

CRADR Seasons End Summary "Wrap Rap"



Central Reservation Associations of Destination Resorts
Spring 2004 Meeting

New Seasonal Report

CRADR SEASONAL ANALYSIS Long Term RAP Trends

April 2004

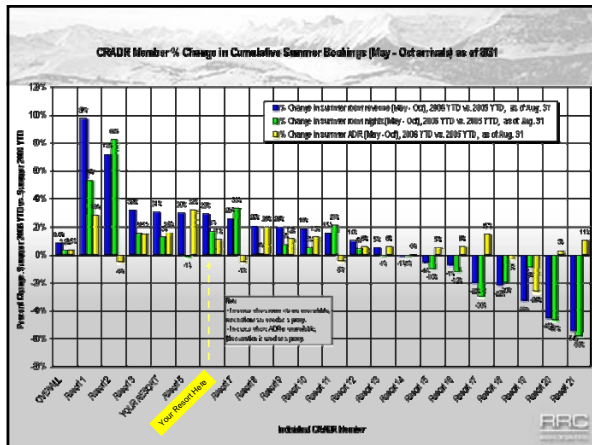
RRC ASSOCIATES
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Outline

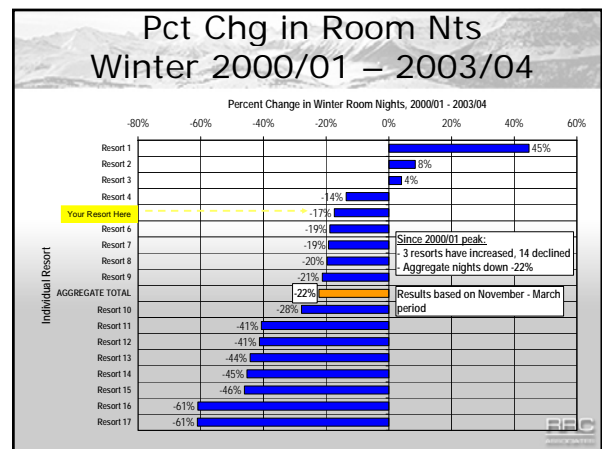
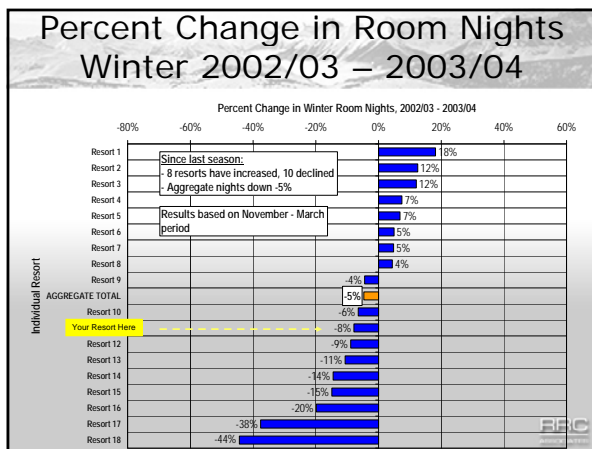
- Summary Overview
- Room Nights
- Call Volumes & Conversion Rates
- Dollar Sales
- Web Trends (Electronic Bookings & Website Visits)
- Average Trip Length

➤ Types of analyses:

