

How does current demand compare to last year's demand at this time?

This section reflects bookings for the next 6 months compared to last year's values.

Hotel Avg. Stay Value: Future vs. Historical

\$452

203% of \$222
Historical Hotel Avg. Stay Value

Hotel Avg. Daily Rate: Future vs. Historical

\$208

160% of \$130
Historical Hotel ADR

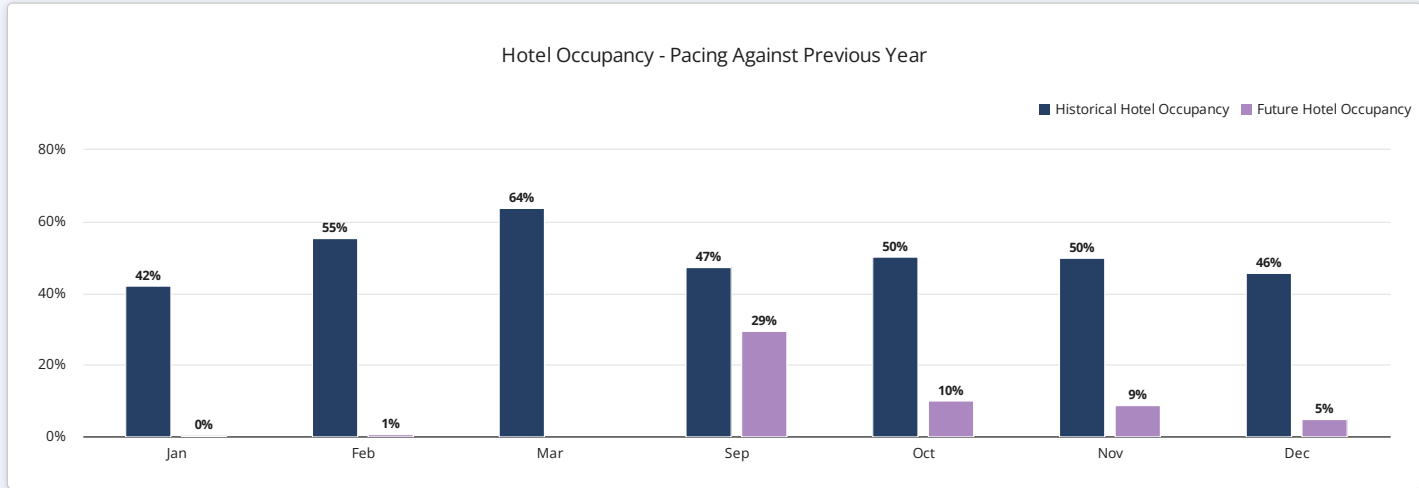
Hotel Avg. Length of Stay: Future vs. Historical

2.1 days

122% of 1.7 days
Historical Hotel Avg. LOS

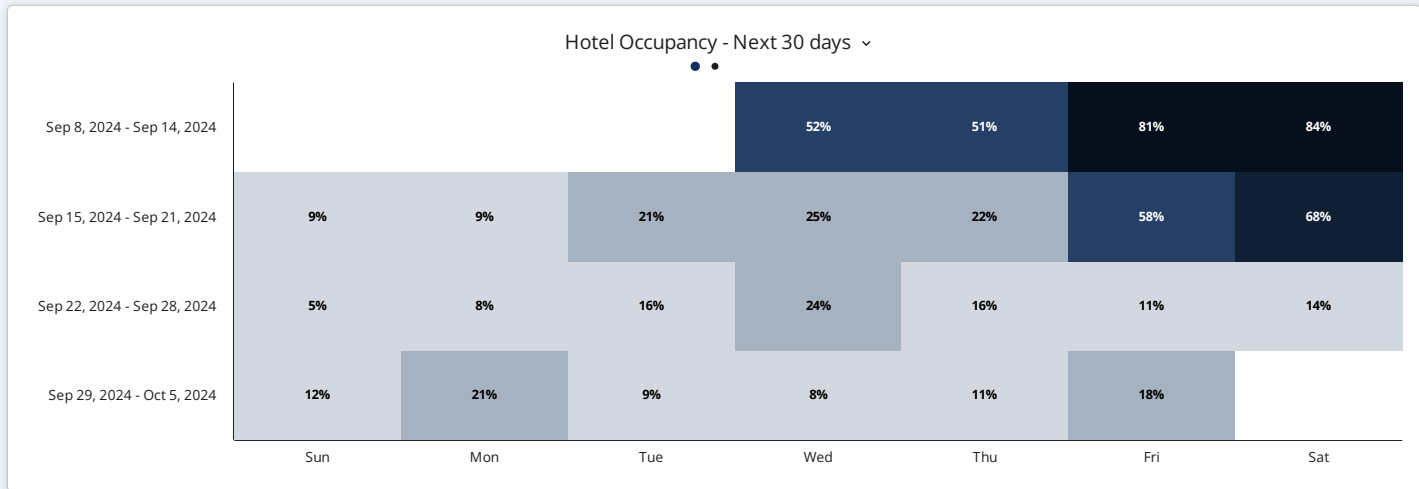
How does future hotel occupancy compare to historical occupancy over the past year?

