

1st Quarter 2020

1st Dec 2019 to 29th Feb 2020

The Traddock Hotel & Restaurant



Sales per month comparison

Sales v's Forecast 2018 to 2020 YTD (@2nd March 2020)							
	2018	2019	% growth v 2018	2020 YTD	2020 Plan	% growth v 2019	% growth v plan
Dec	£72,100	£75,311	4.5%	£92,501	£78,000	22.8%	18.6%
Jan	£45,893	£45,079	-1.8%	£57,691	£48,000	28.0%	20.2%
Feb	£53,261	£50,512	-5.2%	£56,045	£61,000	11.0%	-8.1%
March	£55,569	£54,818	-1.4%		£67,000		
April	£68,898	£65,697	-4.6%		£74,000		
May	£73,451	£69,145	-5.9%		£78,000		
June	£71,177	£69,087	-2.9%		£77,000		
July	£68,659	£64,550	-6.0%		£80,000		
Aug	£79,585	£83,031	4.3%		£89,000		
Sept	£73,832	£83,302	12.8%		£84,000		
Oct	£66,220	£76,028	14.8%		£78,000		
Nov	£59,659	£66,069	10.7%		£68,000		
	£788,304	£802,629	1.62%	£206,237	£882,000	20.59%	10.2%

- Really solid sales performance in December (Our first £90k+ month, 22.8% or £17.2k growth) and January (28% or £12.6k growth). After the General Election a wave of positivity and less concern about BREXIT along with reasonable weather saw record interest in our rooms. All areas of the business delivering strong sales growth.
- February was the polar opposite, with multiple and significant market and weather issues affecting bookings and customer spend.
 - Each weekend we were hit with well publicised storms (3 of them named with weather yellow & red warnings) blunting interest in our usually fully booked weekends.
 - The worst flooding to our area recorded, which made national news headlines and curtailed interest in midweek stays.
 - Corona Virus scare hitting global travel and our usual midweek elderly guests staying home for safety.
- So two months of really exciting highs followed by the worst trading conditions we can remember. February without weather issues would have been at least on planned growth.

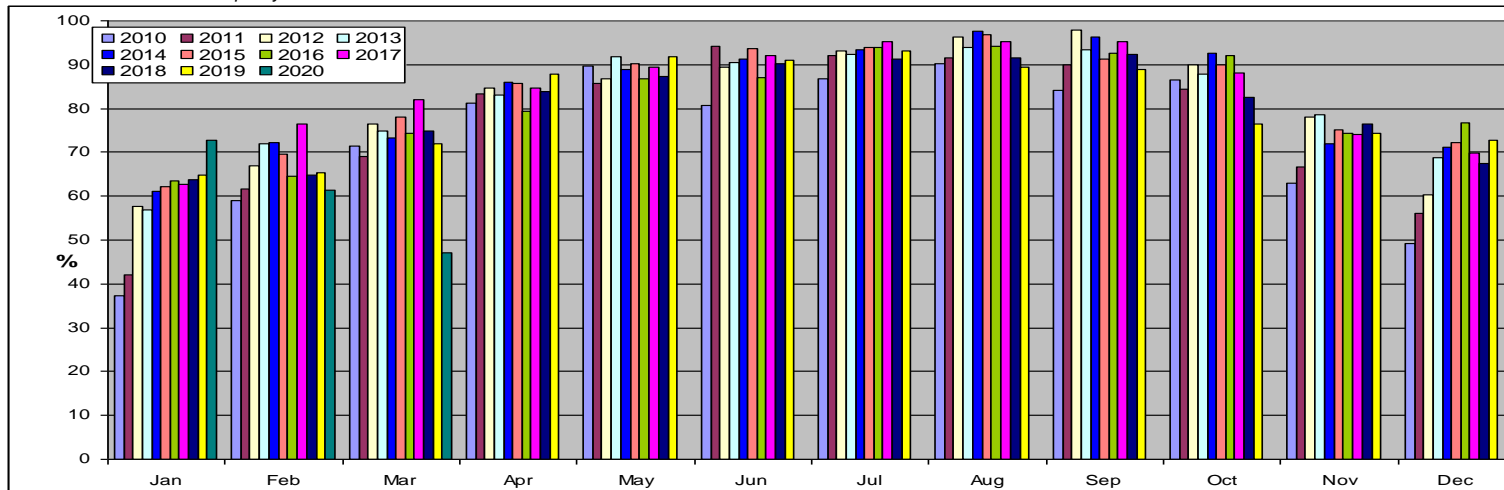


Occupancy YTD March 2020

The Traddock - Occupancy per available room - YTD at 2nd March 2020

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2010	37.4	58.9	71.3	81.1	89.8	80.7	86.8	90.3	84.1	86.6	63.0	49.3	73.28
2011	42.1	61.6	69.0	83.2	85.8	94.2	92.2	91.6	90.0	84.4	66.8	56.0	76.41
2012	57.7	67.0	76.3	84.6	86.8	89.4	93.0	96.2	97.8	90.1	78.0	60.2	81.43
2013	56.9	72.0	74.9	83.2	91.8	90.6	92.4	94.0	93.5	87.7	78.5	68.8	82.03
2014	61.0	72.2	73.3	86.1	88.9	91.4	93.3	97.6	96.3	92.7	72.0	71.1	82.99
2015	62.0	69.7	78.0	85.8	90.3	93.5	93.9	96.8	91.4	90.1	75.2	72.1	83.23
2016	63.5	64.4	74.4	79.4	86.8	86.9	93.8	94.1	92.5	92.2	74.4	76.6	81.59
2017	62.7	76.5	81.9	84.7	89.5	91.9	95.2	95.2	95.3	88.1	74.1	69.8	83.74
2018	63.8	64.9	74.9	84.0	87.2	90.1	91.2	91.6	92.3	82.5	76.4	67.4	80.52
2019	64.9	65.2	71.9	87.9	91.9	91.1	93.2	89.4	88.8	76.4	74.3	72.8	80.65
2020	72.9	61.4	47.1										60.45