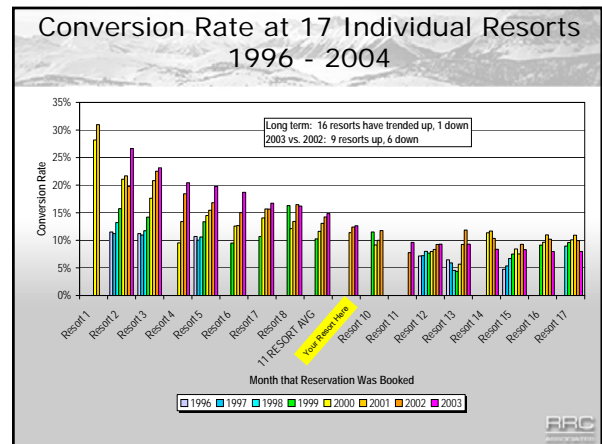
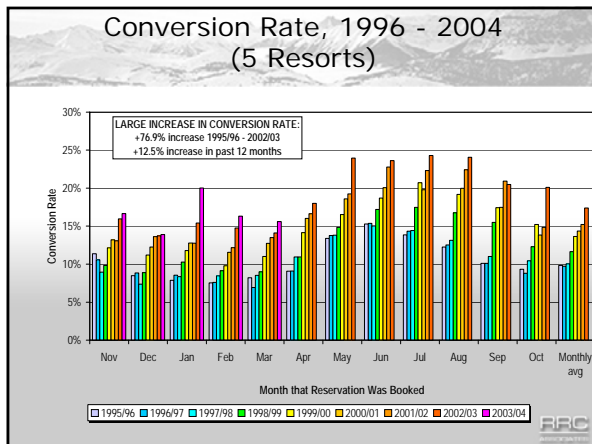
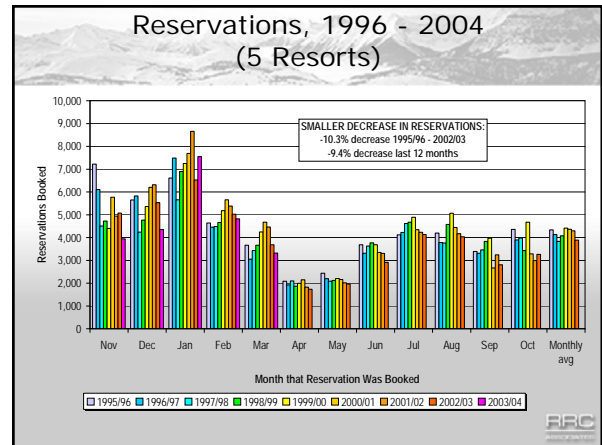
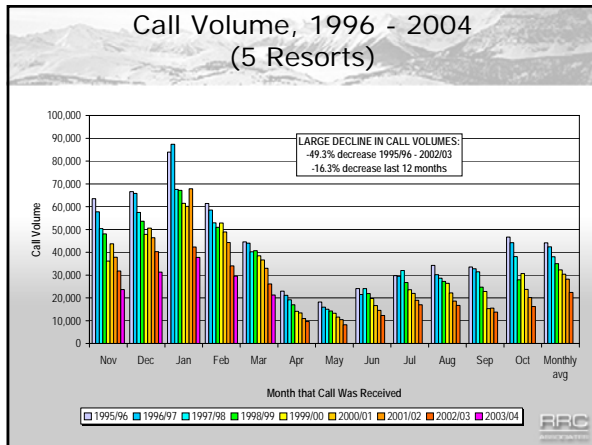
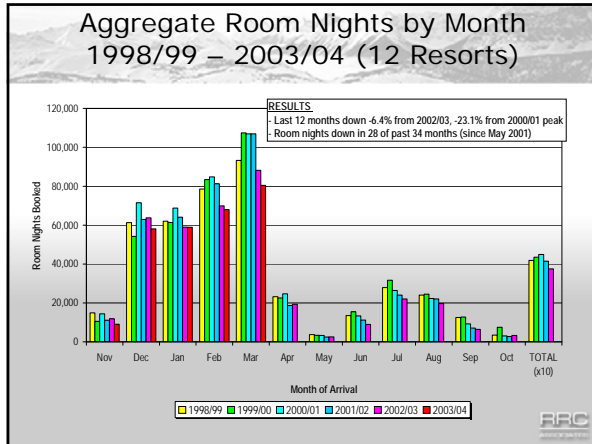
- Short term & long term trends
- Aggregate averages & individual resort patterns



