

# ABC PRODUCTS

OCTOBER 12-22, 2011

	12-Oct-11 WED	13-Oct-11 THU	14-Oct-11 FRI	15-Oct-11 SAT	16-Oct-11 SUN	17-Oct-11 MON	18-Oct-11 TUE	19-Oct-11 WED	20-Oct-11 THU	21-Oct-11 THU	22-Oct-11 THU	TOTAL	
Contracted Block	27	27	50	115	175	175	175	175	16	0	0	935	
Pick up as of January 13, 2011	10	10	13	13	14	14	14	13	0	0	0	101	
Pick up as of September 1, 2011	16	17	20	31	41	41	42	42	5	0	0	255	
Pick up as of September 12, 2011	13	22	28	61	112	112	109	106	9	0	0	572	
<b>Actual Pick-up</b>	<b>3</b>	<b>20</b>	<b>29</b>	<b>74</b>	<b>117</b>	<b>122</b>	<b>120</b>	<b>114</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>613</b>	
Rooms Outside of Block	0	0	5	10	10	10	10	8	7	6	1	67	
<b>Total Pick-up</b>	<b>3</b>	<b>20</b>	<b>34</b>	<b>84</b>	<b>127</b>	<b>132</b>	<b>130</b>	<b>122</b>	<b>21</b>	<b>6</b>	<b>1</b>	<b>680</b>	
Rooms Offsite	0	0	0	0	1	1	1	1	0	0	0	4	
<b>Total Pick-up</b>	<b>3</b>	<b>20</b>	<b>34</b>	<b>84</b>	<b>128</b>	<b>133</b>	<b>131</b>	<b>123</b>	<b>21</b>	<b>6</b>	<b>1</b>	<b>684</b>	
DIFFERENCE ACTUAL VS. BLOCK	-24	-7	-16	-31	-47	-42	-44	-52	5	6	1	-251	
Charged No Show Rooms	0	0	0	0	0	0	0	0	0	0	0	0	
*Average Rate	\$242.33	\$227.05	\$241.93	\$270.28	\$263.37	\$254.53	\$256.78	\$255.04	\$237.29	\$0.00	\$0.00	\$204.42	
*Revenue (including Comps, Staff, Etc)	\$727.00	\$4,541.00	\$7,016.00	\$20,001.00	\$30,814.00	\$31,053.00	\$30,814.00	\$29,074.00	\$3,322.00	\$0.00	\$0.00	\$157,362.00	
Revenue Outside of Block	\$0.00	\$0.00	\$1,195.00	\$2,390.00	\$2,390.00	\$2,390.00	\$2,390.00	\$1,912.00	\$1,673.00	\$1,434.00	\$239.00	\$16,013.00	
Offsite Revenue (projected)	\$0.00	\$0.00	\$0.00	\$0.00	\$239.00	\$239.00	\$239.00	\$239.00	\$0.00	\$0.00	\$0.00	\$956.00	
Total Projected Revenue	\$727.00	\$4,541.00	\$8,211.00	\$22,391.00	\$33,443.00	\$33,682.00	\$33,443.00	\$31,225.00	\$4,995.00	\$1,434.00	\$239.00	\$174,331.00	
<b>Comps 1 per 50</b>	0	0	0	0	1	2	4	4	1	0	0	12	
Hotel Occupancy %	44%	52%	50%	72%	70%	84%	80%	89%	69%	60%	63%		
Hotel Occupancy (517 Total Guest Rooms)	228	268	259	371	363	434	416	459	357	309	328		
(=) Available Guest Rooms	289	249	258	146	154	83	101	58	160	208	189		
CC: CONV SRVS / SALES / ACCT	<b>GUEST ROOM MINIMUM</b>											684	
Prepared by...	THE HOTEL IS RELYING ON, AND GROUP AGREES TO PROVIDE A MINIMUM OF <u>748</u> GUEST ROOM NIGHTS. SHOULD THE GROUP FALL BELOW THIS AMOUNT, THE GROUP WILL BE RESPONSIBLE											12	
This report was completed	FOR THE DIFFERENCE BETWEEN THE MINIMUM GUEST ROOM NIGHTS AND ACTUALIZED GUEST ROOM NIGHTS MULTIPLIED BY THE SINGLE CONVENTION ROOM RATE MULTIPLIED BY 80%, PLUS ANY APPLICABLE TAXES.											672	
on =====>	9-Sep-13	Projected Room Revenue + Outsided of Block + Hilton											\$174,331.00
		Less No Show Revenue											\$0.00
at =====>	2:37 PM	Less Staff Room Revenue											\$0.00
		Minimum	Current										
		748	684										
		Group Rate	80% of Rate	x	Difference	Rooms Attrition							
		\$239.00	\$191.20		64	\$12,236.80							
		F&B Minimum	Actual F&B	Shortage	X Loss of Profit	F&B Attrition	Rooms Attrition	F&B Attrition	Total Attrition				
		\$ 87,000.00	\$ 80,532.54	\$ 6,467.46	40%	\$ 2,586.98	\$12,236.80	\$ 2,586.98	\$14,823.78				