

CIA's Daily Operations and Decision Making Report

The pages that follow show samples of our Excel based daily report.

The report includes several different formats, designed to provide an expanding level of detail.

The focus of the report is to help Property Managers see how their business is building month to date, and how it compares to Last Year and their Goals (Budget).

Our daily is designed to help managers foresee changes in business levels in time to do something about it, as well as providing suggestions as to appropriate actions to help maximize available Profit.

Best of all the entire report is created and emailed to managers each morning based on the same ChoiceAdvantage data that we use to feed information to Quickbooks Online and other accounting programs.

Whether you are ahead or behind of last year and/or budget, the decisions you make about what business to take will play a major role in maximizing your profit.

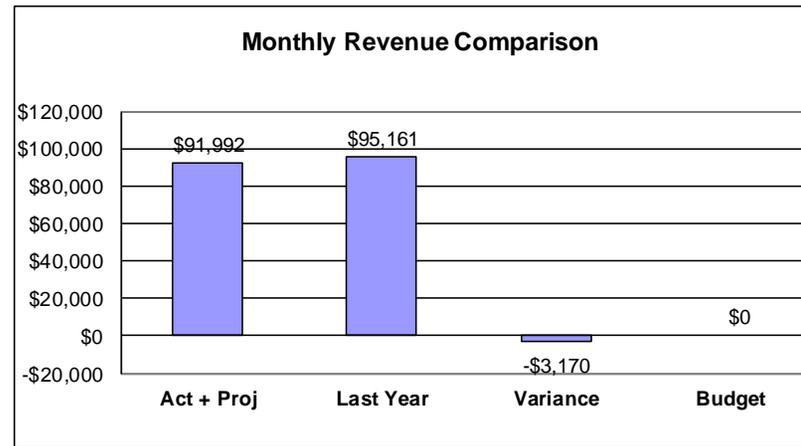
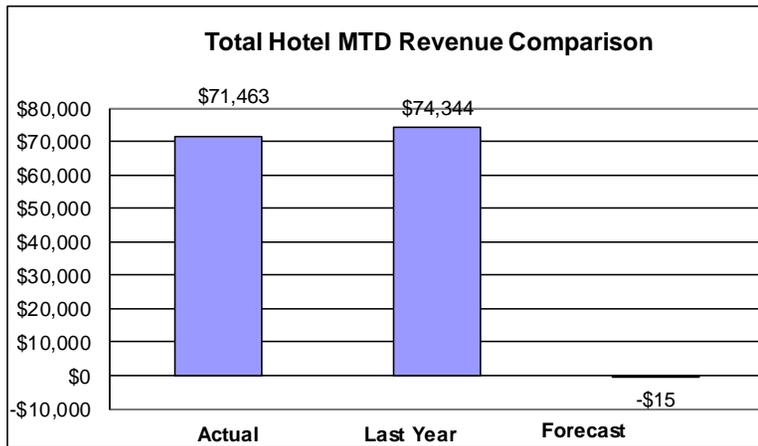
If you think all reservations and sources of business are the same, if you think it's better to sell a room for something than let it go entry let us tell you why those ideas may not be true.

QBOTest Hotel
Daily Revenue Report

Actual Sales Date: **1/24/2018**
Day Of Week **Wednesday**

Days in the Acct Period: **31**
Day of the Acct Period: **24**
Remaining Days **7**

