

MONTHLY REPORT

JUNE 2020

	JUNE WEEKLY STR REPORT	WEEK 1 MAY 31	WEEK 2 JUNE 7	WEEK 3 JUNE 14	WEEK 4 JUNE 21	CURRENT WEEK	MAY MONTHLY
OCCUPANCY	2020	37.8%	35.2%	40.4%	41.1%	38.7%	31.4%
	2019	57.2%	58.5%	71.7%	74.9%	55.3%	54.6%
	% (+/-)	-34.0%	-39.8%	-43.7%	-45.1%	-30.0%	-42.4%
ADR	2020	\$68.33	\$70.29	\$77.75	\$76.74	\$73.60	\$66.14
	2019	\$94.89	\$94.29	\$108.41	\$118.79	\$96.43	\$110.64
	% (+/-)	-28.0%	-25.5%	-28.3%	-35.4%	-23.7%	-40.2%
RevPAR	2020	\$25.80	\$24.73	\$31.42	\$31.54	\$28.46	\$20.78
	2019	\$54.25	\$55.14	\$77.77	\$88.97	\$53.30	\$60.37
	% (+/-)	-52.5%	-55.1%	-59.6%	-64.6%	-46.6%	-65.6%
DEMAND	2020	11,279	10,511	12,602	13,081	12,459	41,574
	2019	19,696	20,144	24,712	25,800	19,038	83,245
	% (+/-)	-42.7%	-47.8%	-49.0%	-49.3%	-34.6%	-50.1%

MEETINGS UPDATE

- » LEAD
**Int. Choreographed Ballroom Dance Assoc.
2025 Annual Convention**
Jul. 7-13, 2025 | 807 RN
- » SITE VISIT + CONVERSION
**Hart-Parr Oliver Collectors Assoc.
2021 Winter Getaway**
Mar. 17-20, 2021 | 640 RN
- » We were working with United Kennel Club on a location for their 2020 UKC Premier event.
Ultimately decided to stay in Kalamazoo for logistics reasons. Potential to lead to other events in the future.
- » 1 convention cancelled
AIM Ideas Summit | 1,568 RN
\$1,173,544 economic impact
- » 1 convention rescheduled for 2022
Assoc. of IN. Counties | 1,070 RN
\$495,168 economic impact
- » Monthly Sales Managers Meetings
- » Knowland Research
- » Indiana Sales Alliance
- » Indiana Group Travel Partners
- » MPI BOD calls
- » ISAE Convention Planning Committee calls
- » YPN Events
- » Top 100: Planning out Popcorn Campaign
- » Ongoing Communication with Top 100 clients

SPORTS UPDATE

- » 37 events cancelled
12,400 RN | 59,071 attendees
\$8.1M economic impact
- » 6 events postponed
2,095 RN | 17,464 attendees
\$1.4M economic impact
- » Hosted 7 events in June
1,096 RN | 7,731 attendees
\$828,839 economic impact
- » 4 new conversions:
 1. **South Bend Crossover Hockey Tourney**
Dec. 2020 | 500 RN
 2. **Pipe City Lacrosse Tourney**
Jul. 2020 | 1,500 RN
 3. **ACL Pro Invitational Qualifier**
Jun. 2020 | 30 RN
 4. **Midwest Women's Bowling Tourney**
May-Jun. 2021 | 1,805 RN
- » 1 new lead since May 28
Rip the Wave Lacrosse Tournament
Jul. 2020 | 750 RN
- » Monthly Team Indiana Calls
(New name)
- » Lacrosse Research for Facility
- » Ongoing calculation of lost economic impact for sports groups
- » Ongoing account clean up in the CRM
- » Tracking of venues reopening plans and guidelines
- » Ongoing research for virtual venue tours
- » Site Visit with State Basketball Championships on 6/25
- » Communication with Lacrosse America to bring more tournaments to South Bend because of Indiana's Back on Track Plan

WEB DATA

SESSIONS

18,163

-77.5%

UNIQUE USERS

15,608

-77.1%

PAGEVIEWS

56,737

-55.7%

AVG. TIME ON SITE

1:23

+48.7%

BOUNCE RATE

47.54%

-35.7%

Note: a decreased bounce rate indicates higher engagement, a positive trend.

PAGES PER SESSION

3.12

+85.9%

TOP 5 REFERRAL CITIES

South Bend | Chicago | Granger | Mishawaka | Indianapolis

TOP 5 REFERRAL SITES

Google | Facebook | Bing | Yahoo | Pinterest

TOP 5 CONTENT PIECES

- » Summer in The Bend
- » Restaurants Open During COVID-19
- » Listing page: East Race Waterway
- » Reopening The Bend
- » Why Fly South Bend Airport

NEW/UPDATED CONTENT

- » My Mask Protects You, Yours Protects Me
- » Whitewater Rafting in DTSB
- » 10 Iconic ND Landmarks
- » 20 for 2020: Dining Scene Intro
- » Celebrate Independence Day in The Bend
- » Where to Stay in The Bend
- » Reopening: What Does it Mean?
- » The Bend's Best Patios
- » A Guide to Potato Creek State Park
- » Studebaker National Museum
- » The History Museum
- » Win Big at Four Winds Casino
- » Top SB Running Trails
- » 5 Ways to Social Distance at Parks
- » A Guide to Dining Out During COVID-19

SOCIAL MEDIA STATS

- Page likes: **32,841 (-21)**
- Followers: **7,429 (+5)**
- Followers: **4,768 (+124)**

THE BASEMENT CAMPAIGN

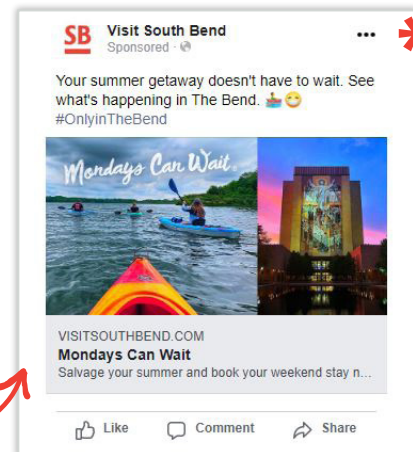
- » Campaign running Jun. 29 - Oct. 25
- » Ads: Google Adwords, Instagram Facebook* + Pinterest*

WVPE

- » Continued to run sponsored reads throughout the summer to encourage people to experience what's open in The Bend.

TOP 5 OUTBOUND LINKS

- » Eastracewaterway.gr8.com
- » Mishawaka.in.gov/parksandrecreation
- » in.gov/dnr/parklake.292.htm
- » Mishawaka Farmers Market Facebook event
- » Downtown South Bend map



CROWDRIFT

(Crowdrift is VSBM'S online visual content platform)

User Generated Content (UGC) assets added: **30**

Total UGC assets: **588**

TOP GALLERIES, VIEWS (80 GALLERIES)

Eat + Drink: **1,300 views**

21.7% engagement rate

Summer in The Bend: **690 views**

17.5% engagement rate

NEWSLETTERS

IP NEWSLETTER: **June 11th**

Open rate: **38.9%**

Distribution: **513**

LEISURE NEWSLETTER: **June 17th**

Open rate: **12.2%**

Distribution: **10,036**

