



Agenda

- I. Approval of Minutes from Previous Board Meeting (Noelle)
  - a. September 2020 minutes
- II. Annual Financial Review (15 Minutes)
  - a. Wes Price from Price/Fronk Co. will present the FY20 annual review
- III. Financial Report (Scott 5 minutes)
  - a. FY21 YTD finances
- IV. Tourism Industry Briefing (Kevney 10 minutes)
  - a. TRT through September 2020
    - 1. Lodging type breakdown
  - b. Lodging data through October 2020
    - 1. STR
    - 2. AirDNA (data through September)
  - c. California, Oregon, Washington Travel Advisory

- V. Marketing Update & Strategy (Nate/Team 10 minutes)
  - a. Timeline
  - b. Ineffable A Bend Photo Book
- VI. Board Questions & Comments (Noelle 10 minutes)
- VII. Community Questions & Comments (Noelle/Chat Box 10 minutes)



## Annual Financial Review

Wes Price and Heather McMeekin, Price Fronk & Co.



# Financial Report

Scott Greenstone, Greenstone Financial Reporting



### Financial Reports - Visit Bend P+L and Financial Analysis

#### Visit Bend **Financial Performance Analysis** For the period ended October 31, 2020

#### 1) Operating Analysis

a) Revenue:	Oct 2020 Revenue was over budget by +\$70.4K (+35.8%) overall. This variance consisted primarily of a Cit Funding - Cumrent Year overage of +\$88.6K (+47.2%), a City Funding - Prior Year overage of \$26.3K (- 100%), a Retail Sales underage of +\$5.5K (+89.9%) and an Advertising overage of +\$13.6K (+355.7%). YTD FY 2021 Revenue was over budget by +\$452.4K (+52.4%) overall. This variance consisted primarily o a City Funding - Current Year overage of +\$485.2K (+59.2%), a City Funding - Prior Year overage of - \$26.3K (-100%), a Retail Sales underage of -\$20.7K (-80.6%) and an Advertising overage of +\$14.2K (+75.2%).
b) Personnel Expenses:	Oct 2020 Personnel Expenses were under budget by -\$3.2K (-5.7%), YTD FY 2021 Personnel Expenses were under budget by -\$4.6K (-2.0%).
c) Sales & Marketing Expenses:	Oct 2020 Sales & Marketing expenses were under budget by -\$40.0K (-32.2%), due to deliberate reduced spending in several categories in response to the pandemic. YTD FY 2021 Sales & Marketing expenses were under budget by -\$205.2K (-46.8%), due to deliberate reduced spending in several categories in response to the pandemic.
d) Overhead Expenses:	Oct 2020 Overhead expenses were over budget by +\$1.0K (+5.2%). YTD FY 2021 Overhead expenses were under budget by -\$5.7K (-6.7%) overall, due to various variances caused by timing differences.
e) Surplus (Deficit):	Oct 2020 Surplus of \$124.5K (46.6%) was over budgeted Surplus of \$11.9K (6.0%) by +\$112.7K (+949%) +40.6% profitability points) due primarily to significantly over budget Revenues and significantly under budget Sales & Marketing expenses. YTD FY 2021 Surplus of \$78.8K (60.0%) was over budgeted Surplu of \$121.0K (14.0%) by +\$667.9K (+552%) (+45.9% profitability points) due primarily to significantly over budget Sales & Marketing expenses.

#### 2) Cash Flow & Balance Sheet Analysis

a) Cash Flow Summary:	In Oct 2020, Cash increased by +\$330.2K to a month-end balance of \$1.492 million. YTD FY 2021 Cash increased by +\$763K to a period-end balance of \$1.492 million.
b) Balance Sheet:	The Balance Sheet remained healthy as of October 2020, in terms of both "liquidity" (Current Ratio of 5.5 and "leverage" (Debt to Equity Ratio of 0.3). Visit Bend has excellent financial systems and discipline, so GFR fully expects Visit Bend to remain a financially stable organization in FY 2021 and beyond, since it w operate the organization well within its financial means and will be proactive in making necessary course corrections on discretionary spending in response to fluctuations in its revenue, in relation to Budget.

#### Visit Bend

**Budget-to-Actual P&L Analysis** 

For the period ended October 31, 2020

		Current				Year-to-		
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - Current Year	276,377	187,736	88,641	47.2%	1,304,181	819,015	485,166	59.2%
City Funding - Prior Years	(26,326)		(26,326)	0.0%	(26,326)		(26,326)	0.0%
Retail Sales	60	5,566	(5,506)	(98.9%)	4,974	25,632	(20,659)	(80.6%
Advertising	16,983	3,426	13,557	395.7%	33,092	18,889	14,203	75.2%
Event Revenue	-	-	-	100.0%	-	-	-	100.0%
Other Revenue Total	267,094	196,729	70,365	0.0%	1,315,921	863,537	452,384	0.0%
Total	207,054	150,725	10,303	33.076	1,313,521	003,037	402,004	52.470
Personnel Expenses								
Base Pay	42,996	45,233	(2,236)	(4.9%)	177,281	180,930	(3,649)	(2.0%
Overtime	-	-		0.0%	-	-		0.0%
Incentive Pay		-	14	0.0%	-	-	-	0.0%
Payroll Taxes	3,242	3,546	(304)	(8.6%)	15,309	15,584	(275)	(1.8%
Employee Benefits	7,373	8,065	(692)	(8.6%)	33,600	34,259	(658)	(1.9%
Total	53,611	56,843	(3,232)	(5.7%)	226,190	230,773	(4,583)	(2.0%
Sales & Marketing Expenses								
Cultural Tourism Fund	21.528	14.880	6,648	44.7%	101.014	64,626	36,387	56.3%
Visitor Development Fund	10.000		10,000	0.0%	10.000	20.000	(10,000)	(50.0%
Online Mktg	2,349	33,541	(31,192)	(93.0%)	7,798	133,496	(125,698)	(94.2%
Outdoor	2,010	-	(01,102)	0.0%	-	-	(120,000)	0.0%
Photo	12,100	12.350	(250)	(2.0%)	13,900	16,400	(2,500)	(15.2%
Print		-		0.0%			(=,===;	0.0%
Production	1,600	23,500	(21,900)	(93.2%)	32,560	53,118	(20,558)	(38.7%
Radio	-	5,000	(5,000)	(100.0%)	-	15,000	(15,000)	(100.0%
Trade Shows		-	(0,000)	0.0%		-	(	0.0%
TV				0.0%				0.0%
Collateral	8,163	3.000	5,163	172.1%	10,177	12,000	(1,823)	(15.2%
Brochure Distribution	0,100	50	(50)	(100.0%)		4,600	(4,600)	(100.0%
Postage	815	1.750	(935)	(53.4%)	2.428	7.000	(4,572)	(65.3%
Public Relations	010	500	(500)	(100.0%)	152	2,000	(1,848)	(92.4%
Promotions	8.000	1.500	6,500	433.3%	9,170	42,500	(33,330)	(78.4%
Research	0,000	1,000	0,000	0.0%	10.895	7,700	3,195	41.5%
Web. Dev.		5,875	(5,875)	(100.0%)	17,065	23,950	(6,885)	(28.7%
Special Projects		0,010	(0,010)	0.0%	17,000	20,000	(0,000)	0.0%
Travel & Meals	216	2.000	(1,784)	(89.2%)	1.245	5,000	(3,755)	(75.1%
Retail Purchasing	4.073	5,000	(927)	(18.5%)	5,762	20,000	(14,238)	(71.2%
Total	68,844	108,946	(40,102)	(36.8%)	222,165	427,390	(205,225)	(48.0%
			23. 20			23	10 20 20	
Overhead Expenses Building Lease	5.250	5.212	38	0.7%	20,733	20.696	38	0.2%
Building Maintenance	1.052	1.250	(198)	(15.8%)	3,939	5.000	(1,061)	(21.2%
Equipment Lease & Maint.	236	450	(214)	(47.6%)	1,098	1,800	(702)	(39.0%
Professional Fees	6,336	4,450	1,886	42.4%	21,105	17,800	3,305	18.6%
Office Supplies	691	1,000	(309)	(30.9%)	3.345	4.000	(655)	(16.4%
Utilities	936	1,000	(105)	(10.1%)	3,068	4,000	(1,098)	(26.4%
Bank Fees	240	417	(105)	(42.4%)	595	1,667	(1,098)	(20.4%)
Dues & Subscriptions	2,586	1.242	1,343	108.1%	11,922	13,194	(1,072)	(9.6%
Dues & Subscriptions Insurance	420	575	(155)	(27.0%)	1,922	2.300	(1,273)	(9.6%)
Licenses & Permits	250	183	(155) 67	(27.0%) 36.4%	1,834	2,300	(466) 370	(20.3%)
Education & Training	230	103	0/	0.0%		105		0.0%
	895	1.100	(205)		1,500	4,400	1,500	0.0%
Network & Telco	726	1,100	(205)	(18.7%)	5,092	4,400		
Non-Capital IT Depreciation & Amort.	800	1,026	(300)	(29.2%)	1,544	4,104	(2,560)	(62.4% (44.8%
			(650)	(44.8%)	3,200		(2,600)	
Interest Expense Total	(349) 20.068	(330) 19,067	(19)	5.8%	(1,414) 78,665	(1,320) 84,341	(94) (5,675)	7.1%
Total Expenses	142,524	184,857	(42,333)	(22.9%)	527,021	742,504	(215,483)	(29.0%
Surplus (Deficit)	124,570	11,872	112,698	949.3%	788,900	121,033	667,867	551.8%
Surplus (Deficit) %	46.6%	6.0%	40.6%		60.0%	14.0%	45.9%	

