

# BENCHMARKER DEPARTMENT STATEMENT



## SALES AND MARKETING

EXPENSES	Comparative Set - Average of 4 Properties				Doubletree Hotel							
	Year End 2007 Average \$	Ratio To Expense	\$ Per Available Room/Year	\$ Per Occupied Room/Day	Year End 2007 Average \$	Var- iance	Ratio To Expense	Var- iance*	\$ Per Available Room/Year	Var- iance	\$ Per Occupied Room/Day	Var- iance
<b>Sales and Marketing Expenses</b>												
Salaries, Wages, and Bonuses	\$ 222,410	23.0	\$ 752	\$ 2.52	\$ 443,447	99.4%	29.2	6.2%	\$ 1,483	97.2%	\$ 5.18	NC
Payroll-Related Expenses	97,515	10.1	330	1.10	111,071	13.9%	7.3	-2.8%	371	12.7%	1.30	17.5%
Total Payroll and Related Expenses	\$ 319,925	33.1	\$ 1,082	\$ 3.62	\$ 554,518	73.3%	36.5	3.4%	\$ 1,855	71.4%	\$ 6.48	78.8%
<b>Marketing-Related Expenses</b>												
Total Franchise Related Marketing Expenses	\$ 461,686	47.7	\$ 1,561	\$ 5.22	\$ 596,569	28.2%	39.2	-8.5%	\$ 1,995	27.8%	\$ 6.97	33.3%
E-Commerce	11,271	1.2	38	0.13	0	NC	0.0	NC	0	NC	0.00	NC
Media / Outdoor Advertising	74,027	7.7	250	0.84	81,705	10.4%	5.4	-2.3%	273	9.2%	0.95	13.9%
All Other Marketing Expenses	1,630	0.2	6	0.02	199,617	NC	13.1	13.0%	668	NC	2.33	NC
Total Marketing Expenses	\$ 548,614	56.7	\$ 1,855	\$ 6.21	\$ 877,951	60.0%	57.7	1.1%	\$ 2,936	58.3%	\$ 10.25	65.1%
<b>Sales Expenses</b>	\$ 99,987	10.2	\$ 335	\$ 1.12	\$ 87,867	-11.3%	5.8	-4.5%	\$ 294	-12.3%	\$ 1.03	-8.5%
<b>Total Sales and Marketing Expenses</b>	\$ 967,627	100.0	\$ 3,272	\$ 10.95	\$ 1,520,336	57.1%	100.0	0.0%	\$ 5,085	55.4%	\$ 17.75	62.1%

Sample Report

4	Number of Properties in Comparative Set	1	Number of Properties in Subject Set
296	Average Number of Rooms	299	Number of Rooms
81.8%	Average Occupancy	77.9%	Occupancy
\$90.66	Average ADR	\$90.83	ADR
\$74.15	Average RevPAR	\$70.72	RevPAR

NC - Not Comparable

\* Expressed as percentage points difference