	Today			Month to Date			End of Month			
	Actual	Last Year	Variance	Actual	Last Year	Variance	Act + Proj	Last Year	Variance	Budget
Available Rooms	77.00	77.00	-	1,848.00	1,848.00	-	2,387.00	2,387.00	-	2,387.00
Occupied Rooms:										
Transient	59	56	3	861	874	-13	1,114	1,121	-7	0
Group	0	6	-6	31	48	-17	39	60	-21	0
Contract	0	0	0	0	0	0	0	0	0	0
Non Revenue	2	1	1	33	23	10	47	33	14	0
Total Hotel	61	63	-2	925	945	-20	1,200	1,214	-14	0
Occupancy %	79.2%	81.8%	-2.6%	50.1%	51.1%	-1.1%	50.3%	50.9%	-0.6%	0.0%
Average Rate	\$77.34	\$72.83	\$4.51	\$76.86	\$77.89	-\$1.03	\$76.36	\$77.78	-\$1.42	
RevPAR	\$61.27	\$59.59	\$1.68	\$38.47	\$39.83	-\$1.36	\$38.38	\$39.56	-\$1.17	\$0.00
Revenue:										
Rooms	\$4,718	\$4,588	\$0	\$71,093	\$73,606	\$0	\$91,621	\$94,423	-\$2,801	\$0
Other	(50)	0	(50)	370	739	(15)	370	739	(368)	0
Total Hotel	\$4,668	\$4,588	-\$50	\$71,463	\$74,344	-\$15	\$91,992	\$95,161	-\$3,170	\$0



Year Over Year Variance		
You are at	\$ 71,093	Month to Date
This is	\$ 2,513	BELOW Last Year
Click "+" for more detail		
Rooms sold is	20	BELOW Last Year
ADR is	\$ 1.03	BELOW Last Year
REVPAR is	\$ 1.36	BELOW Last Year

Year Over Year Analysis	
YOUR REVENUE IS DOWN FROM LAST YEAR, DO YOU THINK THIS TREND WILL CONTINUE? If the trend is going to continue: You need to determine if you are down in Rooms, Rate, or Both. (Expand Below) You need to find ways to reverse the trend, and consider what cost savings measures you can take.	
Email us at Support@ciasoft.com for more information about this	
You are running BELOW Last Year in BOTH Rooms Sold and Rate, and are therefore down in REVPAR. You need to check the STAR indexes and see if the market is down. If it is, you need to reduce expenses and change sales strategies. If it is not, you need to do a Market Study and determine what business you are not getting, and take steps to improve revenue.	

Month To Date Performance		
You are averaging	50.1%	Occupancy
You are averaging	39	Rooms Occupied per Day
You are achieving a	\$ 76.86	Average Rate
You are achieving a	\$ 38.47	REVPAR
Click "+" for more detail		
Your Rms/Day was	8	BELOW High Profit Level
Your ADR was	\$ 13.14	BELOW High Profit Level
Those levels produce	\$ 54.00	in REVPAR

Month To Date Analysis	
You are BELOW 55% Occ. (High Profit Threshold), if this will continue you need to: Start identifying new sources of business Determine if you will have enough high occupancy days to increase Month End total to 55%	
You are BELOW a \$90.00 ADR (High Profit Threshold), check your STAR report and determine if there is room to raise rates. If your Occupancy is 60% or higher, limit low rated segments, if not you should be looking for Qualified Discount sources.	
You are BELOW \$60.00 REVPAR (High Profit Threshold), can you increase Occ%, ADR, or Both?	
Email us at Support@ciasoft.com for more information about this	
You are running BELOW the High Profit Threshold for both Rooms Sold and Average Rate. Try to develop specific plans to raise one or both to the High Profit Flow level. If you do not think you can raise either, and the trend will continue, significant cost control measures will likely be needed.	

Month End Trend		
You need to run	94.1%	Occupancy to end the month at 60%
You need to run a	\$134.22	Average Rate in order to reach \$90.00
You need to run a	\$133.82	REVPAR to reach \$60.00
Click "+" for more detail		
You ran an Occ of	45.8%	for the remainder of month last year
You sold	1	LESS Rooms/Day than MTD LY
You ran an ADR of	\$ 77.39	for the remainder of month last year
This was	0.50	LESS Rate than Month To Date LY