No assurance is provided



### Financial Reports - Cash Reserves Summary

#### Visit Bend

#### Summary of Cash Reserve Funds and Bank Acc ounts

	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20
"Rainy Day" Cash Reserve Fund																
Beginning Balance	166,418	185,939	213,444	235,456	251,931	265,309	274,587	284,028	294,267	304,995	310,281	312,716	317,563	317,831	318,101	318,3
PLUS Receipts																
5% of Revenue (For FY 2020, not FY 2021)	19,380	27,361	21,843	16,291	13,187	9,052	9,211	10,028	10,477	5,041	2,190	4,575				
Interest Income	140	145	169	183	192	225	230	211	251	245	245	272	269	270	261	2
Other		-		-	-			-				-				
Total Receipts	19,520	27,506	22,012	16,474	13,379	9,277	9,441	10,239	10,728	5,286	2,435	4,847	269	270	261	2
MINUS Disbursements																
Down Cycle Tourism Promotion		2.5		2.5	-				0.00		-		1.5		1.0	
Bank Fees		-	-	-	-	-	-	-	-			-	-	-	-	
Other Total Disbursements																
Total Disbursements	<u> </u>							· ·								
= Ending Balance	185,939	213,444	235,456	251,931	265,309	274,587	284,028	294,267	304,995	310,281	312,716	317,563	317,831	318,101	318,363	318,6
Wind Down" Cash Reserve Fund																
Beginning Balance	101,858	101,859	101,860	101,861	101,863	101,864	101,866	103,477	103,556	103,647	103,732	103,815	103,906	103,994	104,082	104,1
PLUS Receipts																
Interest Income	1	1	1	1	1	2	1,611	79	91	85	82	91	88	88	86	
Other											-				-	
Total Receipts	1	1	1	1	1	2	1,611	79	91	85	82	91	88	88	86	
MINUS Disbursements																
Bank Fees																
Other								-			-		12			
Total Disbursements				1						12					6	
= Ending Balance	101,859	101,860	101,861	101,863	101,864	101,866	103,477	103,556	103,647	103,732	103,815	103,906	103,994	104,082	104,168	104,2
Bend Cultural Tourism Bank Account																
Beginning Balance											-		4	180,179	207,046	238,8
PLUS Receipts													10.450	20.005	24 770	40.7
7.5% of City Funding Revenue				0	5			ċ			5	5	18,450	26,865	31,770	
7.5% of City Funding Revenue Other Revenue	:	1	:	1	:	2	:	:	÷	:	:	:	18,450 800 1	26,865 800 1	31,770 800 2	8
7.5% of City Funding Revenue Other Revenue Interest Income	8	-	:	į	-	Ę	:		:	:	:		800	800	800	8
7.5% of City Funding Revenue Other Revenue			:								1		800 1	800	800	8
7.5% of City Funding Revenue Other Revenue Interest Income Initial Funding of BCTF Bank Account with Fund Balance Total Receipts	:						:						800 1 161,728	800 1 -	800 2 -	8
7.5% of Cty Funding Revenue Other Revenue Interest Income Initial Funding of BCTF Bank Account with Fund Balance Total Receipts MINUS Disbursements		-											800 1 161,728 180,979	800 1 27,667	800 2 32,571	8 19,5
7.5% of Carly Funding Revenue Other Revenue Interest Income Initial Funding of BCTF Bank Account with Fund Balance Total Receipts MINUS Disburgements Expenses						1							800 1 161,728	800 1 -	800 2 -	8 19,5
7.5% of Cdy Funding Revenue Other Revenue Interest Income Initial Funding of BCTF Bank Account with Fund Balance Total Receipts MINUS Disbursements													800 1 161,728 180,979	800 1 27,667 800	800 2 32,571 800	8 - 19,5
7.5% of Carly Funding Revenue Other Revenue Interest income Initial Funding of BCTF Bank Account with Fund Balance Total Receipts MINUS Disbursements Expenses Grants Paid				-					· · · · · · · · · · · · · · · · · · ·				800 1 161,728 180,979	800 1 27,667 800	800 2 32,571 800	8 
7.5% of Carly Funding Revenue Other Revenue Interest Income Initial Funding of BCTF Bank Account with Fund Balance Total Receipts MINUS Disbursements Expenses Grants Paid Other													800 1 161,728 180,979 800 -	800 1 	800 2 	8 - - - - - - - - - - - - - - - - - - -
7.5% of Cay Funding Revenue Other Revenue Interest Income Initial Funding of BCTF Bank Account with Fund Balance Total Receipts MINUS Disbursements Expenses Grants Paid Other Total Disbursements = Ending Balance									· · · ·				800 1 161,728 180,979 800 - - 800	800 1 	800 2 	8 
7.5% of Cay Funding Revenue Other Revenue Interest Income Initial Funding of 8CTF Bank Account with Fund Balance Total Receipts MINUS Disbursements Commit Paid Other Total Disbursements Ending Balance Bank Account Summary				-	•	24	5 <b>-</b>	•		3 <b>4</b>	•		800 1 161,728 180,979 800 - - 800 180,179	800 1 27,667 800 - 800 207,046	800 2 32,571 800 - 800 238,817	8 3,3 3,3 255,0
7.5% of Carly Funding Revenue Other Revenue Interest Income Initial Funding of BCTF Bank Account with Fund Balance Total Receipts MINUS Disbursements Expenses Grants Paid Other Total Disbursements = Ending Balance Bank Account Summary First Interstate - Operating Checking Account	98,513	264,261	609,531	-	849,599	765,900	522,383	409,841	200,159	242,307	- 243,449	309,408	800 1 161,728 800 - - - 800 180,979 800 180,979	800 1 27,667 800 - - - 800 <b>207,046</b> 291,309	800 2 32,571 800 - - - 238,817 531,947	8 
7.5% of Carly Funding Revenue Other Revenue Interest Income Initial Funding of BCIT Bank Account with Fund Balance Total Receipts MINUS Diabumements Expenses Group Paid Other Paid Bank Account Summary Fint Interstate - Operating Checking Account Fint Interstate - Rainy Day Reserve MM Account				-	•	24	5 <b>-</b>	•		3 <b>4</b>	•		800 1 161,728 180,979 800 - - 800 180,179 189,557 317,832	800 1 27,667 800 - - - 800 207,046 291,309 318,102	800 2  800  800 238,817 531,947 318,363	81 19,52 3,30 3,31 <b>255,0</b> 830,00 318,61
7.5% of Cary Funding Revenue Other Revenue Interest Income Initial Funding of BCTF Bank Account with Fund Balance Total Receipts MINUS Disbursements Expenses Grants Paid Other Total Disbursements = Ending Balance Bank Account Summary First Interstate - Operating Checking Account First Interstate - Band Culteral Tourism Fund	98,513 185,939	264,261 213,445	609,531 235,457	- 791,449 251,932 -	849,599 265,311	765,900 274,588	- 522,383 284,029 -	409,841 294,268	200,159 304,996	242,307 310,282	243,449 312,717	309,408	800 1 161,728 180,979 800 - - 800 180,179 189,557 317,832 161,729	800 1 27,667 800 - 800 207,046 291,309 318,102 180,180	800 2 	8( 
7.5% of Carly Funding Revenue Other Revenue Interest Income Initial Funding of BOTF Bank Account with Fund Balance Total Receipts MINUS Disbursements Expenses Other Pad Other Pad Other Pad Other Pad Bank Account Summary First Interstate - Operating Checking Account First Interstate - Band Culteral Tourism Fund First Interstate - Band Culteral Tourism Fund	98,513 185,939 100,500	264,261 213,445 100,500	609,531 235,457 100,500	- 791,449 251,932 - 100,500	849,599 265,311 - 100,500	765,900 274,588 - 100,500	- 522,383 284,029 - -	409,841 294,268 -	200,159 304,996	242,307 310,282 -	- 243,449 312,717 -	309,408 315,374 -	800 1 161,728 180,979 800 - - - 800 180,179 189,557 317,832 161,729	800 1 27,667 800 - - 207,046 291,309 318,102 180,180	800 2 32,571 800 - - - - - - - - - - - - - - - - - -	8( 19,53 3,3( 3,3( 255,0) 830,0( 318,6) 238,8'
7.5% of Caty Funding Revenue Other Revenue Initial Funding of BCTF Bank Account with Fund Balance Initial Funding of BCTF Bank Account with Fund Balance Total Receipts MINUS Diabursments Expenses Grants Paid Other Total Diabursements	98,513 185,939	264,261 213,445	609,531 235,457	- 791,449 251,932 -	849,599 265,311	765,900 274,588	- 522,383 284,029 -	409,841 294,268	200,159 304,996	242,307 310,282	243,449 312,717	309,408	800 1 161,728 180,979 800 - - 800 180,179 189,557 317,832 161,729	800 1 27,667 800 - 800 207,046 291,309 318,102 180,180	800 2 	18,75 80 19,55 3,30 255,01 830,00 318,62 238,81 104,25 4(2

