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DestiMetrics Daily Occupancy Report to Replace Lodging Barometer

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Beginning in 2018, the Steamboat Springs Chamber Resort Association will replace the weekly Lodging Barometer with the DestiMetrics Daily Occupancy Report, distributed monthly.

The Chamber began working with DestiMetrics, a lodging data firm specializing in resort destinations, in 2016. With data submissions from local lodging companies each month, there is now a full year of comparison data available which supports the decision to switch to this new report which will provide a more complete picture of lodging occupancy in Steamboat Springs.

made possible by data submissions from local lodging companies each month. Beginning today, lodging data will be shared in this new format to Chamber members. For many years, the Lodging Barometer has been a great planning resource for local business owners. In 2016 we began working with DestiMetrics, a lodging data firm specializing in resort destinations. We now have a full year of comparison data which is one reason the time has come to switch from the Lodging Barometer to the DestiMetrics Daily Occupancy Report.

The new report is a more complete picture of lodging occupancy. The data is comprised of nightly stays for the next 60 days, rather than the Lodging Barometer's Wednesday and Saturday-only reporting. The data is vetted for accuracy every month by the DestiMetrics team and contains paid hotel and condominium reservations as well as complimentary and owner stays.

The red bars indicate on-the-books occupancy as of the report date, in this case as of November 30, 2017. The green bars indicate on-the-books occupancy for the same time last year. The dotted line indicates actual occupancy from the prior year.

As of the publish date, December 1-17, 2017 on-the-books occupancy exceeded actualized occupancy for the same time period in 2016. While the January 9-30, 2018 time period is outpacing on-the-books occupancy compared to the same time last year, there is 10%-15% fill opportunity to match last year's actuals.

The monthly report will be published by DestiMetrics mid-month. The information will continue to be distributed on a weekly basis along with the Weekly Happenings.

If you have any questions please contact Lauren Harnitchek or Kara Stoller.

View the December DestiMetrics Daily Occupancy Report & Weekly Handout for the winter 2017-2018 season.

DestiMetrics Report and Weekly Happenings

If you have any questions, please call (970) 875-7000.

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Celebrating over 100 years of service in Steamboat Springs, Colorado, the Steamboat Springs Chamber Resort Association works to support a vibrant, healthy economy in Steamboat Springs and surrounding areas as well as marketing Steamboat Springs as a year-round destination. To learn more please visit steamboachamber.com or call (970) 879-0880.

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