

Cove Management

Hot Sheet

Week of (previous): 3/2-3/8	Occupied Units: 240
ADR: 118.39 Occupancy %: 18.6	Room Revenue: 28,414.76
Week of (projected): 3/9-3/15	Occupied Units: 307
ADR: 117.15 Occupancy %: 23.8	Room Revenue: 35,963.98
Week of (last year): 3/3-3/9	Occupied Units: 213
ADR: 127.43 Occupancy %: 16.5	Room Revenue: 27,143.04

Guest Relations

Guest/Owner Complaints/Compliments:

16 new reviews with a rating of 4.6. **Tripadvisor rating is #8.**

Marketing Initiative:

The March campaign, highlighting spring break and the balloon adventure, has brought in \$30,034.00 so far.

Sales Updates:

Definite contracts: 8 – 7 Social blocks 1 Direct bill. Estimated room revenue: \$70,138.00

Tentative Contracts: 4 – 2 Socials blocks, 2 Events. Estimated room revenue: \$9,133.00

Proposals: 9 proposals sent out

Events:

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

3/17: All employee meeting in the Lakeshore