

**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**

Page 1

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
<b>2006</b>	<b>244</b>	<b>17</b>	<b>227</b>			<b>\$584,830.00</b>	<b>2198</b>	<b>\$266.07</b>	<b>10</b>
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
<b>2005</b>	<b>303</b>	<b>20</b>	<b>283</b>			<b>\$611,686.00</b>	<b>2913</b>	<b>\$209.98</b>	<b>10</b>
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
<b>2004</b>	<b>287</b>	<b>38</b>	<b>249</b>			<b>\$600,358.00</b>	<b>2640</b>	<b>\$227.41</b>	<b>11</b>

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

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	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
<b>2003</b>	<b>234</b>	<b>15</b>	<b>219</b>			<b>\$566,472.00</b>	<b>2324</b>	<b>\$243.75</b>	<b>11</b>

**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.