

INTRODUCTION

I, Dion Cruse was appointed as booking officer at the beginning of 2014 so my experience of the booking procedures, booking activity and what is presented in this report comes from the knowledge I have gained throughout this period.

This report is based on information predominately from the 01 January 2014 to the date of this AGM (30 November 2014) with additional information being retrieved from our booking system to show booking comparisons to the clubs members.

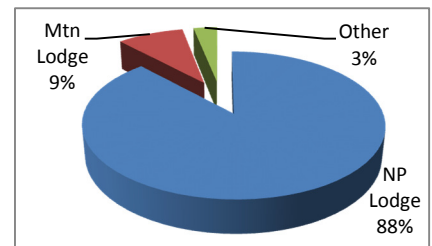
The 2014 data I will present in this report will show how deposits for accommodation are divided between lodges. I feel this is important information to gather so committee and club members can get the bigger picture of each lodges income and expenditure. NOTE: These figures are from 01 January 2014 to current, not the actual clubs financial year results so will differ from that reported in the financial report.

This report will also touch on 'bums on beds' and 'members v's non-members nights' to understand who are the predominate users of our lodge and where possible growth could come from heading into the next season.

INCOME

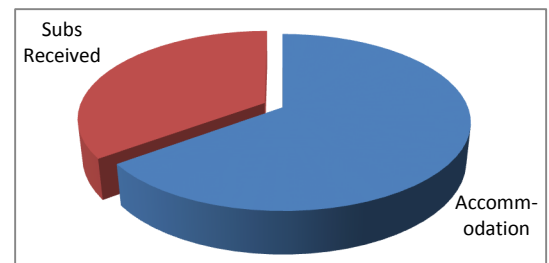
INCOME FROM BOOKINGS – January to Current (30/11/2014):

National Park	\$23,058.50	(88.1%)
Mountain Lodge	\$2,285.50	(8.7%)
Other Accommodation (Pre-paid)	\$816.00	(3.1%)



INCOME FROM BOOKINGS AND SUBS RECEIVED

Total Accommodation:	\$26,160.00	(64.9%)
Subs Received	\$14,153.52	(35.1%)
TOTAL:	\$40,313.52	



MONTHLY ACCOMMODATION INCOME & SUBS SUMMARY:

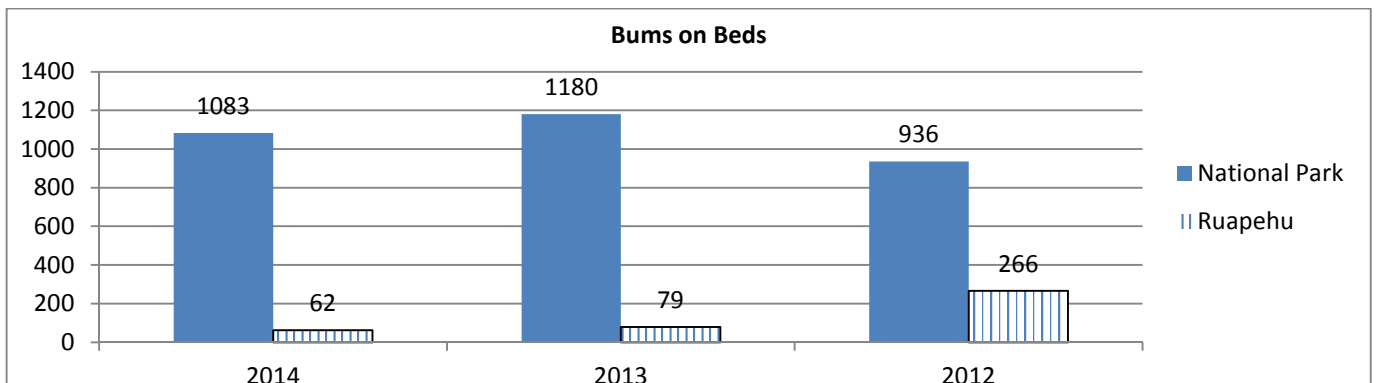
2014	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	TOTAL:
Income:												
National Park	\$667.00	\$276.00	\$-	\$1,600.50	\$2,216.00	\$138.00	\$3,583.00	\$6,107.00	\$5,607.00	\$2,864.00	\$0.00	\$23,058.50
Ruapehu	\$-	\$-	\$-	\$168.50	\$-	\$660.00	\$-	\$1,282.00	\$105.00	\$70.00	\$0.00	\$2,285.50
Other Accom*	\$-	\$-	\$-	\$-	\$-	\$-	\$100.00	\$620.00	\$96.00	\$-	\$0.00	\$816.00
SUBS	\$-	\$684.00	\$3366.00	\$7,633.52	\$380.00	\$570.00	\$760.00	\$760.00	\$-	\$-	\$0.00	\$14,153.52
TOTAL ACCOM	\$667.00	\$960.00	\$3366.00	\$9402.52	\$2596.00	\$1368.00	\$3,683.00	\$8769.00	\$5,808.00	\$2,934.00	\$0.00	\$40,313.52