Month End Trend	
You are not likely to achieve an occupancy above the High Profit Threshold. You need to determine if this trend will continue in future months. If the trend continues your may need to adjust your staffing and cost controls.	
You are not likely to achieve an ADR above the High Profit Threshold. You need to determine if this trend will continue in future months. If the trend continues you may need to adjust your staffing and cost controls.	
If the REVPAR indicated seems achievable you should have enough revenue to produce a High Profit Margin. If the REVPAR is unachievable, you may end the month with a Low Profit Margin, or No Profit. If you believe this trend will continue, you need to develop a plan to drive more revenue, or will be forced to reduce staffing and tighten cost controls.	
Email us at Support@ciasoft.com for more information about this	
This section shows you how the Remainder of the Month Last Year compared to the Month To Date for Last Year. Small differences in the Rooms/Day and Rate lines mean history suggest you will not see a major change in Occupancy or ADR for the remainder of the month. If the differences are larger, than history indicates you will be significantly Up or Down in Occupancy and/or ADR for the Remainder of the Month. You should use this knowledge to make good decisions about staffing and spending for the rest of the month, and to determine if you can achieve the levels needed to reach the High Profit Thresholds for Occupancy and ADR	

If you average	39	Rms / Night (change the rooms to see ADR change)
This is	1	MORE than you are running month to date
You will need an ADR of	\$96.36	To hit month end projection (3.5% over LY)
This is	\$19.50	MORE than you are running month to date

