

TO: **DESTINATION NAME** Lodging Properties
ATT: General Manager/Owner/ Marketing

FROM:

RE: **DESTINATION NAME** Lodging Study

The **DESTINATION NAME** is conducting a lodging survey for **DESTINATION TOWN/COUNTY/STATE**.

Please complete the attached one-page lodging survey.

Your responses are critical, as they will help us determine how best to increase your future occupancy rates through targeted marketing.

Please call me at 000-000-0000 if you have any questions.

All responses are confidential!

Please call or fax us your comments, we are working for you!

Thank you for responding by **(DATE)**.

fax: **000-000-0000**

mail: **address**

e-mail: **who@what**

CLIENT NAME Lodging Research

Instructions: 1. Complete and respond by (DATE) 2. e-mail: **who@what** 3. FAX: **000-000-0000**

Lodging Property: _____ Number of Rooms/units: _____

2008 Annual Overall Market Mix

NOTE: Tailor the categories below to fit your destination

Corporate/Business:		2008
	Individual business travelers	%
Convention/Meeting:		
	Corporate	%
	Government	%
	SMERF	%
	Association	%
Group:		
	Group Tour/motorcoach	%
	Team sports & tournaments	%
	Weddings/reunions/family events/social events	%
Leisure:		
	Tourists visiting the area (local attractions, shopping, etc.)	%
	Visiting local friends & relatives	%
Transient/Other:		
	Transient: Passing through on Interstate as part of a longer trip	%
	Other (specify): _____	%
TOTAL (above percentages must total 100%)		100%

Monthly Occupancy Percentage:

_____ % January, 2008	_____ % May, 2008	_____ % September, 2008
_____ % February, 2008	_____ % June, 2008	_____ % October, 2008
_____ % March, 2008	_____ % July, 2008	_____ % November, 2008
_____ % April, 2008	_____ % August, 2008	_____ % December, 2008

Add any other questions you want here, such as percentage of walk-ins vs. those who make reservations in advance, or any other relevant data you want to collect.

Thank you for participating in our study.

If you have any questions please call: **CONTACT NAME & TITLE & PHONE**. Your responses to this survey will not be seen by anyone except _____. Only aggregate totals will be included in reports.