*Other Accom = Prepayments of accommodation

ACCOMMODATION DISTRIBUTION / USAGE

BUMS ON BEDS

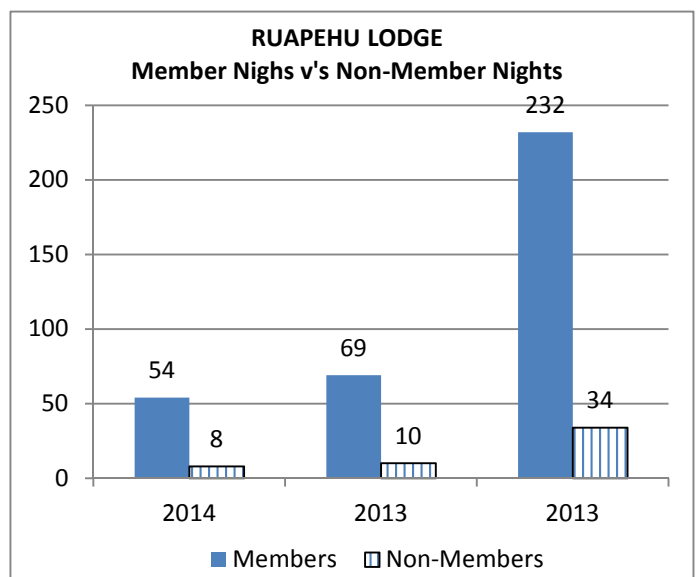
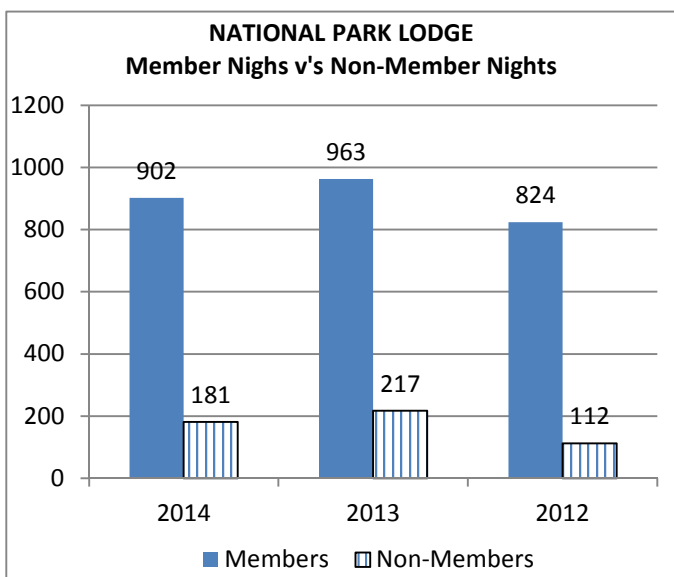
It is important to point out that the number of bums on beds does not reflect on the actual income generated from accommodation. The total number of bums on beds also includes bookings that have been paid for by using account credits. Bums on beds are a true reflection of actual bookings received via the booking system for each lodge.



MEMBERS V'S NON-MEMBER BOOKINGS

The below is a breakdown of the actual bed nights or 'bum on beds' that have been used in the past three years. It also shows the breakdown between members and non-members use of each lodge. It is important to note that the information is retrieved from the booking systems and does not include any group bookings including school groups that have paid via invoice rather than bookings on the system.

LODGE/YEAR	NATIONAL PARK LODGE		RUAPEHU LODGE		TOTAL
	Members	Non-Members	Members	Non-Members	
2014	902	181	54	8	1145
2013	963	217	69	10	1259
2012	824	112	232	34	1202



GENERAL BOOKINGS

While we received a good number of bookings this year, we unfortunately also received a large number of cancellations due to weather and poor snow conditions. The weather in part impacted directly on some of our event nights with our first schedule event night at the National Park lodge (the Retro night) having to be postponed due to no snow. The usually well attended Mid-Winter Xmas at the Mountain lodge also suffered the same, however went ahead and good numbers were achieved. National Park's Curry night was a huge success with big numbers and amazing dishes.

I have noticed that we are now receiving a large number of single night bookings which may be a result of there no longer being a multiple night benefit. We have previously in the past had a higher price for those wishing to stay a single night only and with this now being removed I have noticed that we are getting increasing numbers of Saturday night, single night stays.

From a booking perspective these single nights are difficult to manage if the club is getting full. With the first in first served policy we run the risk of those wishing to book and pay for two or more nights missing out if a single night booking comes in first if received first.

COMMUNICATION AND BOOKING SYSTEM

We have come a long way this year to now understanding our online system and isolating issues and learning to work around them. It has been a huge relief to me personally that once issues have been identified our members and those that are using the system to book or cancel bookings have assisted with good descriptions giving us the ability to move forward.

In October we sent out our first Newsletter via Mailchimp. This is an amazing system that enables us to monitor and receive measureable data as we are able to see who and how often our mail-outs are being opened. This is backed up by putting information on both the website and on our Facebook page. This is something we intend to grow over the next year.

In general this year has been a big learning curve for me. I am extremely grateful to Marie and Bernie Prendergast for their advice and direction, Lisa Arthur for her ever quick responses and support to queries that have needed answering as soon as possible and Hazel Phillips for her willing approach to helping out where necessary, certainly a real asset to our club – thank you.

Kind regards
Dion Cruse
Booking Officer