Room Nights



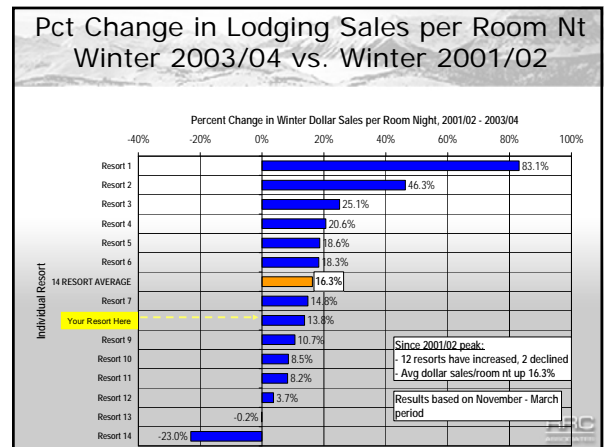
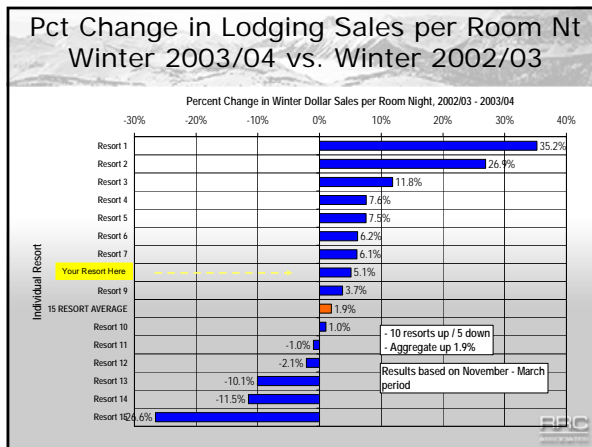
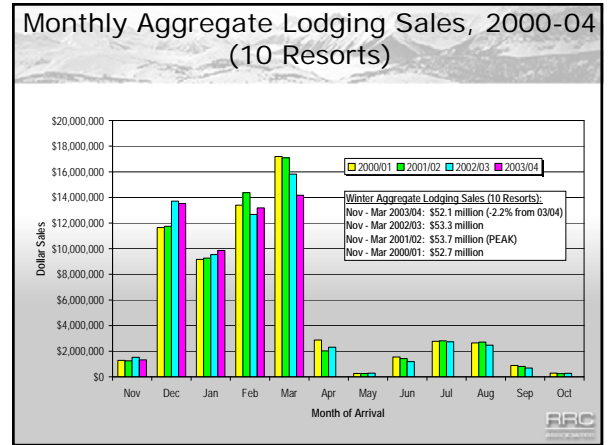
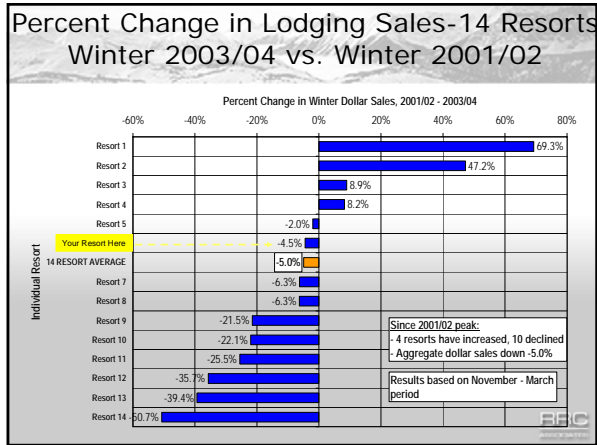
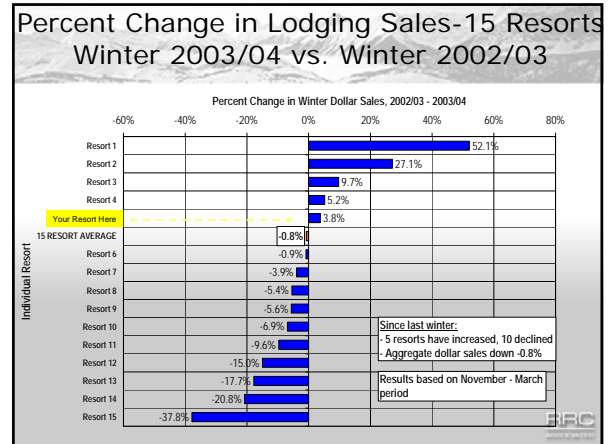
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