No assurance is provided



## Financial Reports - BCTF P+L and Financial Analysis

Bend Cultural Tourism Fund Budget-to-Actual P&L Analysis For the period ended October 31, 2020

		Current	Month			Year-to	o-Date	
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue *								
City Funding - Current Year	20,728	14,080	6,648	47.2%	97,814	61,426	36,387	59.2%
City Funding - Prior Years	(1,974)	-	(1,974)	0.0%	(1,974)	-	(1,974)	0.0%
Other Revenue	800	800	-	0.0%	3,200	3,200		0.0%
Interest income	2		2	0.0%	5	1.21	5	0.0%
Total	19,556	14,880	4,675	31.4%	99,044	64,626	34,418	53.3%
Operating Expenses								
Grant Administrator: Contract & Travel		2,000	(2,000)	(100.0%)	-	8,000	(8,000)	(100.0%)
Grants Management System Subscription	2,500	625	1,875	300.0%	2,500	2,500	-	0.0%
Professional Fees	800	800	-	0.0%	3,200	3,200	-	0.0%
Marketing & Communications	-	100	(100)	(100.0%)	-	400	(400)	(100.0%)
Meeting Expenses & Office Supplies	-	50	(50)	(100.0%)		200	(200)	(100.0%)
Travel Expenses	-	83	(83)	(100.0%)	-	333	(333)	(100.0%)
Other Expenses	-	17	(17)	(100.0%)	2. <b>.</b>	67	(67)	(100.0%)
Total	3,300	3,675	(375)	(10.2%)	5,700	14,700	(9,000)	(61.2%)
Surplus (Deficit)	16,256	11,205	5,050	45.1%	93,344	49,926	43,418	87.0%
Fund Balance - Before Grants				2	255,072	64,795	190,277	293.7%
Cultural Tourism Fund Grants							-	0.0%
Fund Balance - After Grants					255,072	64,795	190,277	293.7%

\* 7.5% of Total Visit Bend City Funding Revenue

No assurance is provided

#### Bend Cultural Tourism Fund

#### Financial Performance Summary

For the period ended October 31, 2020

a) Revenue:	Oct 2020 Revenue of \$193.6K was over budget of \$17.9K by +\$4.7K (+31.4%). YTD FY 2021 Revenue of \$99.0K was over budget of \$64.6K by +\$34.4K (+53.3%).
b) Operating Expenses	Oct 2020 Operating Expenses of \$3.3K were under budget of \$3.7K by -\$0.49K (-10.2%). YTD F 2021 Operating Expenses of \$5.7K were under budget of \$14.7K by -\$9.0K (-61.2%).
c) Cultural Tourism Fund Grants	For the FY 2020 Grants Cycle, there has been no activity. For the FY 2019 Grants Cycle, \$200K was pledged in Jun 2019, and through Oct 2020 \$197.0K of the Grants were paid out, leaving a pledged but unpaid balance of \$3.0K as of Oct 2020. For the FY 2018 Grants Cycle, \$205K of Grants were pledged in Jun 2018, and through Oct 2020 \$201.3K of these Grants were paid out and \$3.7K were forfeited by the grantee, leaving a pledged but unpaid balance of \$0 as of Oct 2020. In total, as of Sep 2020, \$3.0K in grants were pledged in Jun 2018, and through Oct 2020 \$201.3K of these Grants were considered by the grantee, leaving a pledged but unpaid balance of \$0 as of Oct 2020. In total, as of Sep 2020, \$3.0K in grants were pledged but unpaid from all grant cycles combined.
d) Fund Balance - After Grants	As of Oct 2020, Fund Balance - After Grants was \$255.1K.
e) Available Funds to Grant in FY 2020	The FY 2021 Grants Budget is \$116K. Based upon Q1 FY 2021, there will likely be significantly more available to grant, unless the trend reverses. The FY 2020 Grants Budget is \$160K, based upon FY 2020 actual results, and has not been awarded yet.