Use these insights to monitor progress towards occupancy goals.



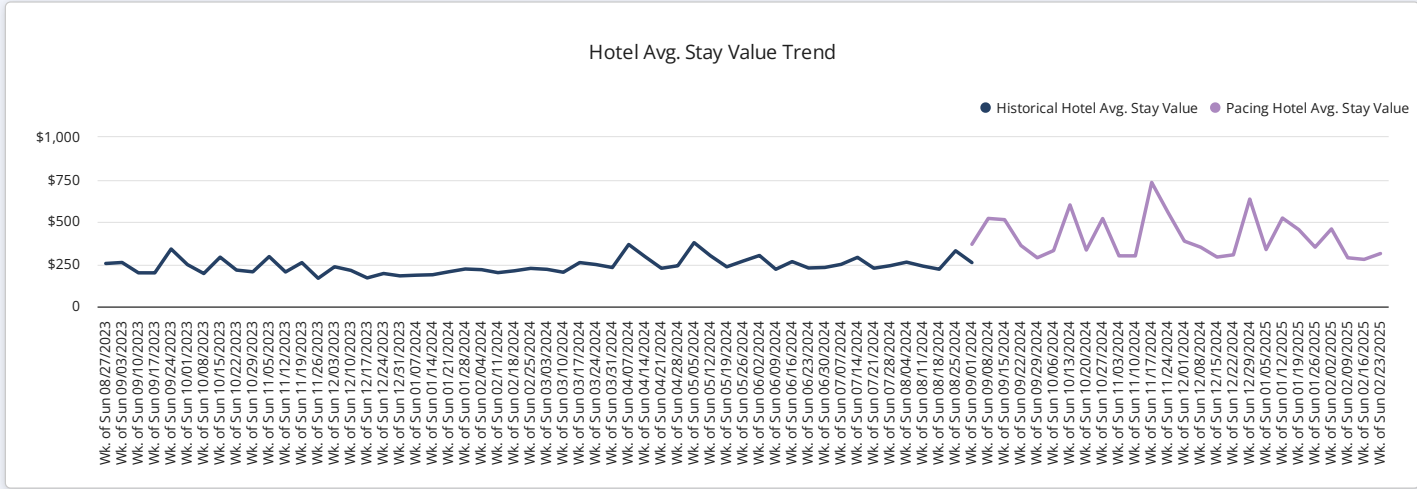
What future reservations are on the books?

The first insight shows occupancy pacing by day for the next four weeks. Toggle to the next insight to see the next 90 days of occupancy. Use these insights to identify opportunities to fill mid-week or weekend gaps.



