



Good day Savannah Chamber/Visit Savannah hospitality members. I hope this note finds you all well and enjoying a busy spring season!

I'd like to re-introduce you to a research tool that **Visit Savannah** has invested in and will be sharing with you on a monthly basis. The "[nCompass Report](#)" is a composite tool that examines over 5,000 travel-related booking sites and search engines like Expedia, Travelocity, Orbitz, etc., as well as websites for all airlines like Delta, American and JetBlue, to analyze the **demand trends** that those sites are seeing for people considering travel to Savannah. For our purposes, we also track those that are considering travel to Savannah AND Charleston so that we can market for that business accordingly.

We share the report with you to give you a rolling 60-day look at what general hotel availability looks like online and as a tool to assist you with your forecasting and yield management. There is an explanation at the top of most pages that explains what each page is telling you.

This is a brand new product that will continue to evolve and develop over the coming months. We hope that you see value in it and would appreciate your thoughts and feedback going forward.

Sincerely,

Joe

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