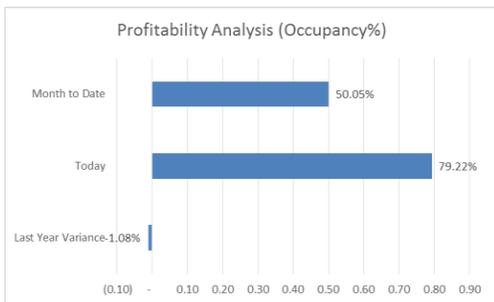
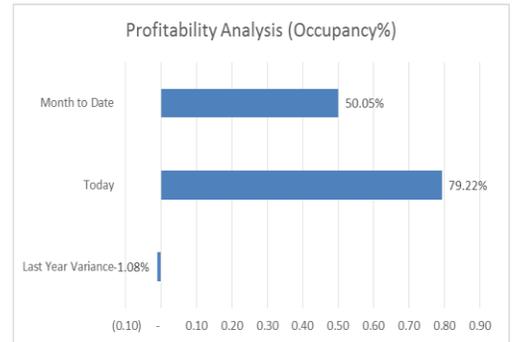
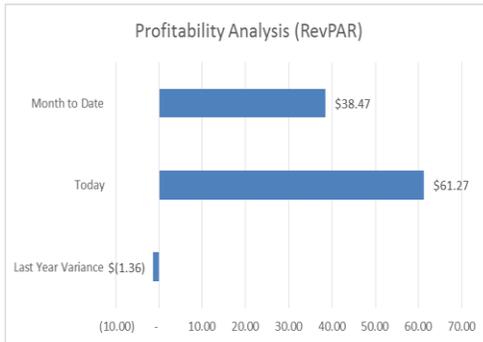
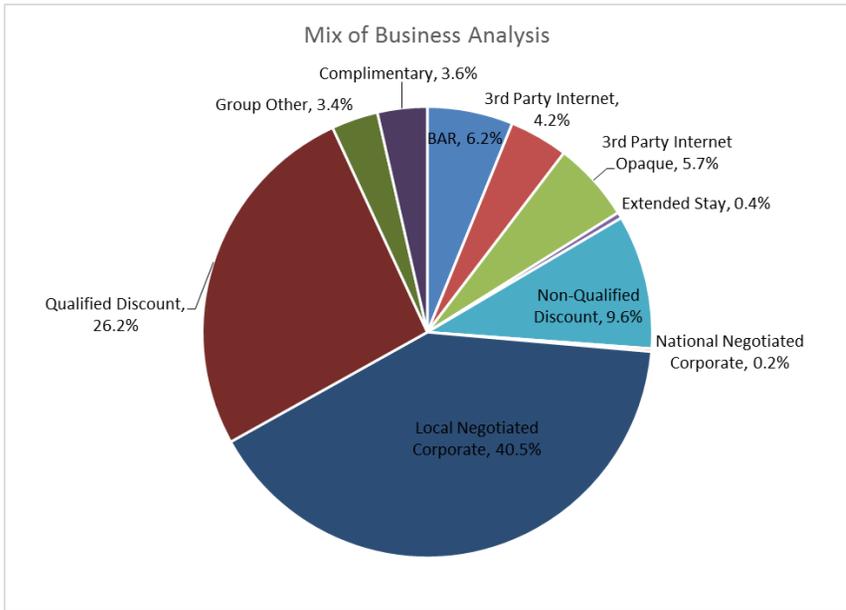
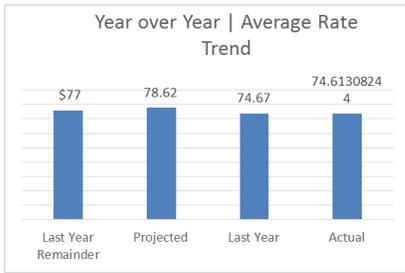
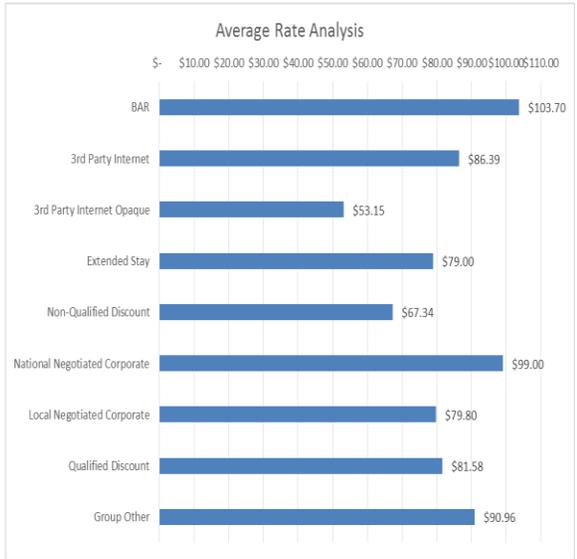
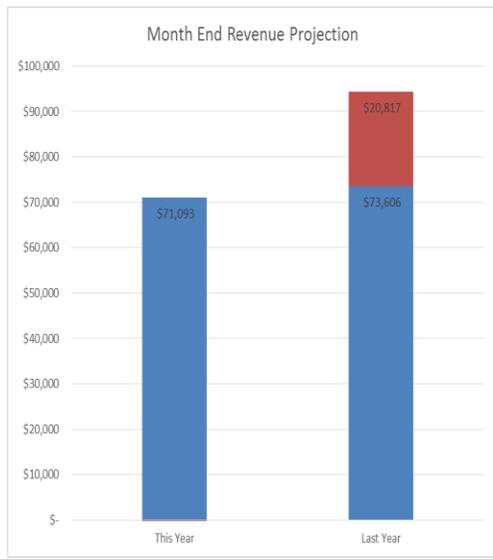
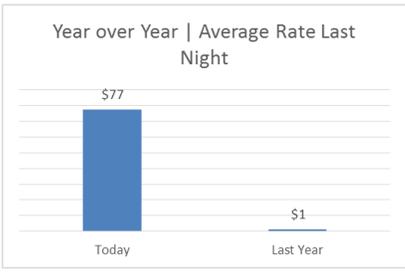
This simple forecast tool is designed to help you see what has to happen in the remaining days of the month in order to exceed last years revenue by the amount indicates on row 33. The Rooms / Night (Row 31) is set equal to what you are running Month To Date. Row 33 shows the Average Rate it will take with that number of room nights in order to get the Year Over Year Improvement. If you type a different number of rooms / night into C31, you will see the rate change accordingly. This tool is designed to help you see how you are doing to date, and where you stand in comparison to the month end goal. ARE YOU ON PACE? If the Room Nights and/or Rate are unreasonable, you are not going to reach the increased revenue goal. What will do about PROFIT FLEX/FLOW?	
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Segment Rate Impact	
Highest Rated Segment	\$ 103.70 BAR
You have sold	6.2% of your business at your HIGHEST rate
Lowest Rated Segment	\$ 53.15 3rd Party Internet Opaque
You have sold	5.7% of your business at your LOWEST rate
Click "+" for more detail	
Contribution from Your BEST selling Rate is	40.5% Local Negotiated Corporate
With an ADR of	\$ 79.80 which is ABOVE your Average Rate
You are getting	81% of your business from Segments with Rates ABOVE your Average Rate
You are getting	19% of your business from Segments with Rates BELOW your Average Rate

