



# School Break Report

Anticipate High Demand Periods due to School Breaks

Track High Demand Times - Plan Marketing Initiatives - Target Specific Regions

They say timing is everything and for families around the country, school breaks traditionally mean vacation time. For vacation destinations, school breaks must be carefully monitored, since they usually correspond with more demand and subsequent visitation. Our School Break Report, produced in partnership with Smith Travel Research (STR), helps you do just that, providing all the information you need to know to maximize these peak demand periods. We do the legwork letting you focus on things like your promotions, pricing and staffing.

## The Process

DestiMetrics' extensive database includes the exact dates of major school break periods from over 1000 public school districts and over 500 four-year colleges and universities across the country. We combine this broad geographic view into an easy-to-read graph highlighting the key times schools are out during the year. In addition, each report comes with supporting tables of further details like yearly enrollment and location (city/state) of each school district or college/university, helping you zero in on specific markets. Results are published in a preliminary view in April and full report in June depicting break calendar for the following year.

## The Results

DestiMetrics' U.S. School Break Report helps you to work smarter, allowing you to quickly pinpoint and plan for peak demand dates. Usually have a big spring break crowd coming from the north? Roll out deals in Boston to coincide with the exact time the major school districts are out of school and ready to hit the road. Want to help your destination's retail shops and restaurants properly prepare and be more efficient and profitable? Look to the School Break Report to discover local and national demand periods and be as ready as possible.

## Related Reports

Want an even more detailed look? Our Top 20 Market Report takes the School Break Report a step further, presenting you with a completely customized look at the 20 markets that matter most to you. Choose 20 areas from among the 210 designated market areas (DMAs), which are broadcast areas defined by Nielsen Media to produce an individualized and powerful look at school breaks during your peak demand periods. Or, have it your way; just tell us what view you need and let us see what we can do to make it so.

### **Preliminary report available early April, with a final report available in early June.**

A "sneak peek" of our 2017/18 School Break Report is available, several months prior to the completion of the final report (June 1st) and just in time to help you anticipate demand and occupancy trends for next season.

**\$550 includes the preliminary 2017/18 report available in early April, and the final report available in early June.  
\$385 for just the final 2017/18 report.**

Note: Distribution is strictly limited. Above pricing is per entity/business not including corporate offices, sister resort/properties, etc. Multi entity pricing is available upon request.

See synopsis on second page or contact Katie Barnes 970-390-4370 or [kbarnes@destimetrics.com](mailto:kbarnes@destimetrics.com)

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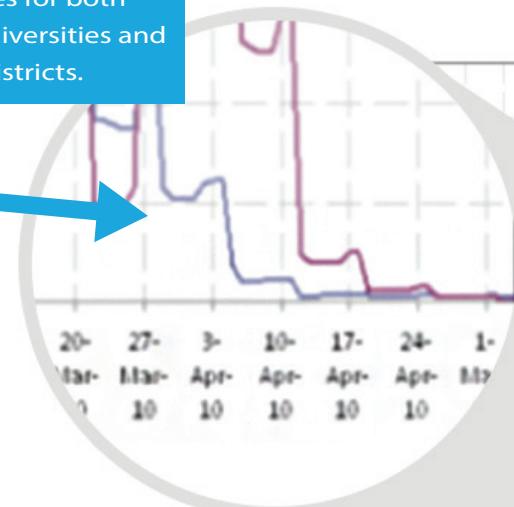
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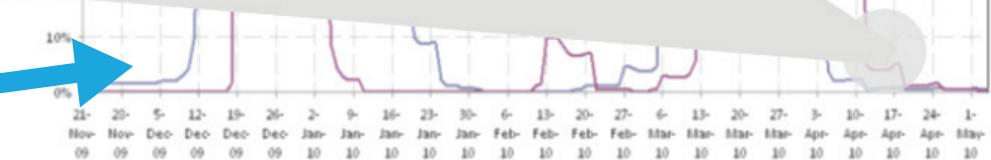
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Resort Intelligence.

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Quickly and easily visualize peak break times for both colleges and universities and public school districts.



Key holidays are clearly marked on graphs to allow for precise planning.



Structured tables provide detailed information about school districts and colleges/ universities; including location (city/state), enrollment, and major school break dates including fall start dates, holiday, winter and spring breaks as well as school end dates.