# Tourism Industry Briefing

Kevney Dugan, Visit Bend



## Tourism Industry Briefing - TRT Through 09/2020

#### **DESCHUTES COUNTY - TRT COLLECTION**

	4	FY12/13	CHANGE	FY13/14	CHANGE	FY14/15	CHANGE	FY15/16	CHANGE	FY16/17	CHANGE	FY17/18	CHANGE	FY 18/19	CHANGE	FY19/20	CHANGE	FY20/21	CHANGE
JUL	\$	818,812	7.4% \$	915,363	11.8%	\$ 1,188,765	29.9% \$	1,271,350	6.9% \$	1,430,995	12.6% \$	1,514,978	5.9% \$	1,667,996	10.1% \$	1,748,181	4.8% \$	1,690,203	-3.3%
AUG	\$	735,633	14.8% \$	906,575	23.2%	\$ 1,115,119	23.0% \$	1,169,306	4.9% \$	1,216,868	4.1% \$	1,468,425	20.7% \$	1,413,522	-3.7% \$	1,555,799	10.1% \$	1,719,672	10.5%
SEP	\$	327,777	4.5% \$	403,810	23.2%	\$ 430,477	6.6% \$	614,663	42.8% \$	574,496	-6.5% \$	529,022	-7.9% \$	610,968	15.5% \$	793,230	29.8% \$	843,768	6.4%
OCT	\$	126,948	-1.8% \$	139,234	9.7%	\$ 175,403	26.0% \$	240,295	37.0% \$	282,936	17.7% \$	394,256	39.3% \$	364,516	-7.5% \$	354,406	-2.8%		-100.0%
NOV	\$	105,795	3.9% \$	131,451	24.3%	\$ 195,905	49.0% \$	213,017	8.7% \$	228,833	7.4% \$	266,930	16.6% \$	286,147	7.2% \$	297,571	4.0%		-100.0%
DEC	\$	252,250	14.1% \$	319,538	26.7%	\$ 360,655	12.9% \$	396,621	10.0% \$	453,353	14.3% \$	421,618	-7.0% \$	472,507	12.1% \$	554,419	17.3%		-100.0%
JAN	\$	180,588	43.8% \$	180,382	-0.1%	\$ 230,003	27.5% \$	278,939	21.3% \$	272,394	-2.3% \$	315,236	15.7% \$	414,665	31.5% \$	471,140	13.6%		-100.0%
FEB	\$	154,062	7.7% \$	155,023	0.6%	\$ 189,704	22.4% \$	255,899	34.9% \$	259,411	1.4% \$	277,310	6.9% \$	351,432	26.7% \$	362,855	3.3%		-100.0%
MAR	\$	194,809	28.8% \$	224,459	15.2%	\$ 276,134	23.0% \$	302,367	9.5% \$	354,899	17.4% \$	407,138	14.7% \$	343,289	-15.7% \$	159,828	-53.4%		-100.0%
APR	\$	130,428	7.8% \$	181,695	39.3%	\$ 189,582	4.3% \$	216,213	14.0% \$	236,091	9.2% \$	272,934	15.6% \$	406,383	48.9% \$	33,029	-91.9%		-100.0%
MAY	\$	219,254	8.2% \$	258,725	18.0%	\$ 292,303	13.0% \$	354,123	21.1% \$	390,661	10.3% \$	406,280	4.0% \$	524,883	29.2% \$	224,100	-57.3%		-100.0%
JUN	\$	449,607	1.0% \$	462,519	2.9%	\$ 625,431	35.2% \$	755,305	20.8% \$	683,013	-9.6% \$	761,871	11.5% \$	973,143	27.7% \$	1,006,259	3.4%		-100.0%
FYTD	\$	1,882,222	9.6% \$	2,225,748	18.3%	\$ 2,734,361	22.9% \$	3,055,319	11.7% \$	3,222,359	5.5% \$	3,512,425	9.0% \$	3,692,486	5.1% \$	4,097,210	11.0% \$	4,253,643	3.8%
FY END	\$	3,695,963	10.1% \$	4,278,774	15.8%	\$ 5,269,481	23.2% \$	6,068,098	15.2% \$	6,383,950	5.2% \$	7,035,998	10.2% \$	7,829,451	11.3% \$	7,560,817	-3.4% \$	4,253,643	-43.7%

#### CITY OF BEND - TRT COLLECTION

	FY12/13	CHANGE	FY13/14	CHANGE	FY14/15	CHANGE	FY15/16	CHANGE	FY16/17	CHANGE	FY17/18	CHANGE	FY18/19	CHANGE	FY19/20	CHANGE	FY20/21	CHANGE
JUL	\$ 543,438	-0.2% \$	586,376	7.9% \$	881,867	50.4% \$	1,167,521	32.4% \$	1,253,078	7.3% \$	1,415,547	13.0% \$	1,392,621	-1.6% \$	1,577,435	13.3% \$	1,236,019	-21.6%
AUG	\$ 534,186	11.2% \$	610,702	14.3% \$	870,733	42.6% \$	1,021,591	17.3% \$	1,109,525	8.6% \$	1,347,492	21.4% \$	1,343,926	-0.3% \$	1,458,091	8.5% \$	1,324,736	-9.1%
SEP	\$ 395,722	4.8% \$	462,399	16.8% \$	565,927	22.4% \$	739,451	30.7% \$	839,649	13.6% \$	820,801	-2.2% \$	945,580	15.2% \$	1,021,681	8.0% \$	862,601	-15.6%
OCT	\$ 280,250	21.9% \$	345,402	23.2% \$	440,768	27.6% \$	530,277	20.3% \$	664,833	25.4% \$	650,738	-2.1% \$	734,036	12.8% \$	795,824	8.4%		-100.0%
NOV	\$ 178,469	7.4% \$	215,766	20.9% \$	295,095	36.8% \$	357,600	21.2% \$	458,649	28.3% \$	426,303	-7.1% \$	495,457	16.2% \$	539,082	8.8%	· · · · · · · · · · · · · · · · · · ·	-100.0%
DEC	\$ 228,195	11.0% \$	288,908	26.6% \$	380,893	31.8% \$	434,108	14.0% \$	541,672	24.8% \$	506,919	-6.4% \$	567,940	12.0% \$	592,581	4.3%		-100.0%
JAN	\$ 183,934	16.1% \$	228,564	24.3% \$	328,996	43.9% \$	399,620	21.5% \$	467,385	17.0% \$	475,959	1.8% \$	554,007	16.4% \$	595,797	7.5%	2	-100.0%
FEB	\$ 205,050	7.1% \$	262,821	28.2% \$	377,576	43.7% \$	428,240	13.4% \$	475,558	11.0% \$	499,784	5.1% \$	533,904	6.8% \$	656,403	22.9%		-100.0%
MAR	\$ 260,039	15.5% \$	356,557	37.1% \$	492,377	38.1% \$	542,242	10.1% \$	686,690	26.6% \$	673,381	-1.9% \$	741,513	10.1% \$	335,846	-54.7%		-100.0%
APR	\$ 273,645	17.0% \$	329,826	20.5% \$	474,418	43.8% \$	571,271	20.4% \$	635,713	11.3% \$	690,587	8.6% \$	737,773	6.8% \$	120,155	-83.7%		-100.0%
MAY	\$ 358,299	17.7% \$	431,931	20.6% \$	587,528	36.0% \$	614,788	4.6% \$	766,845	24.7% \$	803,357	4.8% \$	915,959	14.0% \$	311,063	-66.0%		-100.0%
JUN	\$ 446,842	10.1% \$	601,113	34.5% \$	794,235	32.1% \$	887,415	11.7% \$	1,021,403	15.1% \$	1,081,683	5.9% \$	1,210,933	11.9% \$	770,499	-36.4%	······································	-100.0%
FYTD	\$ 1,473,346	5.0% \$	1,659,477	12.6% \$	2,318,528	39.7% \$	2,928,564	26.3% \$	3,202,251	9.3% \$	3,583,840	11.9% \$	3,682,127	2.7% \$	4,057,207	10.2% \$	3,423,356	-15.6%
FY End	\$ 3,888,070	10.3% \$	4,720,365	21.4% \$	6,490,413	37.5% \$	7,694,125	18.5% \$	8,920,998	15.9% \$	9,392,551	5.3% \$	10,173,649	8.3% \$	8,774,457	-13.8% \$	3,423,356	-61.0%

