

MONTHLY REPORT

APRIL - MAY 2020

MAY WEEKLY STR REPORT		WEEK 1 APRIL 27	WEEK 2 MAY 4	WEEK 3 MAY 11	CURRENT WEEK	APRIL MONTHLY
OCCUPANCY	2020	30.7%	31.9%	30.9%	35.3%	24.5%
	2019	52.0%	52.7%	59.6%	55.5%	53.6%
	% (+/-)	-40.9%	-39.4%	-48.1%	-36.4%	-54.3%
ADR	2020	\$61.97	\$63.41	\$65.08	\$66.24	\$60.59
	2019	\$92.76	\$95.80	\$153.57	\$100.47	\$98.97
	% (+/-)	-33.2%	-33.8%	-57.6%	-34.1%	-38.8%
RevPAR	2020	\$19.02	\$20.26	\$20.12	\$23.41	\$14.86
	2019	\$48.19	\$50.51	\$91.47	\$55.79	\$53.07
	% (+/-)	-60.5%	-59.9%	-78.0%	-58.0%	-72.0%
DEMAND	2020	9,010	10,412	9,513	10,410	28,810
	2019	17,898	18,161	20,517	19,129	79,155
	% (+/-)	-42.9%	-42.7%	-53.6%	-45.6%	-62.3%

MEETINGS UPDATE

- » 2 events cancelled
1,435RN | **\$623,616 economic impact**
- » 4 events postponed
642RN | **\$542,163 economic impact**
- » 2 major conventions/conferences still on the books
Fall 2020 | 2,638RN
- » Biweekly sales managers meetings
- » Hotel packages

- » Facility recipes
- » Events Industry Coalition
- » MPI BOD
- » ISAE convention planning committee
- » Top 100: Branded aprons shipping next week
- » Regular communication with personalized emails to Top 100 clients
- » Change in prospecting strategy: going after smaller meetings, local/drive-in market

- » Indiana Sales Alliance formed



SPORTS UPDATE

- » 36 events cancelled
11,400RN | 55,500 attendees
\$7.5M economic impact
- » 6 events postponed
2,095RN | 17,464 attendees
\$1.4M economic impact
- » 1 new conversion since April 3
American Cornhole Organization
Nov. 2020 | 110RN
- » 6 new leads since April 3
 1. **South Bend Crossover Hockey Tournament**
Dec. 2020 | 500RN
 2. **St. Joe Thanksgiving Hockey Tournament**
Nov. 2020 | 230RN
 3. **Jr. Irish Labor Day Invitational**
Sep. 2020 | 500RN
 4. **Midwest Women's Bowling Tournament**
May-Jun. 2021 | 1805RN
(Rescheduled from 2020)
 5. **Pipe City Lacrosse Tournament**
Jul. 2020 | 1,500RN
 6. **ACL Pro Invitational Qualifier**
Jun. 2020 | 95RN
- » Bi-weekly Sports Indiana Calls
- » Narrowed Sports Top 31 to "Final Four-teen" with personalized emails
- » Potential to add more sports events during summer with Indiana's Back on Track Plan
- » Sports ETA educational webinars and small to mid-market focus group calls
- » Ongoing calculation of lost economic impact for sports groups and tracking venue re plans/guidelines

WEB DATA

SESSIONS

13,625

-77.5%

UNIQUE USERS

11,642

-77.1%

PAGEVIEWS

42,282

-55.7%

AVG. TIME ON SITE

1:27

+89.5%

BOUNCE RATE

49.9%

-37.69%

PAGES PER SESSION

3.1

+96.7%

TOP 5 REFERRAL CITIES

South Bend | Chicago | Granger | Mishawaka | Columbia, SC

TOP 5 REFERRAL SITES

Google | residentiallife.nd.edu | Facebook | Bing | Yahoo

TOP 5 CONTENT PIECES

- » Restaurants Open During COVID-19
- » A Guide to South Bend Mishawaka Museums
- » Why Fly South Bend International Airport?
- » Best Bike Trails in The Bend
- » Digital Jigsaw Puzzles

NEW/UPDATED CONTENT

- » Reopening in The Bend: What does it Mean?
- » 12 of The Bend's Best Patios
- » Best Bike Trails in The Bend

SOCIAL MEDIA STATS

f Total page likes: **32,870 (-13)**

t Total followers: **7,429 (-9)**

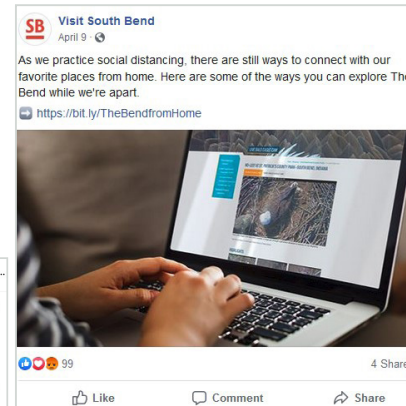
i Total followers: **4,591 (+70)**

TOP PERFORMING FACEBOOK + INSTAGRAM POSTS



TOP 5 OUTBOUND LINKS

- » Mishawaka.in.gov/parksandrecreation
- » Google Maps
- » Gameday.ned.edu/special-events/bill-joel-concert
- » Jigex.com/fa4j
- » Reservations.visitsouthbend.com/5847_hotel-rooms_h43175.html



CROWDRIFT

UGC assets added: **22**

Total UGC assets: **552**

TOP GALLERIES, VIEWS
(159 TOTAL GALLERIES)

Eat + Drink: **1,600 views**
21.9% engagement rate

Home page: **491 views**
35% engagement rate

NEWSLETTERS

IP NEWSLETTER: **4** (transitioned to weekly)
Avg. open rate: **35.5%**
Distribution: **514**

LEISURE NEWSLETTER: **May 20**
Avg. open rate: **11.4%** | Avg. click rate: **0.93%**
Distribution: **9,243**

VSBMU WEBINARS: DIGITAL DIVE

- » Launched a free 5-week webinar to partners.
 - » Every Thursday, 9-10am beginning Apr. 23
- TOTAL SESSION ATTENDEES:

W1: **50**
W2: **41**
W3: **37**
W4: **38**
W5: **26**

