



# BOOKINGS SUMMARY

April 2016 to April 2017

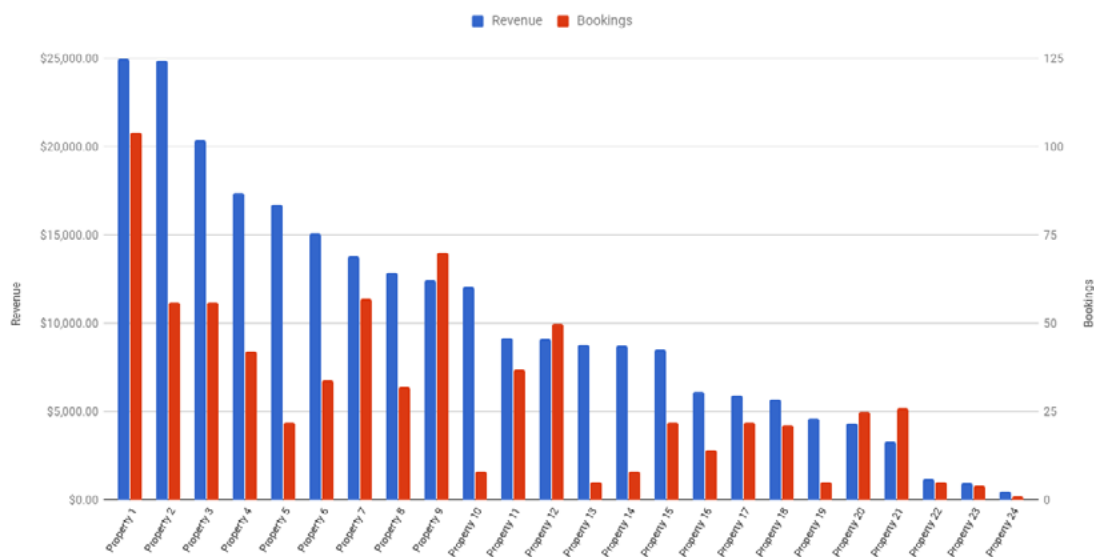
April saw the end of the first year for ROOST's new Inntopia powered booking engine. With \$247,000 spread over 701 bookings at 24 properties we've seen some modest success our first season. Year over year, our new booking system earned participating properties an average of \$10,300 as compared to our legacy system, which earned participating properties an average of \$4,334 in its last year of use.

# BOOKINGS SUMMARY CONT'D

## Overall Lodging Numbers (cancellations excluded)

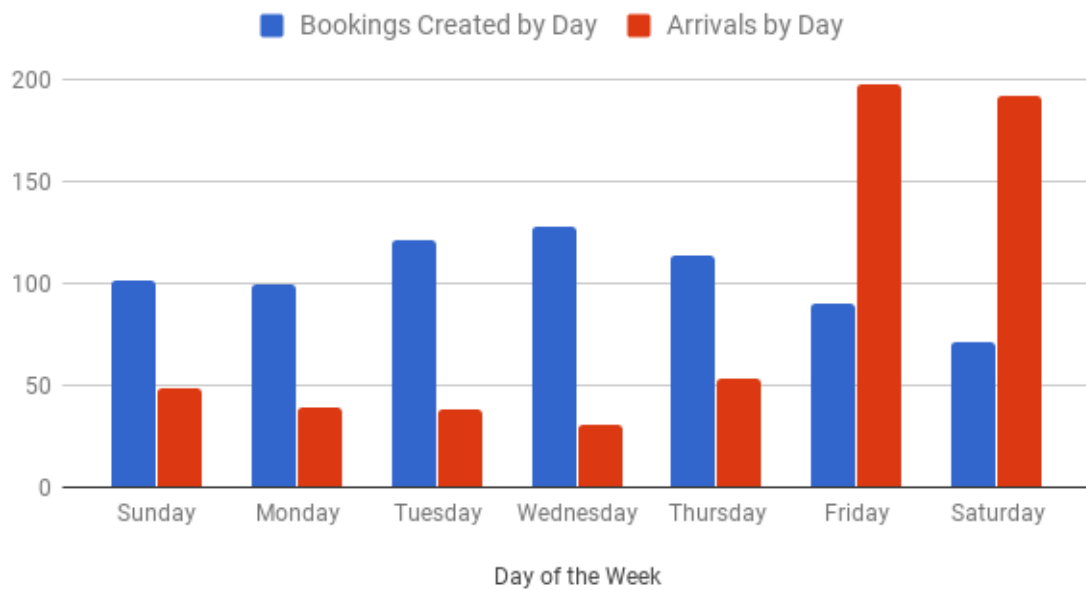
Total itineraries	701
Total rooms booked	726
Sales in dollars	\$247,209.27
Average daily booked rate	\$198.45
Highest sales	\$24,965.00
Most itineraries	104
Average days out	44.51
Max days out	408
Average days booked	2.04
Average distance from Lake Placid	281.04 miles