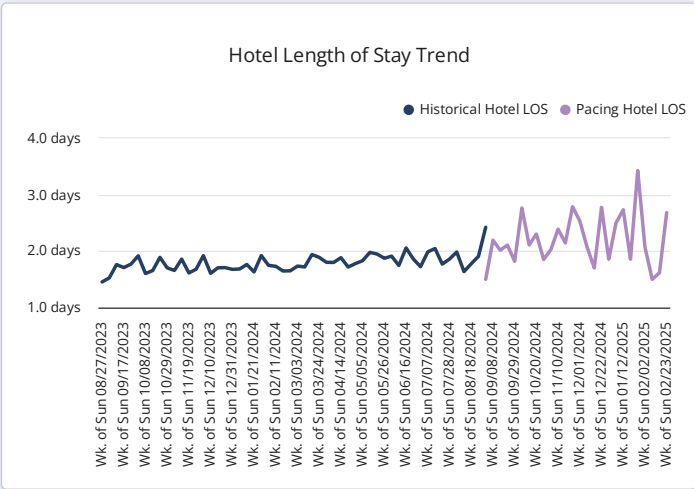
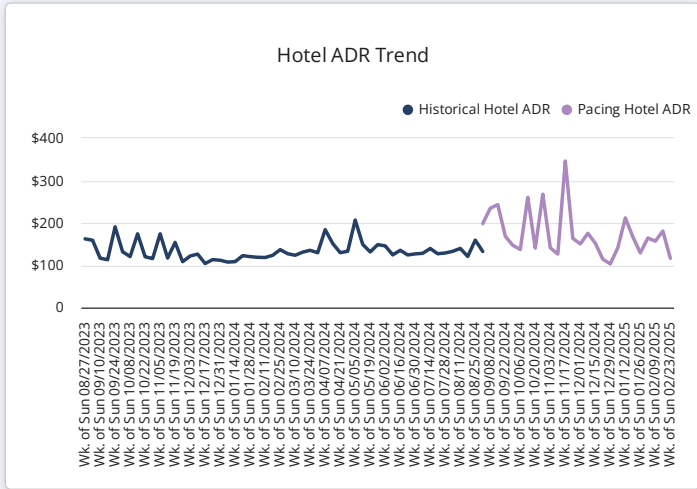
How does the value of your future bookings compare to the current trend?

Use these insights to identify opportunities for generating quality visits to your destination.



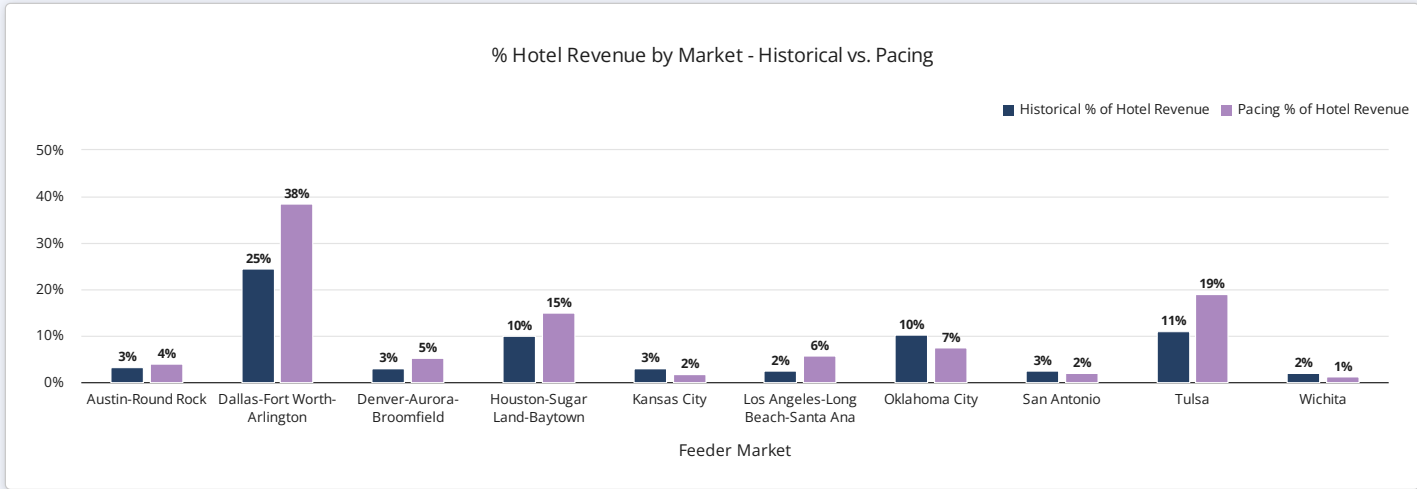
How are the components of stay value trending individually?

Compare trends in average daily rate and length of stay.



How do your future booking markets compare with historical booking rates?

Shows the percentage of historical revenue (left) against future bookings (right) to identify markets that are over or under-pacing relative to their historical averages. Use these insights to influence visitor volume by market area and optimize targeting.



Are future bookings of your top 10 markets pacing at a similar stay value compared to their historical trend?