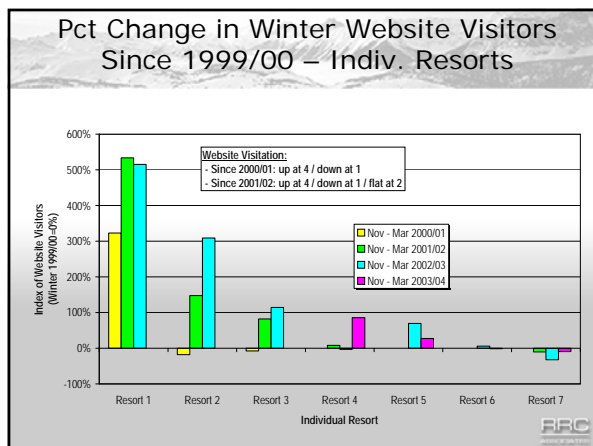
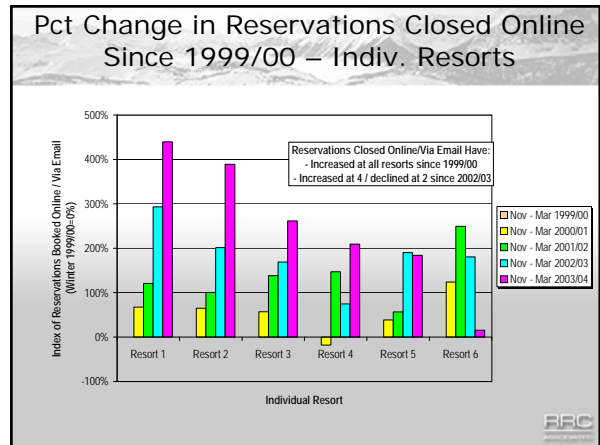
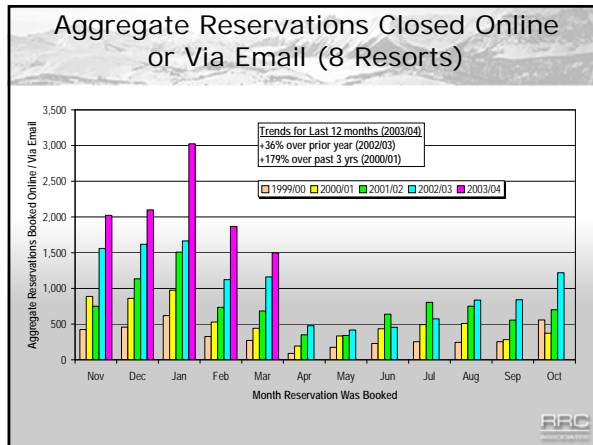
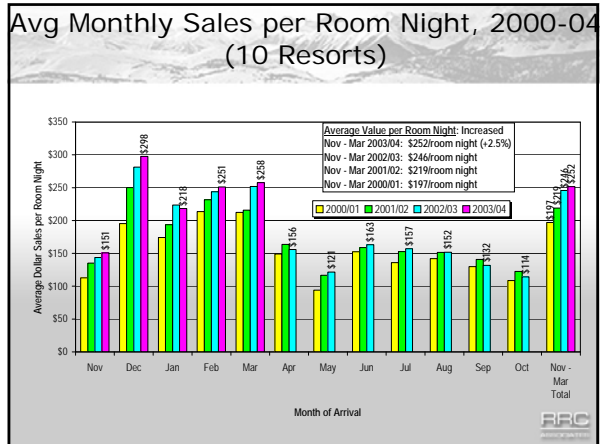
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Dollar Sales & Dollar Sales per Room Night