Indicates Historical High For That Specific Month Months Affected by COVID-19 Pandemic



## Tourism Industry Briefing - TRT (by type) Through 09/2020

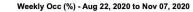
		July	August	September	October	November	December	January	February	March	April	May	luna	Total Yea
2018	2017/18	\$1,141,693	\$1.086.135	\$659.175	\$531,967	\$330,526	\$379,113	\$323.792	\$355,163	\$507,184	\$538,880	\$630.252		\$7.300.294
2018	2017/18	\$1,128,099	\$1,102,577	\$785,476	\$614,296	\$404,335	\$427,165	\$376,484	\$369,784	\$531,575	\$549,580	\$700,162		\$7,982,77
2019	2019/20	\$1,452,618	\$1,122,377	\$788,167	\$667,801	\$386,579	\$421,362	\$395,638	\$440,901	\$269,062	\$127,716	\$206,788	\$522,818	\$6,801.82
2020	2019/20	\$832,809	\$959,206	\$667,610	\$007,801	\$360,379	φ421,302	\$395,030	\$440,901	\$205,002	\$127,710	\$200,100	\$522,010	\$2,459,62
2021	% Change	-43%	-15%	-15%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	\$Z,409,0Z
acation Re		4070	1070	1070	100%	10070	100%	100%	10070	10070	100%	10070	10070	
		July	August	September	October	November	December	January	February	March	April	May	June	Total Yea
2018	2017/18	\$165,402	\$155,212	\$86,523	\$47,787	\$34,853	\$71,772	\$47,425	\$47,976	\$53,971	\$40,435	\$56,558	\$95,865	\$903,77
2019	2018/19	\$137,911	\$115,559	\$59,286	\$30,647	\$22,985	\$59,555	\$43,074	\$45,095	\$55,037	\$48,907	\$62,202	\$100,360	\$780,61
2020	2019/20	\$155,736	\$126,309	\$84,030	\$60,984	\$41,748	\$65,923	\$53,187	\$50,369	\$31,449	\$13,731	\$24,011	\$56,758	\$764,23
2021	2020/21	\$127,323	\$124,998	\$83,149										\$335,47
	% Change	-18%	-1%	-1%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	
&B. Board	ling House													
		July	August	September	October	November	December	January	February	March	April	May	June	Total Yea
2018	2017/18	\$10,870	\$10,686	\$6,730	\$4,719	\$1,871	\$2,692	\$1,869	\$2,303	\$3,526	\$3,648	\$5,959	\$8,167	\$63,04
2019	2018/19	\$10,554	\$10,169	\$8,058	\$4,619	\$2,147	\$2,403	\$2,250	\$1,951	\$2,437	\$3,331	\$4,452	\$6,868	\$59,23
2020	2019/20	\$9,665	\$9,408	\$8,050	\$4,791	\$2,183	\$2,073	\$921	\$1,803	\$1,888	\$519	\$1,915	\$1,608	\$44,82
2021	2020/21	\$5,519	\$5,041	\$3,592										\$14,15
	% Change	-43%	-46%	-55%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	51 85
V Park														
		July	August	September	October	November	December	January	February	March	April	May	June	Total Yea
2018	2017/18	\$22,678	\$22,198	\$14,111	\$7,255	\$1,677	\$990	\$1,098	\$1,148	\$2,580	\$4,708	\$11,636	\$21,318	\$111,39
2019	2018/19	\$25,182	\$26,687	\$17,337	\$8,608	\$2,284	\$1,283	\$1,448	\$1,159	\$2,780	\$5,930	\$14,044	\$22,490	\$129,23
2020	2019/20	\$30,694	\$27,552	\$36,946	\$12,669	\$3,223	\$1,461	\$1,975	\$1,456	\$2,879	\$1,285	\$8,059	\$5,388	\$133,58
2021	2020/21	\$15,921	\$81,046	\$23,337										\$120,30
	% Change	-48%	194%	-37%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	
irbnb														
		July	August	September	October	November	December	January	February	March	April	May	June	Total Yea
2018	2017/18	\$74,905	\$73,261	\$54,262	\$59,010	\$57,376	\$52,352	\$101,775	\$93,194	\$106,150	\$102,916	\$89,195	\$99,977	\$964,37
2019	2018/19	\$90,876	\$88,934	\$75,423	\$75,867	\$63,706	\$77,534	\$130,751	\$115,915	\$149,684	\$130,025	\$135,098	\$122,689	\$1,256,50
2020	2019/20	\$120,607	\$116,171	\$106,547	\$105,213	\$92,575	\$89,697	\$168,488	\$155,660	\$0	\$0	\$56,338	\$218,003	\$1,229,29
2021	2020/21	\$189,946	\$215,089	\$126,213										\$531,24
	% Change	57%	85%	18%	-100%	-100%	-100%	-100%	-100%			-100%	-100%	

