

EDA REPORT

January 2021

Tourism Staff Assigned: Karen Pehrson

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

UPDATES

Marketing Umbrella Branding Project

Presented DMOProZ RFP to City partners to hire consultant to assist in building the foundation of the alliance

- 10,000 + travel expense
- Timeline: ~10 week

Lodging Tax Revenue and Occupancy

YTD Lodging Tax Revenue

2020 vs 2021 (Down 47%)

2019 vs 2020 (Down 42%)

	2021	2020	2019
	January doesn't show 2019 & 2020 \$13,221.41		
JAN	\$2,066	\$ 16,376	\$17,083
FEB	\$8,051	\$ 11,009	\$16,473
MARCH		\$ 8,123	\$14,985
APRIL		\$ 5,493	\$17,043
MAY		\$ 7,230	\$19,600
JUNE		\$ 10,808	\$23,445
JULY		\$ 12,350	\$21,907
AUG		\$ 12,689	\$23,691
SEPT		\$ 13,034	\$20,317
OCT		\$ 15,098	\$20,839
NOV		\$ 11,453	\$15,874
DEC		\$ 8,688	\$16,358
TOTAL	\$10117	\$ 131,662	\$227,616

YTD Occupancy

2021	2020	2019
24.7	40.8	56

2020 vs 2021 (Down 46%)

2019 vs 2020 (Down 27%)

Average Daily Rate

2021	2020	2019
78.81	\$83.24	\$88.81

2020 vs 2021 (Down 15.6%)

2019 vs 2020 (Down 6.3%)

Group Tour

2021 Bookings: 0

Most visitors that have had both vaccines are ready for group tours.

- Group tour leaders are holding off due to the cost of extra buses due to the capacity / social distancing from the state guideline.

Meeting & Events

2021 Bookings: 2

- Rustic Mama's added another craft show this summer
- Linder Farm Network added a show in Sept