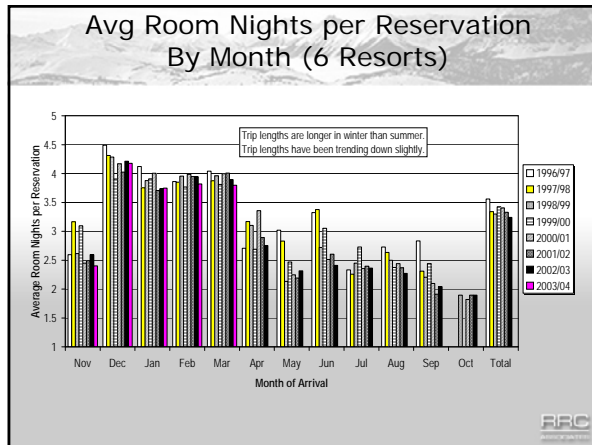
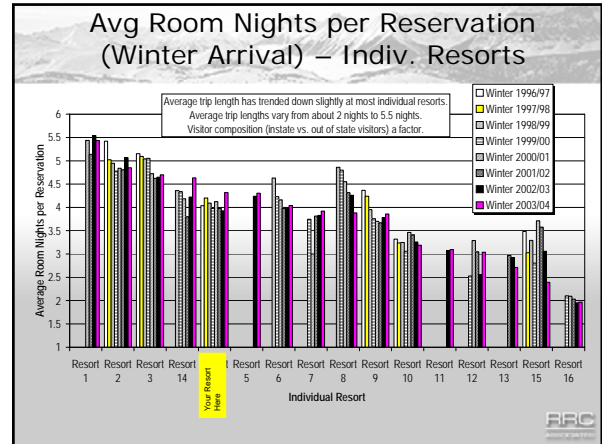
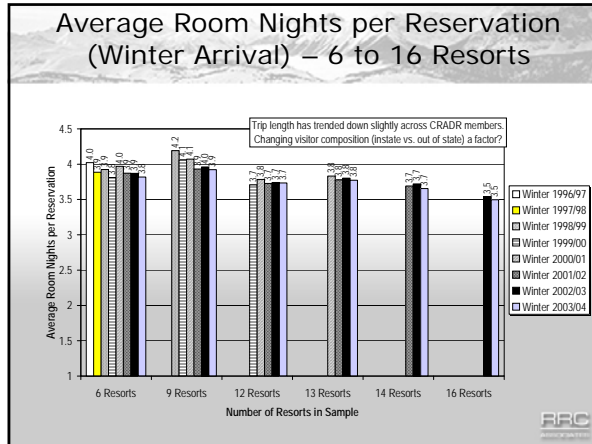
FFC
Financial Forecasting Corporation



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Reservation Trends

- ▶ **Room Nights**
 - ▶ Prior 12 months: -5% (8 up/10 down)
 - ▶ From 2000/01 peak: -22% (3 up/14 down)
- ▶ **Call Volumes & Conversion Rates**
 - ▶ Call volumes: -14% (2003 vs. 2002: 5 up/10 down)
 - ▶ Conversion rate: +4% (2003 vs. 2002: 9 up/6 down)
- ▶ **Dollar Sales:**
 - ▶ Aggregate sales: -0.8% from 2002/03 (5 up/10 down)
 - ▶ -5% from 2001/02 peak (4 up/10 down)
 - ▶ Sales per room night: +1.9% from winter 2002/03 (9 up/6 down)
 - ▶ +16.3% from winter 2001/02 (12 up/2 down)
- ▶ **Web Trends:**
 - ▶ Electronic bookings: +36% over 12 mo, +179% 3 years
 - ▶ Website visits: Mostly up
- ▶ **Trip length:** slight trend to shorter trips
- ▶ **Overall:** fewer bookings; high customer quality; more web activity