## Revenue and Bookings by Property

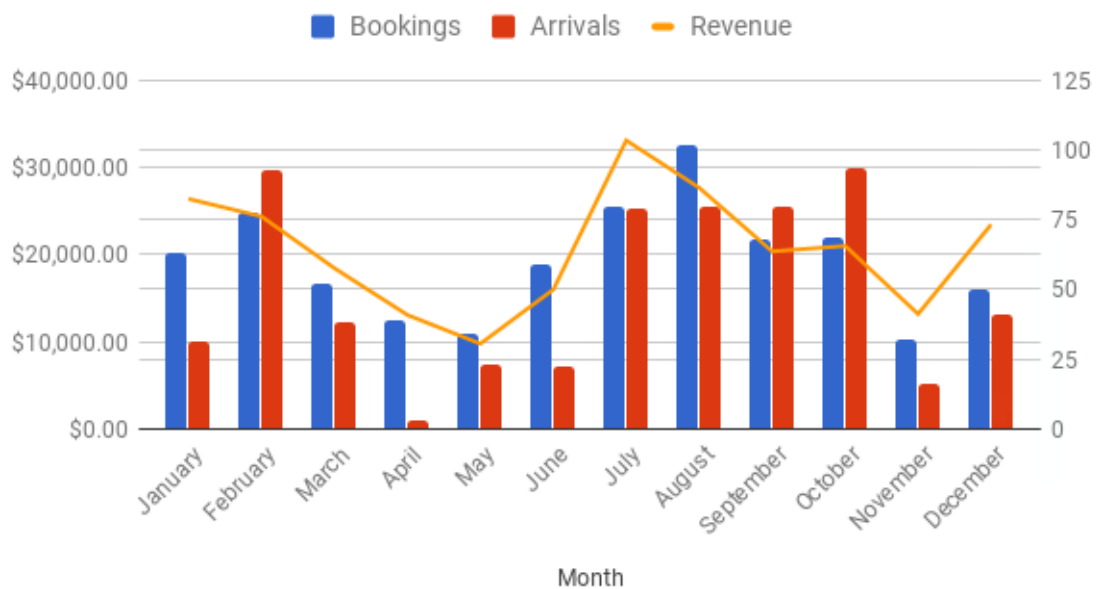


Not surprisingly, our bookings were largely for Friday and Saturday stays. However, October proved to be our strongest month for stays, with September and February taking second and third place. This shows a stronger potential to fill rooms during these traditionally slower periods.

### Bookings Created by Day and Arrivals by Day



### Bookings and Arrivals VS Revenue Collected



# EVENTS

We also saw success selling event tickets last year, including:

First Night Saranac Lake  
Lake Placid Brewfest  
Whiteface Ocktoberfest  
Flaming Leaves Festival  
World Cup Bobsled/Luge  
World Cup Aerials

Total tickets	262
Sales in dollars	\$6,167.00
Average days out	6.56
Max days out	24

# NEXT STEPS

## PACKAGING AND DEALS

The data show comparatively strong interest in shoulder season bookings. Businesses should take the opportunity to maximize these traditionally slower seasons with activity packaging and/or discounted rates.

## ACTIVITIES PACKAGING

Our booking system's strength is in its ability to create nearly any value added (would you like to add a spa treatment or bike rental to your stay?) or discount (save 25% when you book our stay and play package) to a package. Either by one property independently, or with several businesses managing products as part of a package cooperatively. With a healthy lodging property presence, ROOST would now like to work with properties to develop this sort of value-added packaging to improve customer options and increase sales across the board.

## EVENTS PACKAGING

There is an opportunity for event coordinators and lodging properties to build on this initial events success by offering lodging stay and play deals for these events. ROOST will work on putting together Lake Placid stay and play events packages for the coming fall and winter, which will be available to lodging properties.