Segment Rate Impact
You are offering more than a 35% discount off your top rate. This is a deep discount and you should consider why you are offering such a deep discount.
You appear to be selling too much of your lowest rate. Ideally, you would sell half as much of this as you do your highest rate.
Email us at Support@ciasoft.com for more information about this
This segment represents the largest source of business this month. It plays a major roll in your overall ADR and Revenue. Any strategies to increase rates from this source will have a major impact on your profit. The Average Rate for your largest contributing segment is above your ADR. You should look at what segments are bringing your ADR down, and why you are offering deep discounts.
If the two percentages are in balance (near 50/50) then your rates are closely grouped, and you are selling a good mix.
If you have a High "ABOVE" Percentage this could indicate that your while you are not selling a lot of discount rates, your discount rates may be too low.
If you have a High "BELOW" Percentage this could indicate that you are selling a lot of your rooms at a discount rate, partially because your higher rated segments are too highly priced.

Mix of Business Analysis	
You sold	50.7% of your rooms in HIGHER Profit Segments
You sold	30.4% of your rooms in NEUTRAL Profit Segments
You sold	18.9% of your rooms in LOWER Profit Segments
Click "+" for more detail	
Change From Last Year	
Your % of rooms chgd	12.2% in HIGHER Profit Segments
Your % of rooms chgd	-15.8% in NEUTRAL Profit Segments
Your % of rooms chgd	3.5% in LOWER Profit Segments

Mix of Business Analysis
High Profit Segments = normally the highest rated sources, with low cost of acquisition, and a low number of people per room
Neutral Profit Segments = normally lower rated. have a higher number of people per room, but still have a low cost of acquisition.
The Lower Profit Segments = normally the lowest rated, have a high cost of acquisition (commissions, etc.), and often have more than two people in the room, all leading to much lower profits
Email us at Support@ciasoft.com for more information about this
Change From Last Year
GOOD NEWS - You have increased the amount of Business you are getting from High Profit Segments
WARNING - The amount of Business from NEUTRAL Profit Segments is decreasing, and some is being replaced with LOWER Profit Business
BE CAREFUL - The amount of business from LOWER Profit Segments is increasing. While this is replacing Sources with higher Profitability, your Occupancy is low and you may need this business to maintain a base.



