

Analysis of the effect of subsequent year return of cruiseship tourists as Charter guests

The Proforma provided only considers 65 charter/weeks --- You can clearly see that the potential is considerably higher...

		2008	2009	2010	2011	2012	2013
	Growth	Baseline					
Let's talk guests							
# of ships	10.00%	70.0	77.0	84.7	93.2	102.5	112.7
# of tourists delivered per cruiseship	8.00%	140.0	151.2	163.3	176.4	190.5	205.7
	Retention						
If the following percentage return in the following year	2.00%	base	196	233	277	329	390
If we say 25% of the subsequent guests return in each of the following years				49	70	87	104
Total guests			196	282	347	415	494
Lodge capacity - Assume 24 rooms for May 1 through Sept 30 with half @ double occupancy			150 days @ 24 rooms w/50% at double occupancy is			771	Guest weeks Potential
Let's talk money							
If all of the guests selected the six day adventure	\$3,500	<-- Price	\$686,000	\$986,468	\$1,214,799	\$1,453,900	\$1,729,913
	\$0	<-- per day	0	0	0	0	0
Net available to the lodge			\$686,000	\$986,468	\$1,214,799	\$1,453,900	\$1,729,913
Direct Expenses							
R/T airfare	\$130		-25,480	-36,640	-45,121	-54,002	-64,254
Daily - direct meal expense	\$30		-35,280	-50,733	-62,475	-74,772	-88,967
Daily - Excursions and other misc entertainment	\$135		-158,760	-228,297	-281,139	-336,474	-400,351
Available to Lodge Overhead & Profit			\$466,480	\$670,798	\$826,063	\$988,652	\$1,176,341