Months Affected by COVID-19 Pandemic

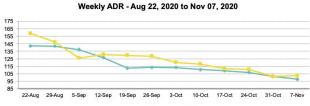


## Tourism Industry Briefing - STR Weekly Data for w/o 11.1.20

For the Week of November 01, 2020 to November 07, 2020







----This Year ----Last Year

																								С	urrent We	ek					
	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	-		
Occupancy (%)	Oct																												Current	Run	Run
occupancy ( ///	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	Week	28	MTD
This Year	55.6	58.1	57.6	61.1	68.5	85.7	87.6	51.5	54.6	55.9	57.3	60.7	65.6	72.1	44.5	49.9	52.1	53.3	47.9	52.8	55.1	40.4	42.7	44.9	46.3	46.3	56.1	59.2	48.0	56.6	48.0
Last Year	48.0	60.1	65.2	71.9	71.0	68.1	65.6	44.7	63.3	68.0	72.1	69.7	66.6	66.9	39.7	52.5	53.6	46.7	43.0	54.6	59.2	34.8	53.3	57.7	57.7	58.7	70.2	70.6	57.6	59.1	53.7
Percent Change	15.7	-3.3	-11.7	-15.0	-3.5	25.9	33.6	15.4	-13.8	-17.8	-20.5	-12.9	-1.5	7.7	11.9	-4.8	-2.8	14.0	11.4	-3.4	-6.9	16.2	-19.8	-22.2	-19.7	-21.1	-20.0	-16.1	-16.6	-4.2	-10.6
ADR	Oct																												Current	Run	Run
	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	Week	28	MTD
This Year		101.54	105.51	103.51	106.11	115.64	120.66	103.90	101.69	103.62	105.43	102.73	113.45	113.87	101.13	100.83	101.08	99.62	101.69	103.19	103.47	94.50	97.53	93.89	94.76	97.15	100.75	103.41	97.82	104.46	97.82
Last Year		111.20				110.01	109.86	101.22	109.16	115.78	117.73		108.80	106.86	103.69	105.30	106.65	99.91	95.52	97.06	100.70	96.23		103.21	104.65	99.08	105.53	102.32	102.40	107.09	100.78
Percent Change	-3.9	-8.7	-8.3	-10.7	-5.2	5.1	9.8	2.6	-6.8	-10.5	-10.4	-9.4	4.3	6.6	-2.5	-4.3	-5.2	-0.3	6.5	6.3	2.8	-1.8	-5.1	-9.0	-9.5	-2.0	-4.5	1.1	-4.5	-2.5	-2.9
RevPAR	Oct																												Current	Run	Run
	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	Week	28	MTD
This Year		59.04	60.73	63.25	72.71	99.14	105.71	53.54	55.51	57.94	60.42	62.36	74.41	82.10	44.96	50.34	52.68	53.06	48.69	54.45	57.02	38.22	41.67	42.12	43.91	44.99	56.56	61.24	46.96	59.07	46.96
Last Year	51.61	66.83	75.04	83.33	79.51	74.91	72.07	45.21	69.13	78.73	84.87	79.03	72.42	71.53	41.21	55.24	57.18	46.67	41.07	53.03	59.62	33.50	54.74	59.52	60.39	58.19	74.05	72.23	58.95	63.25	54.14
Percent Change	11.1	-11.7	-19.1	-24.1	-8.6	32.3	46.7	18.4	-19.7	-26.4	-28.8	-21.1	2.8	14.8	9.1	-8.9	-7.9	13.7	18.6	2.7	-4.4	14.1	-23.9	-29.2	-27.3	-22.7	-23.6	-15.2	-20.3	-6.6	-13.3
Supply	Oct																												Current	Run	Run
	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	Week	28	MTD
This Year		3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	22,659	90,636	22,659
Last Year		3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	21,896	87,584	21,896
Percent Change	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5
Demand	Oct																												Current	Run	Run
Demand	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	Week	28	MTD
This Year	1,799	1,882	1,863	1,978	2,218	2,775	2,836	1,668	1,767	1,810	1,855	1,965	2,123	2,334	1,439	1,616	1,687	1,724	1,550	1,708	1,784	1,309	1,383	1,452	1,500	1,499	1,817	1,917	10,877	51,258	10,877
Last Year	1,503	1,880	2,039	2,250	2,221	2,130	2,052	1,397	1,981	2,127	2,255	2,181	2,082	2,094	1,243	1,641	1,677	1,461	1,345	1,709	1,852	1,089	1,667	1,804	1,805	1,837	2,195	2,208	12,605	51,725	11,763
Percent Change	19.7	0.1	-8.6	-12.1	-0.1	30.3	38.2	19.4	-10.8	-14.9	-17.7	-9.9	2.0	11.5	15.8	-1.5	0.6	18.0	15.2	-0.1	-3.7	20.2	-17.0	-19.5	-16.9	-18.4	-17.2	-13.2	-13.7	-0.9	-7.5
Revenue	Oct																												Current	Run	Run
Nevenue	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	Week	28	MTD
This Year	185,651	191,104	196,571	204,734	235,352	320,912	342,179	173,308	179,681	187,545	195,581	201,874	240,860	265,772	145,525	162,939	170,518	171,743	157,620	176,242	184,588	123,702	134,878	136,329	142,135	145,625	183,069	198,230	1,063,969	5,354,267	1,063,969
Last Year	161,445	209,054	234,740	260,668	248,695	234,319	225,424	141,409	216,252	246,270	265,474	247,207	226,515	223,759	128,893	172,805	178,852	145,970	128,471	165,884	186,488	104,795	171,240	186,187	188,892	182,015	231,642	225,924	1,290,696	5,539,289	1,185,502
Percent Change	15.0	-8.6	-16.3	-21.5	-5.4	37.0	51.8	22.6	-16.9	-23.8	-26.3	-18.3	6.3	18.8	12.9	-5.7	-4.7	17.7	22.7	6.2	-1.0	18.0	-21.2	-26.8	-24.8	-20.0	-21.0	-12.3	-17.6	-3.3	-10.3
Census %	Oct																														
oonada //	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7			
Census Props	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43			
Census Rooms	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237			
% Rooms Participants	69.3	69.3	69.3	69.3	69.3	69.3	69.3	69.3	69.3	69.3	69.3	69.3	69.3	69.3	72.4	72.4	72.4	72.4	72.4	72.4	72.4	72.4	70.6	72.4	72.4	72.4	72.4	72.4			



## Tourism Industry Briefing - STR Data Through 10/2020

Occupancy	(10)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	۸	May	Jun	FY tota