QBOTest Hotel

Rooms Sold

Actual Sales Date: **1/24/2018**
Day Of Week: **Wednesday**

Days in the Acct Period: **31**
Day of the Acct Period: **24**

	End of Month				Needed to Make		Today				Month to Date			
	Act + Proj	Last Year	Variance	Budget	Proj	Budget	Actual	Last Year	Variance	Budget	Actual	Last Year	Variance	Budget
Guests	1,857	1,736	121	-	365	(1,432)	80	83	(3)	-	1,432	1,339	93	-
Guests Per Occupied Room	1.5	1.4	(8.6)	-	(0.4)	10.7	1.3	1.3	1.5	-	1.5	1.4	(4.7)	-
OCCUPIED ROOMS:														
Total Rooms Occupied	1,200	1,214	(14)	-	(939)	(134)	61	63	(2)	-	925	945	(20)	-
BAR	74	107	(33)	-	54	(57)	4	5	(1)	-	57	82	(25)	-
Walk In Rate	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3rd Party Internet	47	68	(21)	-	31	(39)	1	3	(2)	-	39	56	(17)	-
Local Promotions	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brand Promotions	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Loyalty redemptions	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Leisure Travel	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Advance Deposit	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3rd Party Internet Discount	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3rd Party Internet Opaque	68	5	63	-	(48)	(53)	3	-	3	-	53	1	52	-
Extended Stay	4	7	(3)	-	3	(4)	2	-	2	-	4	7	(3)	-
Non-Qualified Discount	119	153	(34)	-	69	(89)	5	6	(1)	-	89	114	(25)	-
National Negotiated Corporate	2	-	2	-	(2)	(2)	-	-	-	-	2	-	2	-
Unidentified	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local Negotiated Corporate	501	319	182	-	(45)	(375)	33	18	15	-	375	239	136	-
Qualified Discount	298	460	(162)	-	234	(242)	11	24	(13)	-	242	374	(132)	-
Government	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wholesale	-	2	(2)	-	2	-	-	-	-	-	-	1	(1)	-
Total Transient	1,114	1,121	(7)	-	299	(861)	59	56	3	-	861	874	(13)	-
Group Corporate	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Group Association	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Group Government	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Group Tour	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Group SMERF	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Group Other	39	60	(21)	-	31	(31)	-	6	(6)	-	31	48	(17)	-
Total Group	39	60	(21)	-	31	(31)	-	6	(6)	-	31	48	(17)	-
Crew/Contract	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complimentary	47	33	14	-	1	(33)	2	1	1	-	33	23	10	-

QBOTest Hotel

Market Segment Report (Revenue/Avg Rate)

