

## VERMONT LODGING ESTABLISHMENT SURVEY SCORE CARD

Industry Data ~ Reference Year 2007	1 to 10	+10 to 20	+20 to 49	+49	Your Establishment ~ 2008
Number of Establishments	583	188	99	115	
<b>Percent Open by Season</b>					<b>Number of months open by season</b>
Winter	85.7%	89.7%	90.3%	85.7%	
Spring	82.2%	88.0%	88.9%	90.6%	
Summer	94.8%	98.9%	100.0%	96.8%	
Fall	91.4%	93.1%	98.2%	95.3%	
<b>Reported seasonal occupancy rate:</b>					<b>Seasonal/Monthly Occupancy Rates</b>
Winter	<b>18.4%</b>	<b>24.3%</b>	<b>29.2%</b>	<b>54.1%</b>	
Spring	<b>12.9%</b>	<b>14.1%</b>	<b>16.6%</b>	<b>28.6%</b>	
Summer	<b>35.7%</b>	<b>35.7%</b>	<b>35.4%</b>	<b>54.3%</b>	
Fall	<b>32.6%</b>	<b>32.3%</b>	<b>31.3%</b>	<b>35.7%</b>	
<b>Average overnight guest room rate:</b>					<b>Overnight Room Rates</b>
Winter	\$123.52	\$150.68	\$102.63	\$155.56	
Spring	\$119.02	\$121.57	\$83.00	\$124.47	
Summer	\$123.46	\$135.83	\$97.29	\$127.93	
Fall	\$133.14	\$147.78	\$112.82	\$140.67	
<b>Capacity:</b>					<b>Capacity:</b>
Average number of rooms	5.6	14.7	27.0	106.3	
Average length of stay (nights)	2.45	2.48	2.68	2.50	
Average number of guests per rental room (persons)	2.15	2.15	2.35	2.58	
<b>Average share of annual room rental revenue from:</b>					<b>Share of Annual Revenue</b>
Guests on leisure trips	81.4%	79.2%	84.2%	72.9%	
Guests at conventions and meeting on premises	2.4%	6.6%	3.7%	7.4%	
Guests on business other than conventions or meeting on premises	12.6%	6.0%	10.3%	16.3%	
Daily room rentals not involving an overnight stay	3.6%	8.2%	1.8%	3.3%	
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>