

Whitefish Summer Lodging Survey: June 2020

Key Conclusions

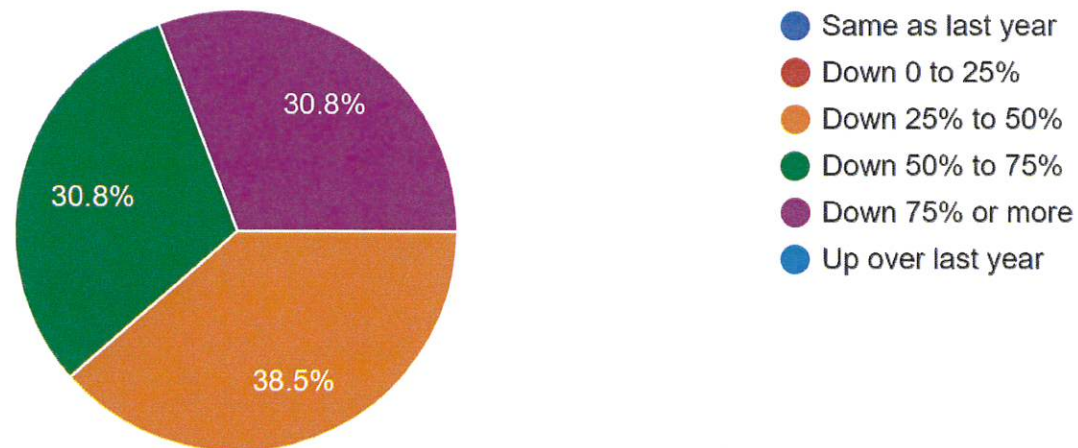
- All months showed a significant decrease in advanced reservations compared to last year. This trend has continued throughout each of the three surveys conducted this spring (April, May, June).
- For June, all respondents reported they were down at least 25% compared to last year. However, there has been some positive movement compared to the May study which indicated that all respondents were down 50% or more compared to last year.
- For July, 23% of respondents reported that advanced reservations were down 50% to 75% with the rest reporting being down anywhere from 0% to 50%. In the May survey, half of respondents reported that advanced reservations for July were down 75% or more, indicating that some ground has been gained.
- Although August showed a wider distribution across the spectrum of advanced reservation than the previous months, over 40% of respondents still reported being down 25% to 50% and another 30% of respondents were down 50% or more compared to last year.
- September also showed a wide distribution across the spectrum of decreased advanced reservations. However, over 50% of respondents still reported being down 50% or more. On the other end, 23% of respondents reported having an increase over last year, which contributed to the wide distribution.
- While these numbers are not generally encouraging, the data does indicate that July has generated more advanced reservations than in the previous surveys. June has also added some reservations within a shorter booking window compared to the previous surveys.

Whitefish Summer Lodging Survey: June 2020

The Whitefish Convention and Visitors Bureau (Explore Whitefish) conducted a survey in order to estimate the impact of COVID-19 on advanced summer lodging reservations. Respondents were asked to compare advanced lodging reservations for **June 2020** compared to last year.

Compared to June 2019, what does your current occupancy look like for June 2020?

13 responses

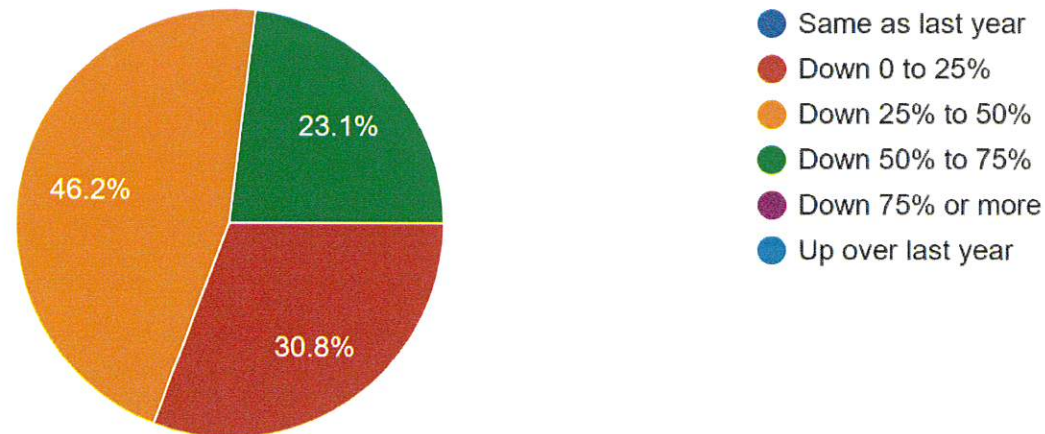


Whitefish Summer Lodging Survey: July 2020

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Whitefish Summer Lodging Survey: August 2020

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Compared to August 2019, what does your current occupancy look like for August 2020?

13 responses

