

BENCHMARKER

Of Hotel Profits

The next logical step for those who use *Trends*

You've used *Trends in the Hotel Industry* to help measure the effectiveness of a hotel's performance. Now, customized Benchmarker Reports allow you to go a lot farther in your analysis. The Benchmarker program lets you target a select group of hotels comparable to your property and then receive a customized report from our database of thousands of financial statements from U.S. hotels.

BENCHMARKER DEPARTMENT STATEMENT									
ROOMS									
REVENUES AND EXPENSES	AVERAGE OF 3 BENCHMARK PROPERTIES				YOUR HOTEL				
	Year End 2000 (\$)	Ratio To Revenue (%)	Per Available Room/Year (\$)	Per Occupied Room/Day (\$)	Year End 2000 (\$)	Ratio To Revenue (%)	Per Available Room/Year (\$)	Per Occupied Room/Day (\$)	
Net Revenue									
Rooms	5,767,874	100.0	28,578	110.31	4,081,091	100.0	20,304	89.84	
Expenses									
Salaries & Wages - including Vacations	494,518	8.8	2,450	9.46	423,735	10.4	2,108	9.33	
Payroll Costs & Employee Benefits	70,840	1.2	351	1.35	262,566	6.4	1,306	5.78	
Total Payroll & Related Expenses	565,358	9.8	2,801	10.81	686,301	16.8	3,414	15.11	
Laundry, Linen & Guest Supplies	94,216	1.6	467	1.80	123,754	3.2	646	2.86	
Travel Agents' Commission & Reservation Exp.	242,576	4.2	1,202	4.64	99,585	2.4	495	2.19	
Complimentary Food & Beverage Expense	3,243	0.1	16	0.06	11,984	0.3	60	0.26	
All Other Expenses	279,367	4.8	1,384	5.34	42,659	1.0	212	0.94	
Total Rooms Expenses	1,184,760	20.5	5,870	22.66	970,283	23.8	4,827	21.36	
Rooms Departmental Income (Loss)	4,583,114	79.5	22,708	87.65	3,110,768	76.2	15,476	68.48	
Average Daily Rooms Available	202				201				
Percentage of Occupancy	70.8%				61.8%				
Average Daily Rate per Occupied Room (excluding complimentary rooms)	\$110.63				\$98.42				
Rooms RevPAR	\$78.08				\$55.47				

*Expressed as percentage points
NC - Not Comparable

Sample Benchmarker Departmental Report

Complete Benchmarker Report includes the following (8) schedules:

- Income Statement**
A consolidation of revenues and expenses for major departments
- Labor Cost Analysis**
Salaries, wages and employee benefits for each department
- Departmental Statements**
Revenues and expenses for the following departments:



- Rooms



- F&B



- Telecommunications



- A&G



- Marketing



- Maintenance & Utilities

Why purchase *Benchmarker* Reports?

Benchmarker reports are based on the analysis of financial statements from thousands of U.S. hotels. With these reports, owners and operators can compare revenues, expenses, and profits of their hotel to similar properties or learn about hotel financial performance within a market segment or geographic area. *Benchmarker* will help you make business decisions that affect your properties financial performance, whether it is increasing revenues, reducing operating expenses or budget preparation.

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