

VERMONT LODGING ESTABLISHMENT SURVEY SCORE CARD

Industry Data ~ Reference Year 2006	1 to 10	+10 to 20	+20 to 49	+49	Your Establishment - 2007
Number of Establishments	872	266	134	156	
Percent Open by Season					Number of months open by season
Winter	71.4%	78.2%	74.5%	84.7%	
Spring	68.4%	73.9%	75.9%	85.6%	
Summer	82.8%	87.4%	86.7%	93.9%	
Fall	78.7%	84.6%	79.1%	91.9%	
Reported seasonal occupancy rate:					Seasonal/Monthly Occupancy Rates
Winter	19.0%	32.1%	38.0%	56.3%	
Spring	13.0%	20.4%	15.5%	35.6%	
Summer	30.4%	44.8%	34.6%	47.1%	
Fall	28.3%	36.1%	30.7%	43.1%	
Average overnight guest room rate:					Overnight Room Rates
Winter	\$121.79	\$122.68	\$131.20	\$130.93	
Spring	\$110.38	\$107.11	\$101.65	\$110.81	
Summer	\$117.42	\$118.89	\$117.88	\$124.50	
Fall	\$124.16	\$122.29	\$137.73	\$120.50	
Capacity:					Capacity:
Average number of rooms	5.5	14.6	31.1	80.7	
Average length of stay (nights)	2.23	2.22	2.34	2.88	
Average number of guests per rental room (persons)	2.08	2.20	2.54	2.50	
Average share of annual room rental revenue from:					Share of Annual Revenue
Guests on leisure trips	92.1%	89.0%	83.8%	68.8%	
Guests at conventions and meeting on premises	2.0%	2.0%	6.0%	8.5%	
Guests on business other than conventions or meeting on premises	4.8%	7.5%	6.1%	18.8%	
Daily room rentals not involving an overnight stay	1.1%	1.6%	4.1%	3.9%	
TOTAL	100%	100%	100%	100%	100%