Actual Sales Date: 1/24/2018
Day Of Week: Wednesday

Days in the Acct Period: 31
Day of the Acct Period: 24

	End of Month								Needed to Make		Needed to Make		Today				Month to Date				
	Act + Proj		Last Year		Variance		Budget		Projection		Budget		ADR	Actual	Last Year	Budget	ADR	Actual	Last Year	Budget	
	Revenue	ADR	Revenue	ADR	Revenue	ADR	Revenue	ADR	Revenue	ADR	Revenue	ADR									
ROOM REVENUE:																					
TOTAL REVENUE	\$ 91,621	\$ 76	\$ 94,423	\$ 78	\$ (2,801)	\$ 199	\$ -	#DIV/0!	\$ 26,635	\$ (28)	\$ (71,093)	\$ 530	\$ 77	\$ 4,718	\$ 4,588	\$ -	\$ 77	\$ 71,093	\$ 73,606	\$ -	
BAR	\$ 7,686	\$ 103.33	\$ 10,393	\$ 97.13	\$ (2,707)	\$ 82.99	\$ -	\$ -	\$ 4,846	\$ 90.16	\$ (5,911)	\$ -	\$ 106.50	\$ 426	\$ 405	\$ -	\$ 103.70	\$ 5,911	\$ 7,993	\$ -	
Walk In Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
3rd Party Internet	\$ 4,047	\$ 85.47	\$ 5,716	\$ 84.06	\$ (1,669)	\$ 80.84	\$ -	\$ -	\$ 2,547	\$ 81.17	\$ (3,369)	\$ -	\$ 75.73	\$ 76	\$ 251	\$ -	\$ 86.39	\$ 3,369	\$ 4,758	\$ -	
Local Promotions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Brand Promotions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Loyalty redemptions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Leisure Travel	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Advance Deposit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
3rd Party Internet Discount	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
3rd Party Internet Opaque	\$ 3,639	\$ 53.15	\$ 262	\$ 52.40	\$ 3,377	\$ 53.21	\$ -	\$ -	\$ (2,546)	\$ -	\$ (2,817)	\$ -	\$ 52.33	\$ 157	\$ -	\$ -	\$ 53.15	\$ 2,817	\$ 53	\$ -	
Extended Stay	\$ 316	\$ 79.00	\$ 450	\$ 64.35	\$ (134)	\$ 44.82	\$ -	\$ -	\$ 150	\$ 46.29	\$ (316)	\$ -	\$ 79.00	\$ 158	\$ -	\$ -	\$ 79.00	\$ 316	\$ 450	\$ -	
Non-Qualified Discount	\$ 8,136	\$ 68.11	\$ 13,000	\$ 84.97	\$ (4,864)	\$ 144.97	\$ -	\$ -	\$ 7,462	\$ 107.59	\$ (5,993)	\$ -	\$ 57.89	\$ 289	\$ 510	\$ -	\$ 67.34	\$ 5,993	\$ 9,576	\$ -	
National Negotiated Corporate	\$ 198	\$ 99.00	\$ -	\$ -	\$ 198	\$ 99.00	\$ -	\$ -	\$ (198)	\$ -	\$ (198)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 99.00	\$ 198	\$ -	\$ -	
Unidentified	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Local Negotiated Corporate	\$ 39,683	\$ 79.28	\$ 26,079	\$ 81.75	\$ 13,604	\$ 74.94	\$ -	\$ -	\$ (2,934)	\$ -	\$ (29,926)	\$ -	\$ 79.15	\$ 2,612	\$ 1,478	\$ -	\$ 79.80	\$ 29,926	\$ 19,667	\$ -	
Qualified Discount	\$ 24,569	\$ 82.54	\$ 33,109	\$ 71.98	\$ (8,540)	\$ 52.60	\$ -	\$ -	\$ 14,526	\$ 62.05	\$ (19,742)	\$ -	\$ 90.85	\$ 999	\$ 1,530	\$ -	\$ 81.58	\$ 19,742	\$ 26,605	\$ -	
Government	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Wholesale	\$ -	\$ -	\$ 160	\$ 79.88	\$ (160)	\$ 79.88	\$ -	\$ -	\$ 165	\$ 79.88	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 78	\$ -	
Total Transient	88,274	\$ 79.25	89,170	\$ 79.54	(896)	\$ 124.60	-	\$ -	24,018	\$ 80.26	(68,273)	\$ -	\$ 79.96	4,718	4,174	-	\$ 79.29	68,273	69,180	-	
Group Corporate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Group Association	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Group Government	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Group Tour	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Group SMERF	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Group Other	\$ 3,347	\$ 86.39	\$ 5,253	\$ 87.55	\$ (1,906)	\$ 89.68	\$ -	\$ -	\$ 2,617	\$ 84.15	\$ (2,820)	\$ -	\$ -	\$ -	\$ 414	\$ -	\$ 90.96	\$ 2,820	\$ 4,425	\$ -	
Total Group	3,347	\$ 86.39	5,253	\$ 87.55	(1,906)	\$ 89.68	-	\$ -	2,617	\$ 84.15	(2,820)	\$ -	\$ -	-	414	-	\$ 90.96	2,820	4,425	-	
Crew/Contract	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Other Rooms Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Gtd No Show	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Less: Allowances	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Total Other Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	

QBO Test Hotel
Market Segment Report

Actual Sales Date: **1/24/2018**
Day Of Week: **Wednesday**

Days in the Acct Period: **31**
Day of the Acct Period: **24**
Remaining Days **7**