4 State Name of resorting district	County	City	Enrollment	Winter Break	Midwinter Break	Spring Break
			2009/10	2009/10	2009/10	2009/10
16 AZ Deer Valley Unified District	Anchorage	Anchorage	49,230	12/21/09-1/1/10		3/8/10-3/12/10
17 AZ Paradise Valley Unified District	Jefferson	Birmingham	36,390	12/21/09-1/1/10		3/15/10-3/19/10
18 AZ PHOENIX UNION HIGH SCHOOL DISTRICT	Mobile	Mobile	65,097	12/21/09-1/4/10		4/1/10-4/6/10
19 AZ SCOTTSDALE UNIFIED DISTRICT	Morgan County	Morgan	31,067	12/21/09-1/4/10		3/13/10-3/19/10
20 AZ Tucson Unified District	PULASKI	LITTLE ROCK	26,179	12/21/09-1/1/10		3/22/10-3/26/10
	PULASKI	LITTLE ROCK	19,774	12/21/09-1/1/10		3/22/10-3/26/10
	COCONINO	FLAGSTAFF	11,554	12/21/09-1/1/10		3/15/10-3/19/10
	Maricopa	Chandler	33,311	12/21/09-1/1/10		3/15/10-3/26/10
	Maricopa	Gilbert	37,767	12/21/09-1/5/10		3/15/10-3/19/10
	Maricopa	Mesa	74,128	12/21/09-1/1/10		3/15/10-3/19/10
	Maricopa	Phoenix	39,035	12/21/09-1/1/10		3/15/10-3/19/10
	Maricopa	Phoenix	36,459	12/21/09-1/1/10		3/15/10-3/19/10
	Maricopa	Phoenix	34,646	12/21/09-1/1/10		3/29/10-4/2/10
	Maricopa	Phoenix	25,733	12/21/09-1/1/10		3/8/10-3/12/10
	MARICOPA	PHOENIX	24,653	12/21/09-1/1/10		3/8/10-3/12/10
	MARICOPA	PHOENIX	60,133	12/21/09-1/1/10		4/1/10-4/5/10
	PIMA	Tucson	32,187	12/21/09-1/1/10		4/5/10-4/9/10
	PIMA	Tucson	47,413	12/21/09-1/1/10		4/5/10-4/9/10
	CONTRA COSTA	Concord	35,685	12/21/09-1/1/10		4/5/10-4/9/10
	CONTRA COSTA	Concord	31,359	12/21/09-1/1/10	2/25/10-2/29/10	4/5/10-4/9/10
	CONTRA COSTA	Crockett	37,101	12/21/09-1/1/10		3/29/10-4/5/10
	CONTRA COSTA	Fremont	77,555	12/21/09-1/8/10		3/29/10-4/5/10
	CONTRA COSTA	Fremont	36,086	12/21/09-1/1/10		3/29/10-4/2/10
	CONTRA COSTA	LOS ANGELES	5,262	12/21/09-1/1/10		3/28/10-4/2/10
	CONTRA COSTA	LOS ANGELES	90,463	12/21/09-1/1/10		4/5/10-4/9/10
	CONTRA COSTA	Long Beach	707,427	12/21/09-1/8/10		3/28/10-4/2/10
	CONTRA COSTA	Los Angeles	33,419	12/21/09-1/8/10		4/1/10-4/5/10
	CONTRA COSTA	Montebello	31,117	12/21/09-1/1/10		4/5/10-4/9/10
	CONTRA COSTA	Pomona	11,111	12/21/09-1/1/10		4/5/10-4/9/10
	CONTRA COSTA	SANTA MONICA	11,111	12/21/09-1/1/10		3/28/10-4/2/10
	CONTRA COSTA	Orange	33,777	12/21/09-1/1/10		4/5/10-4/9/10
	CONTRA COSTA	Orange	48,002	12/21/09-1/1/10		4/1/10-4/5/10
	CONTRA COSTA	Garden Grove	33,809	12/21/09-1/1/10		4/5/10-4/9/10
	CONTRA COSTA	Mission Viejo	21,421	12/21/09-1/1/10	2/25/10-2/29/10	4/5/10-4/9/10
	CONTRA COSTA	ORANGE	21,442	12/21/09-1/1/10		4/5/10-4/9/10

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