

*EALA and the Local Marketing District (LMD) are encouraging all lodging establishment in Estes to participate in the Rocky Mountain Lodging Report (RMLR). The report provides very beneficial information to you as a business owner or manager. Also, the LMD is hoping to gain accurate information that will assist them in improving the success of your business. An accurate report can only be achieved if a majority of lodging establishments in Estes participates in the RMLR. We encourage you to participate! **HELP US, HELP YOU!!***

***Who receives the lodging information and creates the Rocky Mountain Lodging Report?***

The information is compiled by the Rocky Mountain Lodging Report.  
This is not an accounting firm, but a group assembled specifically for the RMLR.  
The RMLR is their sole function.

***How long have they been completing the report?***

The same principals and support help have been involved in the report since the early 1990s. The report is a continuation of the Pannell Kerr Forster Trends study, which was well established back in 1978. PKF left Denver in the early 1990s, at which time the current group of former PKF employees assumed responsibility for the report. The report is compiled for the Colorado Hotel and Lodging Association, as well as sister groups in Wyoming, New Mexico and Wyoming.

***Who pays for the cost of the report?***

The report is free to those who submit data. However, there is a charge to those who do not submit data, but still want the report.

***How many people are privy to the information that is emailed to them?***

Access is limited only to those directly affiliated with the RMLR. Firm ethical standards as well as agreements with the lodging associations prevent the disclosure or release of individual property data.

***If properties are interested in signing up for the RMLR, who should they contact?***

Email: [RockyMountainLodgingReport@comcast.net](mailto:RockyMountainLodgingReport@comcast.net)

Also, please send an initial request to [WRHotel@aol.com](mailto:WRHotel@aol.com) and Bill Hopping will follow up with you to make certain that your property receives the proper start-up package.

If any individual properties would like to speak with Bill Hopping directly, he encourages you to contact him.

William R. Hopping, MAI, ISHC  
W.R. Hopping & Co., Inc.  
5773 Shasta Circle  
Littleton, CO 80123  
303-798-4045 phone  
303-798-4027 fax  
[www.HoppingCompany.com](http://www.HoppingCompany.com)

***If a property has specific questions or needs assistance with how to complete the report, who can they contact?***

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[elizabeth@estescondos.com](mailto:elizabeth@estescondos.com)  
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