	Month to Date - Average Rooms / Day				Rem Mo Project.	Month to Date - Average Revenue / Day				Rem Mo Project.	Month to Date ADR				Rem Mo Project.	Month to Date Sales Mix				
	Actual	Last Year	Budget	Var. to LY		Actual	Last Year	Budget	Var. to LY		Actual	Last Year	Budget	Var. to LY		Actual	Last Year	Budget	Var. to LY	
	Num		%			Num		%			Num		%							
OCCUPIED ROOMS:																				
Total Rooms Occupied	38.54	39.00	-0.46	-1%	39.27	\$ 2,962	\$ 3,066	\$ -	\$ (104)	-3.4%	\$ 2,933	\$ 76.86	\$ 78.62	\$ -	\$ (1.76)	-2.2%	\$ 74.67	100.0%	100.0%	0.0%
BAR	2.38	3.00	-0.63	-21%	2.48	\$ 246	\$ 333	\$ -	\$ (87)	-26.0%	\$ 254	\$ 103.70	\$ 111.00	\$ -	\$ (7.30)	-6.6%	\$ 102.13	6.2%	7.7%	-1.5%
Walk In Rate						\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -		\$ -			
3rd Party Internet	1.63	2.00	-0.38	-19%	1.19	\$ 140	\$ 198	\$ -	\$ (58)	-29.1%	\$ 97	\$ 86.39	\$ 99.00	\$ -	#####	-12.7%	\$ 81.17	4.2%	5.1%	-0.9%
Local Promotions						\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -		\$ -			
Brand Promotions						\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -		\$ -			
Loyalty redemptions						\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -		\$ -			
Leisure Travel						\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -		\$ -			
Advance Deposit						\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -		\$ -			
3rd Party Internet Discount						\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -		\$ -			
3rd Party Internet Opaque	2.21				2.21	\$ 117	\$ 2	\$ -	\$ 115	5768.8%	\$ 117	\$ 53.15	\$ -	\$ -	\$ 53.15		\$ 53.15	5.7%		5.7%
Extended Stay	0.17				0.17	\$ 13	\$ 19	\$ -	\$ (6)	-30.7%	\$ -	\$ 79.00	\$ -	\$ -	\$ 79.00		\$ -	0.4%		0.4%
Non-Qualified Discount	3.71	5.00	-1.29	-26%	4.35	\$ 250	\$ 399	\$ -	\$ (149)	-37.4%	\$ 306	\$ 67.34	\$ 80.00	\$ -	#####	-15.8%	\$ 70.37	9.6%	12.8%	-3.2%
National Negotiated Corporate	0.08				0.08	\$ 8	\$ -	\$ -	\$ 8		\$ -	\$ 99.00	\$ -	\$ -	\$ 99.00		\$ -	0.2%		0.2%
Unidentified						\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -		\$ -			
Local Negotiated Corporate	15.63	10.00	5.63	56%	17.93	\$ 1,247	\$ 819	\$ -	\$ 428	52.2%	\$ 1,394	\$ 79.80	\$ 82.00	\$ -	\$ (2.20)	-2.7%	\$ 77.73	40.5%	25.6%	14.9%
Qualified Discount	10.08	16.00	-5.92	-37%	7.95	\$ 823	\$ 1,109	\$ -	\$ (286)	-25.8%	\$ 690	\$ 81.58	\$ 69.00	\$ -	\$ 12.58	18.2%	\$ 86.74	26.2%	41.0%	-14.9%
Government						\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -		\$ -			
Wholesale						\$ -	\$ 3	\$ -	\$ (3)	-100.0%	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -			
Total Transient	35.88	36.00	-0.12	0%	36.12	\$ 2,845	\$ 2,882	\$ -	\$ (37)	-1.3%	\$ 2,857	\$ 79.29	\$ 80.06	\$ -	\$ (0.76)	-1.0%	\$ 79.11	93.1%	92.3%	0.8%
Group Corporate						\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -		\$ -			
Group Association						\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -		\$ -			
Group Government						\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -		\$ -			
Group Tour						\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -		\$ -			
Group SMERF						\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -		\$ -			
Group Other	1.29	2.00	-0.71	-35%	1.11	\$ 117	\$ 184	\$ -	\$ (67)	-36.1%	\$ 75	\$ 90.96	\$ 92.00	\$ -	\$ (1.04)	-1.1%	\$ 68.08	3.4%	5.1%	-1.8%
Total Group	1.29	2.00	-0.71	-35%	1.11	\$ 117	\$ 184	\$ -	\$ (67)	\$ (0)	75	\$ 90.96	\$ 92.00	\$ -	\$ (1.04)	-1.1%	\$ 68.08	3.4%	5.1%	-1.8%
Crew/Contract						\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -		\$ -			
Complimentary	1.38	1.00	0.38	38%	2.05			\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	3.6%	2.6%	1.0%