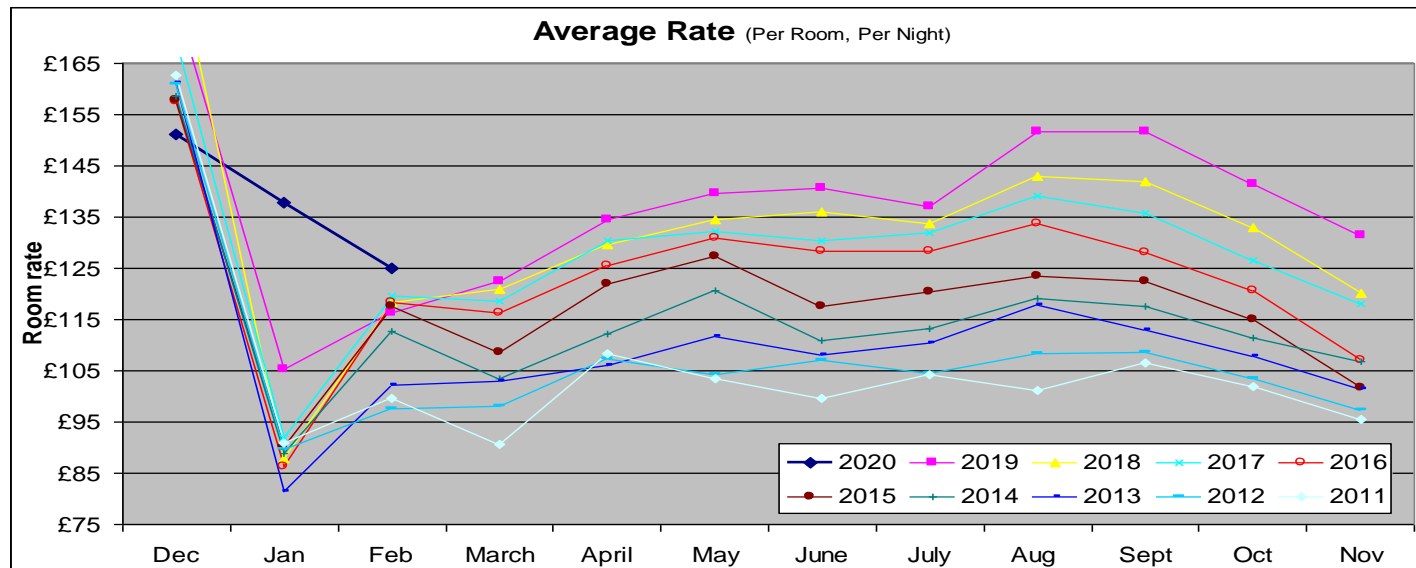
March 2020 occupancy is rooms booked to date



- With 22% more bed space available than this time in 2019 (2 new rooms and Room 2 closed during building works). So the strong December and record January occupancy figures were exceptional results.
- Significant discounting and offers help secure bookings but with trading conditions abysmal in February & March we were still unable to meet our target of at least comparable occupancy against 2019.

Average Room rate – YTD 2020

Average Rate Achieved (Per room per night) - 3rd March 2020													Average	Difference
	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov		
2020	£151.06	£137.90	£124.94										£137.97	£0.58
2019	£176.76	£105.14	£116.20	£122.34	£134.58	£139.68	£140.58	£137.10	£151.70	£151.79	£141.45	£131.37	£137.39	£5.27
2018	£186.43	£87.77	£118.42	£120.90	£129.62	£134.50	£135.97	£133.73	£143.06	£141.81	£133.04	£120.17	£132.12	£3.42
2017	£169.54	£91.96	£119.62	£118.50	£130.50	£132.29	£130.46	£131.83	£139.11	£135.79	£126.60	£118.15	£128.70	£5.25
2016	£157.63	£86.40	£118.26	£116.36	£125.58	£130.94	£128.31	£128.27	£133.77	£128.17	£120.62	£107.08	£123.45	£4.77
2015	£157.84	£90.15	£117.67	£108.55	£121.98	£127.38	£117.52	£120.26	£123.44	£122.47	£115.12	£101.77	£118.68	£4.11
2014	£158.51	£88.73	£112.69	£103.40	£112.15	£120.58	£110.97	£113.08	£119.06	£117.49	£111.43	£106.80	£114.57	£4.26
2013	£161.28	£81.51	£102.22	£102.90	£105.91	£111.64	£108.05	£110.28	£117.77	£113.05	£107.86	£101.32	£110.32	£3.12
2012	£160.81	£89.53	£97.46	£98.11	£107.24	£104.17	£107.00	£104.56	£108.24	£108.57	£103.40	£97.27	£107.20	£1.78
2011	£162.65	£90.96	£99.67	£90.71	£108.28	£103.56	£99.72	£104.30	£101.24	£106.46	£101.91	£95.57	£105.42	£4.44



- With 2 new luxury doubles and a new suite the average achieved rate has climbed to reflect the increased rates for these rooms. Our new suites & luxury doubles driving all the new growth.
- Lots of last minute discounting in February had a little effect and again top end rooms remained the most popular.