

Cove Management

Hot Sheet

Week of (previous): 2/23-3/1	Occupied Units: 263
ADR: 123.59 Occupancy %: 20.4	Room Revenue: 32,504.37
Week of (projected): 3/2-3/8	Occupied Units: 176
ADR: 112.85 Occupancy %: 13.9	Room Revenue: 19,861.49
Week of (last year): 2/25-3/2	Occupied Units: 306
ADR: 138.02 Occupancy %: 23.8	Room Revenue: 42,235.00

Guest Relations

Guest/Owner Complaints/Compliments:

11 new reviews with a rating of 4.29. **Tripadvisor rating is #8.**

Marketing Initiative:

The "30th Anniversary" campaign brought in \$90,419.00.

The new March campaign, highlighting spring break and the balloon adventure, has brought in \$13,051.00 so far.

Sales Updates:

Definite contracts: 3 – 3 Social blocks. Estimated room revenue: \$34,648.00

Tentative Contracts: 0 – Estimated room revenue: \$0.00

Proposals: 7 proposals sent out

Events:

3/12-13: Century 21 Meeting in the Promenade