											Apr			
2016	2015/16	90.4%	84.8%	80.3%	65.7%	51.2%	52.1%	53.6%	59.6%	66.6%	75.3%	73.3%	85.2%	69.39
2017	2016/17	88.8%	86.2%	84.6%	74.1%	58.4%	56.3%	52.3%	57.1%	66.8%	66.3%	72.6%	82.2%	70.99
2018	2017/18	88.2%	85.3%	78.2%	69.3%	49.9%	52.3%	48.5%	54.6%	68.9%	70.8%	72.4%	83.2%	68.69
2019	2018/19	83.1%	83.7%	79.6%	69.2%	52.4%	51.0%	48.4%	49.9%	62.6%	67.2%	72.5%	80.9%	66.89
2020	2019/20	85.6%	84.5%	78.8%	67.4%	51.2%	48.4%	46.0%	55.3%	36.5%	17.6%	33.5%	59.1%	55.79
2021	2020/21	72.4%	74.1%	63.9%	63.7%								6070-373010800-11/	68.39
		-15.4%	-12.3%	-18.9%	-5.5%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	22.69
ADR (\$)				2010/12/10/07										
2016	2015/16	\$151.10	\$147.86	\$123.41	\$111.16	\$97.57	\$100.19	\$99.44	\$101.90	\$105.15	\$110.17	\$119.19	\$138.92	\$120.5
2017	2016/17	\$163.54	\$155.43	\$128.30	\$114.92	\$102.54	\$103.39	\$99.38	\$103.70	\$110.77	\$108.96	\$123.50	\$146.29	\$125.8
2018	2017/18	\$170.15	\$175.86	\$129.24	\$113.94	\$101.84	\$101.18	\$96.47	\$101.88	\$110.34	\$115.16	\$125.42	\$151.64	\$129.4
2019	2018/19	\$171.93	\$167.59	\$130.09	\$115.28	\$100.65	\$99.66	\$100.16	\$104.50	\$111.28	\$112.96	\$126.67	\$150.08	\$128.5
2020	2019/20	\$172.30	\$167.80	\$130.79	\$117.55	\$103.17	\$102.88	\$99.21	\$104.84	\$100.85	\$80.29	\$85.17	\$109.47	\$123.3
2021	2020/21	\$135.97	\$146.20	\$123.52	\$108.71									\$129.5
0001000000		-21.1%	-12.9%	-5.6%	-7.5%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	5.0
RevPAR (\$)	8													
2016	2015/16	\$136.58	\$125.41	\$99.13	\$74.99	\$49.98	\$52.18	\$53.34	\$60.78	\$70.08	\$82.99	\$87.40	\$112.64	\$83.4
2017	2016/17	\$145.27	\$133.95	\$108.61	\$82.51	\$59.89	\$58.23	\$51.98	\$59.26	\$74.02	\$72.22	\$89.66	\$120.27	\$89.2
2018	2017/18	\$150.15	\$150.06	\$101.08	\$78.96	\$50.81	\$52.91	\$46.80	\$55.60	\$76.05	\$81.49	\$90.75	\$126.22	\$88.7
2019	2018/19	\$142.94	\$140.30	\$103.58	\$79.75	\$52.77	\$50.86	\$48.52	\$52.15	\$69.61	\$75.89	\$91.84	\$121.37	\$85.8
2019	2019/20	\$148.88	\$141.82	\$130.09	\$79.25	\$52.77	\$49.83	\$45.68	\$57.93	\$36.77	\$14.14	\$28.56	\$64.72	\$68.6
2020	2019/20	\$99.72	\$108.41	\$78.91	\$69.28	\$52.11	\$49.03	\$40.00	\$57.95	\$30.11	314.14	\$20.00	304.1Z	\$88.4
2021	2020/21					100.0%	400.0%	400.0%	100.00/	400.00/	100.00/	100.0%	100.00/	
		-33.0%	-23.6%	-39.3%	-12.6%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	28.89
Supply	004546	04 400	04.400	00.470	04 400	00.470	00.000	00.000	04.050	00.000	00.000	00.000	00.000	4 000 004
2016	2015/16	91,109	91,109	88,170	91,109	88,170	93,062	93,062	84,056	93,062	90,060	93,062	90,060	1,086,091
2017	2016/17	85,095	85,870	83,070	86,397	83,610	86,397	86,397	76,860	86,397	86,790	86,397	86,790	1,020,070
2018	2017/18	89,683	89,683	86,790	89,683	86,820	89,745	89,745	81,060	89,745	86,850	89,745	90,420	1,059,969
2019	2018/19	93,434	93,434	90,420	93,434	93,570	96,689	96,658	87,584	96,658	93,540	93,840	93,540	1,122,80
2020	2019/20	102,098	96,658	93,540	96,658	93,540	96,658	96,658	87,584	96,658	93,540	93,840	91,170	1,138,603
2021	2020/21	105,041	106,237	97,110	100,347									408,735
		2.9%	9.9%	3.8%	3.8%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	
Demand														
2016	2015/16	82,355	77,279	70,828	59,877	45,168	48,463	49,912	50,134	62,022	67,841	68,237	70,142	752,258
2017	2016/17	74,885	74,004	70,342	63,999	48,700	48,624	46,378	44,596	57,732	57,526	65,107	71,357	723,250
2018	2017/18	79,141	76,525	67,883	62,152	43,319	46,933	43,536	44,239	61,859	61,460	64,932	75,262	727,241
2019	2018/19	77,680	78,221	71,994	64,638	49,060	49,341	46,828	43,569	60,463	62,840	70,082	75,650	750,366
2020	2019/20	87,413	81,689	73,732	65,164	47,848	46,817	44,650	48,397	35,353	16,682	31,913	54,299	633,957
2021	2020/21	75,934	77,577	61,669	63,944								6.6	279,124
		-13.1%	-5.0%	-16.4%	-1.9%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	
Revenue (\$)	)													
2016	2015/16	\$12,443,859	\$11,426,377	\$8,740,665	\$6,831,969	\$4,406,885	\$4,855,692	\$4,963,474	\$5,108,823	\$6,521,415	\$7,473,980	\$8,133,254	\$9,744,142	90,650,535
2017	2016/17	\$12,361,999	\$11,502,123	\$9,025,094	\$7,359,527	\$4,976,569	\$5,006,012	\$4,991,220	\$4,624,774	\$6,395,115	\$6,268,158	\$8,040,747	\$10,438,494	90,989,832
2018	2017/18	\$13,465,723	\$13,457,755	\$8,773,145	\$7,081,550	\$4,411,642	\$4,748,810	\$4,199,846	\$4,507,216	\$6,825,273	\$7,077,819	\$8,143,916	\$11,412,716	94,105,41
2018	2018/19	\$13,355,705	\$13,108,858	\$9,365,856	\$7,451,215	\$4,938,079	\$4,917,397	\$4,690,069	\$4,552,756	\$6,728,355	\$7,098,516	\$8,877,539	\$11,353,249	96,437,59
	2010/20													
2020 2020	2019/20 2020/21	\$14,324,114 \$10,453,102	\$13,707,708 \$11,261,400	\$9,643,368 \$7,500,399	\$7,660,182 \$6,951,590	\$4,936,404	\$4,816,450	\$4,429,597	\$5,073,956	\$3,565,353	\$1,366,419	\$2,734,598	\$5,945,561	78,203,710 36,166,49



