

**Sunshine Vacation Rentals
Sarasota Office**

6/25/2007
11:55:01 AM

**Analysis - Reservations by Source of Call
From 5/1 thru 5/30 - By Reservation Date**

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SOC Name	Resv Taken	No. Cancels	Net Resv	Cancels Pct	Ratio: Cancels to stays	Total Rental Fee	Total Nights	Daily Avg.	Nights per Stay
Chamber	2	0	2	0.00%	0 - 0	\$2,303.00	13	\$177.15	7
Family Rental	1	0	1	0.00%	0 - 0	\$7,830.00	21	\$372.86	21
Magazine Ad	4	0	4	0.00%	0 - 0	\$17,353.00	56	\$309.88	14
Maintenance Block	6	1	5	16.67%	1 - 5	\$0.00	29	\$0.00	6
Owner	1	0	1	0.00%	0 - 0	\$1,404.00	7	\$200.57	7
Owner Referral	2	0	2	0.00%	0 - 0	\$2,709.00	14	\$193.50	7
Owner Renters	47	0	47	0.00%	0 - 0	\$72,492.00	369	\$196.46	8
Owner Stay	1	0	1	0.00%	0 - 0	\$1,302.00	7	\$186.00	7
Realtors	1	0	1	0.00%	0 - 0	\$877.00	7	\$125.29	7
Repeat Guest	81	10	71	12.35%	1 - 7.1	\$275,175.00	828	\$332.34	12
Return Guest	1	0	1	0.00%	0 - 0	\$5,620.00	14	\$401.43	14
Travel Agency	25	2	23	8.00%	1 - 11.5	\$64,079.00	190	\$337.26	8
Sunshine Website	68	3	65	4.41%	1 - 21.7	\$109,911.00	549	\$200.20	8
Walk-in	4	1	3	25.00%	1 - 3	\$23,775.00	94	\$252.93	31
2006	244	17	227			\$584,830.00	2198	\$266.07	10
Chamber	12	1	11	8.33%	1 - 11	\$20,016.00	84	\$238.29	8.
Magazine Ad	9	1	8	11.11%	1 - 8	\$16,163.00	69	\$234.25	9
Maintenance Block	21	1	20	4.76%	1 - 20	\$0.00	304	\$0.00	15
Travel Site	1	0	1	0.00%	0 - 0	\$603.00	7	\$86.14	7
Owner	3	2	1	66.67%	1 - 0.5	\$1,488.00	17	\$87.53	17
Owner Guest	2	0	2	0.00%	0 - 0	\$2,098.00	14	\$149.86	7
Owner Referral	3	0	3	0.00%	0 - 0	\$4,821.00	32	\$150.66	11
Owner Renter	33	1	32	3.03%	1 - 32	\$47,890.00	287	\$166.86	9
Owner Stay	1	0	1	0.00%	0 - 0	\$1,728.00	7	\$246.86	7
Realtors	1	0	1	0.00%	0 - 0	\$1,206.00	7	\$172.29	7
Signs	1	0	1	0.00%	0 - 0	\$3,078.00	7	\$439.71	7
Repeat Guest	77	9	68	11.69%	1 - 7.6	\$262,477.00	915	\$286.86	13
Travel Agency	63	4	59	6.35%	1 - 14.8	\$108,243.00	472	\$229.33	8
Sunshine Website	68	1	67	1.47%	1 - 67	\$101,071.00	528	\$191.42	8
Walk-in	5	0	5	0.00%	0 - 0	\$36,917.00	141	\$261.82	28
Other Websites	3	0	3	0.00%	0 - 0	\$3,887.00	22	\$176.68	7
2005	303	20	283			\$611,686.00	2913	\$209.98	10
Chamber	3	1	2	33.33%	1 - 2	\$3,914.00	15	\$260.93	8
Family	1	0	1	0.00%	0 - 0	\$2,999.00	7	\$428.43	7
Friends	8	1	7	12.50%	1 - 7	\$19,308.00	70	\$275.83	10
FLA USA	5	0	5	0.00%	0 - 0	\$7,428.00	38	\$195.47	8
FVRMA	1	0	1	0.00%	0 - 0	\$1,140.00	7	\$162.86	7
Signs	13	1	12	7.69%	1 - 12	\$0.00	105	\$0.00	9
Maintenance Block	2	0	2	0.00%	0 - 0	\$0.00	122	\$0.00	61
Owner Referral	1	0	1	0.00%	0 - 0	\$800.00	7	\$114.29	7
Owner Renter	46	3	43	6.52%	1 - 14.3	\$101,438.00	474	\$214.00	11
Owner Stay	1	1	0	100.00%	1 - 1	\$0.00	0	\$0.00	0.
Realtors	2	0	2	0.00%	0 - 0	\$20,135.00	82	\$245.55	41
Repeat Guest	86	16	70	18.60%	1 - 4.4	\$266,825.00	890	\$299.80	13
Email Broadcast	2	0	2	0.00%	0 - 0	\$3,106.00	15	\$207.07	8
Travel Agency	28	2	26	7.14%	1 - 13	\$64,488.00	244	\$264.30	9
Sunshine Website	87	13	74	14.94%	1 - 5.7	\$101,919.00	541	\$188.39	7
Walk-in	1	0	1	0.00%	0 - 0	\$6,858.00	23	\$298.17	23
2004	287	38	249			\$600,358.00	2640	\$227.41	11

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Chamber	1	0	1	0.00%	0 - 0	\$1,800.00	7	\$257.14	7
Sarasota city website	1	0	1	0.00%	0 - 0	\$1,282.00	7	\$183.14	7
Brochure	2	0	2	0.00%	0 - 0	\$14,386.00	49	\$293.59	25
Magazine Ad	2	0	2	0.00%	0 - 0	\$3,708.00	14	\$264.86	7
Family	3	1	2	33.33%	1 - 2	\$3,539.00	14	\$252.79	7
Friends	3	0	3	0.00%	0 - 0	\$4,152.00	36	\$115.33	12
Email Broadcast	7	2	5	28.57%	1 - 2.5	\$8,867.00	41	\$216.27	8
Maintenance Block	4	0	4	0.00%	0 - 0	\$0.00	55	\$0.00	14
Owner Guest	1	0	1	0.00%	0 - 0	\$857.00	8	\$107.13	8
Owner Referral	1	0	1	0.00%	0 - 0	\$1,466.00	7	\$209.43	7
Owner Renter	31	0	31	0.00%	0 - 0	\$51,068.00	264	\$193.44	9
Owner Stay	1	0	1	0.00%	0 - 0	\$3,960.00	14	\$282.86	14
Realtors	2	2	0	100.00%	1 - 1	\$0.00	0	\$0.00	0
Repeat Guest	72	6	66	8.33%	1 - 11	\$280,902.00	992	\$283.17	15
NY Times Ad	2	0	2	0.00%	0 - 0	\$4,551.00	14	\$325.07	7
Travel Agency	27	2	25	7.41%	1 - 12.5	\$57,405.00	203	\$282.78	8
Sunshine Website	67	2	65	2.99%	1 - 32.5	\$98,811.00	501	\$197.23	8
Walk-in	7	0	7	0.00%	0 - 0	\$29,718.00	98	\$303.24	14
2003	234	15	219			\$566,472.00	2324	\$243.75	11

Reservations By Source of Call - This report compares the reservations taken, reservations cancelled and the total Rental Fee charged based on the Source of Call of on the reservations. The report lists the current year and the previous four years.