

# EDA REPORT – September 2020

**Tourism Staff Assigned:** Karen Pehrson

*Promote Owatonna as a destination for leisure, group, tournament and meeting travel*

## Tourism Economic Impact YOY:

**Sales (gross Leisure & hospitality)**

\$76 Million (Up 1.3%)

**Tax revenue (Annual state & local tax)**

\$4.9 Million (Up 2.5%)

**Impact on jobs related to leisure & hospitality**

1,5431 (Up 2.7%)

## Strategic Plan Dashboard – YTD

Updates highlighted

BRANDING	2019 YEARLY	LAST 90 DAYS	2020 MONTHLY GOAL
INCREASE WEBSITE PAGE <i>(USER SESSIONS/PER PAGE)</i>	313,808 Impressions 3341 Clicks 1.06 Click Thru Rate	18,325 Sessions (Up 37% from last qtr)  Welcome Back Campaign: <i>(Above average results)</i> 1,320 clicks 2.64% CTR	3%
INCREASE WEBSITE ENGAGEMENT <i>(USER GENERATED CONTENT &amp; MENTIONS)</i>	2+ min: 6603 2+ pages: 6486	2+ min:1252 (up 41% from last qtr) 2+ pages:1550 (up 45% from last qtr)	3% 2+ min: 566 2+ pages: 556
INCREASE CLICK THROUGH RATE ON EMAILS	2.47%	2.6%	3%
INCREASE # OF ACTIVE USERS <i>who had at least one session within the 14 days.</i>	865	1,215	5%

REGIONAL COLLABORATION	2019 YEARLY	2020 YTD	2020 GOAL
INCREASE NUMBER OF GROUP TOURS	12	All but 1 hour canceled – A group of 18 came a they stayed 3 night	15
INCREASE NUMBER OF OVERNIGHT ROOMS <i>(Heads in beds)</i>	54	14rooms for 3 nights	60

MEETINGS & EVENTS	2019 YTD	2020 YTD	2020 GOAL
INCREASE THE NUMBER OF MEETING & EVENTS <i>(meetings over 20 people – that we had a hand in planning)</i>	11	3	13
INCREASE THE NUMBER OF OVERNIGHT ROOM <i>(Heads in beds – that we had a hand in planning)</i>	70	30	100
INCREASE ECONOMIC IMPACT WITH EXISTING EVENTS <i>(Farm &amp; Power Show, Corky's &amp; SCFF) YOY</i>	1.3%		1.4%

## Lodging Tax YTD

2020	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
# of Properties	8	8	8	8	7	8	9	9					
95% of lodging tax	16,376	11,588	8,123	5,493	6,876	10,808	12,350	12689					\$83,723

2019	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
# of Properties	9	9	9	9	10	9	9	9	9	9	9	9	
95% of lodging tax	17,083	16,473	14,985	17,043	19,600	23,445	21,896	23,691	20,317	20,839	15,874	16,358	\$227,616

2018	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
# of Properties	9	10	10	10	10	10	10	10	10	10	10	9	
95% of lodging tax	19,887	19,447	22,905	19,484	21,475	26,199	22,209	25,492	20,401	21,872	15,505	18,222	\$253,098

Chart reflects the 95% of total lodging tax received by City of Owatonna which is passed to the Chamber. 100% of penalty charges from late payments go to City, not tourism (5% if due date is missed, 2% per month if not paid after 30 days)

## Occupancy YTD

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	Average
2020	45.7	46.8	34.3	28	35.4	52%	37%	38%					39%
2019	42.6	50.9	42.3	50.0	57.1	68.3	63.4	67.0	59.6	58.4	46.9	43.9	46.5%
2018	49.9	49.6	53.80	50.20	55.5	68.10	57.80	69.00	65.4	59.60	41.9	45.7	57.1%
2017	62.4	58.6	61.2	49.4	59.3	70.9	68.0	69.0	65.4	67.7	62.8	50.2	62%

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited. We receive the Smith Travel Research Data Reports monthly, which includes occupancy numbers for 458 of the 547 lodging rooms that are available in Owatonna (6 of 10 properties). Occupancy Definition as reported by STR: Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

## Lodging: Supply & Demand

### Properties

Baymont Inn & Suites Owatonna  
 Comfort Inn Medical Center Owatonna  
 Country Inn & Suites Owatonna  
 Motel 6 replaced - Holiday Inn & Suites  
 Owatonna (closed in June)  
 Owatonna Inn & Suites (previously Microtel)  
 Super 8 Owatonna

**2020 Average Occupancy: 40%**  
 (Percent of rooms filled in a month)

2020	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
# of Rooms per Mo. Included in this report	458	458	458	328	328	328	435	435				
Days in the Mo.	31	29	31	30	31	30	31	31				
Supply (Total # of Rooms in a mo.)	14,198	12,824	14,198	9,840	10,168	9,840	13,485	13,485				
Demand (Total # of rooms occupied in a mo.)	6,490	5,999	4,850	2,756	3,604	5,076	5,019	5,165				
Total Hotel rooms filled per day	209	207	156	92	116	169	162	166				
Occupancy (Percentage of Rooms filled in a mo.)	45.7%	46.7%	34.2	28	35.4	51.6%	37.2%	40%				

## August 2020 Lodging Performance for Minnesota

	Occ%	ADR	RevPAR
U.S. AVERAGE	48.6	102.46	49.83
MINNESOTA AVERAGE	43.6	96.26	42.01
Minneapolis	18	94.94	16.60
Minneapolis North Area	40.5	87.35	35.39
Minneapolis South Area	47.4	71.76	33.99
Duluth	66.9	148.57	99.46
St Cloud	41.9	89.17	37.37
Mankato	54.1	85.02	45.96
Rochester	44.1	107.21	47.32

<i>Minnesota Southern Area</i>	<i>49.9</i>	<i>84.73</i>	<i>42.29</i>
<b>OWATONNA</b>	<b>38.3</b>	<b>81.58</b>	<b>31.25</b>