/or downloaded from our web site at <http://www.developbighorncounty.com>. Please contact me if you would like any of the prior year surveys or a copy of the 2006 Survey Report mailed to you.

We are now collecting 2007 year end data. Your responses are **critical**, as they will help us determine how best to increase your future occupancy rates through targeted marketing.

All responses are confidential! Only market wide data will be reported.

Any additional comments or recommendations are welcome! Please call Barbara Anne Greene at 307-568-3055 if you have any questions. We are working for you!

Thank you for responding by any of the below methods by May 5, 2008. A self addressed and stamped envelope is enclosed for your convenience.

Mail to: BHCED, P O Box 690, Basin, WY 82410

E-mail: info@developbighorncounty.com

Fax: 307-765-9219

Lodging Property: _____ Number of Rooms/units: _____

Does your lodging property have meeting space? ___ No ___ Yes: For how many people? _____

2007 Monthly Occupancy

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

2007 Occupancy Patterns

What was your average weekend occupancy? ___% What was your average weekday occupancy? ___%

2007 Annual Overall Market Mix (the categories below MUST total 100%:

	2007	Avg. Daily Rate (Optional)
Corporate/Business:		
Individual business travelers	%	
Contract labor	%	
Convention/Meeting:		
Corporate	%	
Government	%	
SMERF (Schools/Teachers, Military, Elks, Religious, and other small groups)	%	
Association	%	
Group:		
Sports	%	
Group Tour/Motor coach	%	
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

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

2007 Occupancy Tax

What percentage of your total room revenues were subject to lodging tax? ___%

What percentage of your total room revenues are non taxable? ___%

Leisure Feeder Markets: What Cities Ranked as Your Top 2007 LEISURE Feeder Markets:

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

How many sales people did you have on staff in 2007? Full Time _____ Part Time _____

How much is your 2008 annual budget for purchased advertising? \$ _____