## Tourism Industry Briefing - AirDNA Data Through 09/2020

Occupancy	(%)						ected by COV	and the standard						
		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY tota
2015	2014/15				43.0%	35.9%	40.8%	33.1%	37.8%	43.0%	43.7%	41.1%	55.3%	41.59
2016	2015/16	73.7%	63.9%	43.3%	40.2%	34.1%	43.7%	35.7%	42.7%	48.7%	47.7%	42.5%	60.2%	48.09
2017	2016/17	72.0%	67.3%	60.4%	50.3%	41.7%	51.3%	41.8%	43.4%	47.0%	42.8%	42.3%	55.2%	51.39
2018	2017/18	69.0%	62.6%	54.4%	48.4%	41.1%	45.7%	42.7%	46.0%	49.5%	52.1%	53.5%	61.1%	52.29
2019	2018/19	73.9%	68.7%	61.1%	48.5%	43.2%	48.2%	39.0%	41.5%	47.9%	46.6%	45.6%	57.2%	51.85
2020	2019/20	66.5%	68.7%	60.3%	49.9%	41.5%	43.8%	44.9%	54.6%	48.1%	49.2%	55.4%	74.1%	54.89
2021	2020/21	83.7%	85.9%	72.8%										80.89
		25.9%	25.0%	20.7%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	47.589
DR (\$)														
		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY tota
2015	2014/15				\$138.04	\$138.67	\$147.83	\$138.64	\$137.52	\$143.06	\$138.49	\$152.88	\$158.83	\$143.7
2016	2015/16	\$168.85	\$170.54	\$162.96	\$152.51	\$183.93	\$206.43	\$189.20	\$192.16	\$196.96	\$181.31	\$201.41	\$211.66	\$184.8
2017	2016/17	\$220.95	\$218.37	\$211.63	\$184.42	\$192.77	\$205.02	\$205.02	\$200.92	\$198.71	\$202.23	\$208.24	\$236.59	\$207.0
2018	2017/18	\$255.61	\$270.56	\$222.98	\$194.72	\$211.25	\$226.08	\$190.96	\$191.67	\$198.68	\$205.55	\$259.27	\$235.70	\$221.9
2019	2018/19	\$257.72	\$235.77	\$210.65	\$187.37	\$202.17	\$223.21	\$207.72	\$207.56	\$205.04	\$194.03	\$209.17	\$223.63	\$213.6
2020	2019/20	\$253.18	\$252.24	\$205.59	\$199.14	\$190.30	\$212.02	\$199.24	\$193.63	\$178.70	\$165.24	\$202.24	\$222.95	\$206.2
2021	2020/21	\$270.67	\$270.70	\$250.25										\$263.8
		6.9%	7.3%	21.7%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	27.97
evPAR (\$				1.0						- 05				
		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY tota
2015	2014/15				\$59.33	\$49.74	\$60.26	\$45.84	\$52.00	\$61.57	\$60.51	\$62.86	\$87.83	\$59.9
2016	2015/16	\$124.39	\$108.97	\$70.60	\$61.35	\$62.74	\$90.29	\$67.61	\$82.01	\$95.85	\$86.54	\$85.66	\$127.42	\$88.6
2017	2016/17	\$159.07	\$147.00	\$127.88	\$92.82	\$80.42	\$120.07	\$85.66	\$87.21	\$93.30	\$86.60	\$88.19	\$130.50	\$108.2
2018	2017/18	\$176.46	\$169.39	\$121.39	\$94.18	\$86.73	\$103.32	\$81.62	\$88.17	\$98.44	\$107.11	\$138.81	\$143.91	\$117.4
2019	2018/19	\$190.47	\$161.96	\$128.77	\$90.82	\$87.32	\$107.60	\$81.02	\$86.05	\$98.16	\$90.46	\$95.39	\$127.89	\$112.1
2020	2019/20	\$168.37	\$173.22	\$124.00	\$99.35	\$78.90	\$92.95	\$89.49	\$105.67	\$85.70	\$81.31	\$111.74	\$165.23	\$114.6
2021	2020/21	\$226.46	\$232.56	\$182.10										\$213.7
and the second second	dia a Ministra	34.5%	34.3%	46.9%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	86.389
uppiy - Li	sting Nights	July	August	September	October	November	December	January	February	March	April	May	June	Total Yea
2015	2014/15	,	. togatt	o opioniso i	2,436	2,523	2,946	2,925	2,357	2,895	2,442	3,057	2,971	24,552
2016	2015/16	3,213	3,637	3,481	3,883	5,127	6,269	6,733	6,378	6,567	6,160	8,128	7,784	67,360
2017	2016/17	8,323	8,426	8,380	7,572	7,857	9,508	9,579	10,729	13,726	12,760	15,642	17,858	130,360
2018	2017/18	21,410	26,114	21,215	17,445	16,760	21,142	16,824	15,700	17,108	17,271	22,003	21,891	234,883
2019	2018/19	25,961	26,747	23,845	21,637	19,357	22,917	24,697	22,629	24,638	25,806	27,807	30,037	296,078
2020	2019/20	32,013	32,809	29,559	26,607	25,170	29,749	27,220	24,329	24,716	18,972	22,672	24,069	317,885
2021	2020/21	27,762	25,850	22,032	20,007	20,000	20,140	21,220	24,020	241110	10,012		24,000	75,64
ooked - L	isting Night													
		July	August	September	October	November	December	January	February	March	April	May	June	Total Yea
2015	2014/15	0.007		1 500	1,047	905	1,201	967	892	1,246	1,067	1,257	1,643	10,225
2016	2015/16	2,367	2,324	1,508	1,562	1,749	2,742	2,406	2,722	3,196	2,940	3,457	4,686	31,659
2017	2016/17	5,992	5,672	5,064	3,811	3,278	4,874	4,002	4,657	6,445	5,464	6,624	9,850	65,733
2018	2017/18	14,780	16,349	11,550	8,438	6,881	9,662	7,191	7,222	8,477	9,000	11,780	13,366	124,69
2019	2018/19	19,186	18,374	14,576	10,488	8,360	11,047	9,633	9,381	11,795	12,031	12,681	17,178	154,730
2020	2019/20	20,252	22,056	17,836	13,389	10,383	13,046	12,546	13,492	12,078	9,569	12,567	17,841	175,055
2021	2020/21	23,227	22,280	16,032										61,539
evenue (\$	)													
		July	August	September	October	November	December	January	February	March	April	May	June	Total Yea
2015	2014/15				\$144,528	\$125,496	\$177,544	\$134,065	\$122,668	\$178,253	\$147,769	\$192,170		\$ 1,483,450.23
2016	2015/16	\$399,668	\$396,335	\$245,744	\$238,221	\$321,694	\$566,031	\$455,215	\$523,060	\$629,484	\$533,051	\$696,274		\$ 5,996,615.2
2017	2016/17	\$1,323,932	\$1,238,595	\$1,071,694	\$702,825	\$631,900	\$999,267	\$820,490	\$935,684	\$1,280,686	\$1,104,985	\$1,379,382	\$2,330,412	\$ 13,819,851.9
2018	2017/18	\$3,777,916	\$4,423,385	\$2,575,419	\$1,643,047	\$1,453,611	\$2,184,385		\$1,384,241	\$1,684,210	\$1,849,950	\$3,054,201		\$ 28,553,925.0
2019	2018/19	\$4,944,616	\$4,332,038	\$3,070,434	\$1,965,137	\$1,690,141	\$2,465,801		\$1,947,120	\$2,418,447	\$2,334,375	\$2,652,485	\$3,841,516	\$ 33,663,076.6
2020	2019/20	\$5,127,401	\$5,563,405	\$3,666,903	\$2,666,285	\$1,975,885	\$2,766,013	\$2,499,665	\$2,612,456	\$2,158,339	\$1,581,182	\$2,541,550	\$3,977,651	\$37,136,735.5
2021	2020/21	\$6,286,852	\$6,031,196	\$4,012,008	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$ 16,330,056.0
verage Da	ily Stay													
verage Da	iny onay	July	August	September	October	November	December	January	February	March	April	May	June	Total Ye
2015	2014/15			10	2.9	2.8	3.4	2.9	2.9	2.8	2.6	2.6	3.0	2
2016	2015/16	3.0	3.1	2.7	3.0	3.6	4.0	3.1	3.2	3.5	3.1	3.6	3.6	3
2017	2016/17	4.7	3.9	3.4	3.4	3.7	4.1	3.5	3.1	3.4	3.2	3.0	3.5	3
2018	2017/18	3.9	3.6	3.4	3.3	3.6	3.8	3.1	3.1	3.3	3.2	3.4	3.5	3
2019	2018/19	3.7	3.4	3.3	3.1	3.3	3.7	2.9	3.0	3.2	3.0	3.1	3.5	3
		3.3	3.0	2.9	2.8	2.8	3.4	3.2	3.2	3.4	4.1	4.1	3.8	3.
2020	2019/20													



## Tourism Industry Briefing - New COVID-19 Restrictions

	Oregon	Washington	California
Travel:	14 Day Quarantine for anyone entering Oregon from out of State	14 Day Quarantine for anyone entering Washington from out of State	14 Day Quarantine for anyone entering California from out of State
Dining:	All restaurants and bars move to takeout + delivery only beginning 11/18- 12/2. Some counties frozen 4-weeks.	All restaurants and bars moved to outdoor and to-go service only, effective 11/18 - 12/14	Varies by county. Likely new statewide restrictions coming soon.
Gatherings:	Limited to no more than six people, only one other household.	Limited to five other people from outside of your household, outside only.	No more than three housholds. Other restrictions vary by county.
Other:	Indoor + outdoor entertainment, gym, rec venues closed. Shopping limited to 75% capacity. Businesseses + employees WFH.	Indoor + outdoor entertainment and rec venues closed. Shopping limited to 25% capacity. Businesses mandate employees WFH.	Varies by county, new restrictions likely soon.



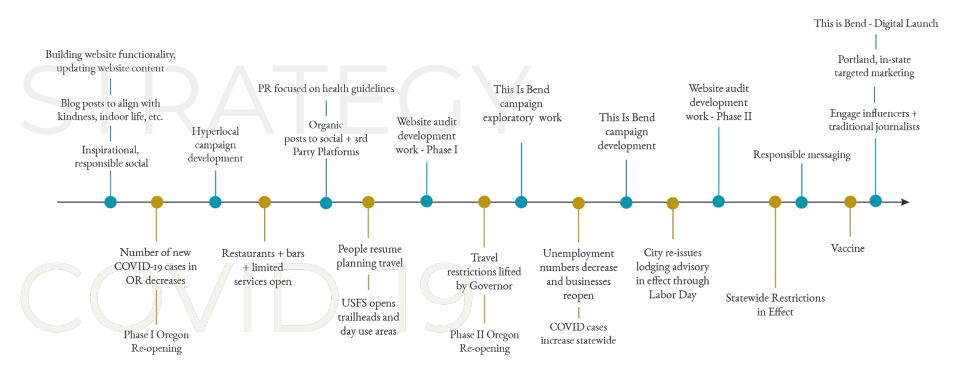
# Marketing Updates

Nate Wyeth, Visit Bend



## Marketing Update - 2020/21 Marketing Timeline

Continue focus on responsible messaging in line with current health guidelines to support efforts to contain the spread. When timing is appropriate, advertising will be phased in to support industry stakeholders.





## Ineffable Preview

Nate Wyeth, Visit Bend

### INEFFABLE - A Bend Photo Book - VOL. II Preview







## Board Roundtable

Noelle Fredland, Visit Bend Board Chair



## Community + Public Comment

Public board meeting attendees

