



The Federation of Hotel & Restaurant Associations of India

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The annual FHRAI Indian Hotel Industry Survey is a unique exercise, compiling the operating performance of the Indian hospitality industry. It is our endeavour, through this report, to become the benchmark standard providing in-depth understanding of our industry and helping us all improve our businesses. In order to do so, we require your patronage and participation so that the data can accurately reflect the workings of our industry. We assure you that this data is kept confidential and used only for the purpose of reaching aggregate numbers for this study.

HOTELS FACT SHEET

All figures will be for financial year 2010-11, unless otherwise specified.

1a. Name of the Hotel

1b. Membership Number City, State.....

1c. Government Approved Star Category Unapproved

(Please note that expected star category is only for HFS. It will not be considered for listing details in the Guide)

1d. Ownership/ Affiliation: Independent International Chain National Chain

Please give name of Chain:..... Brand:.....

2. Name of the General Manager.....

E-mail Address..... Tel.....

| | | | | | |
|----|---------------|--------|--------|--------|-------|
| 3. | Type Of Rooms | Single | Double | Suites | Total |
| | A/C | | | | |
| | Non A/C | | | | |
| | Total | | | | |

4. No. of F&B outlets: a) Restaurants b) Bars c) Others d) Total

5a. HRD & Personnel: Total number of employees working in the hotel:

Please include all employees i.e. Permanent / Contract / Full Time / Part Time.

| Managers | | | Supervisors | | | Staff | | | Total | | |
|----------|--------|-------|-------------|--------|-------|-------|--------|-------|-------|--------|-------|
| Male | Female | Total | Male | Female | Total | Male | Female | Total | Male | Female | Total |
| | | | | | | | | | | | |

5b. No. of Trained Staff:

| Managers | | Supervisors | | Staff | | Total | |
|----------|---|-------------|---|-------|---|-------|---|
| No. | % | No. | % | No. | % | No. | % |
| | | | | | | | |

A person would be considered trained if he/she has a certificate/diploma/degree from a hotel management, or equivalent institutions(minimum one year duration) Percentage is out of total number in that category.

MARKETING INFORMATION

6. Based on occupied rooms, please indicate in percentage the market mix of this hotel

| MARKET MIX | | |
|---|----------|-------------|
| 1. Business Traveller | Foreign | % |
| | Domestic | % |
| 2. Domestic - Tourists/Leisure FIT | | |
| 3. Foreign- Tourists/Leisure FIT | | |
| 4. Tour Groups - Domestic | | |
| 5. Tour Groups- Foreign | | |
| 6. Meeting Participants (incentive & leisure) | | |
| 7. Meeting Participants (professional & business) | | |
| 8. Complimentary Rooms | | |
| 9. Airline Crew | | |
| 10. Other (Pl. Specify) | | |
| TOTAL | | 100% |

7. Percentage of guests in this year who have previously stayed in your hotel: %

8. i) Composition of domestic and foreign guests?

| | |
|--------------|-------------|
| Domestic | % |
| Foreign | % |
| TOTAL | 100% |

ii) Composition of business / leisure guests

| | |
|--|-------------|
| TOTAL BUSINESS GUESTS (Q 6, sr. no. 1,7,9,10 and half of sr. No. 8) | % |
| TOTAL LEISURE GUESTS (Rest of sr. nos. at Q6 as leisure) | % |
| GRAND TOTAL | 100% |

9. Country of Origin of Guests
(Please give as a % of foreign guests)

| COUNTRY | Percentage |
|--|------------|
| USA | % |
| Germany | % |
| U.K | % |
| Canada | % |
| France | % |
| Russia | % |
| Other European Countries | % |
| SAARC (Pakistan,Bangladesh, Sri Lanka, Nepal, Bhutan, Maldives) | % |

| | |
|---|-------------|
| ASEAN (Brunei, Malaysia,Indonesia, Philippines, Singapore, Thailand, Vietnam) | % |
| China | % |
| Japan | % |
| Australia | % |
| Middle East | % |
| South Africa | % |
| Caribbean | % |
| Other | % |
| TOTAL | 100% |

10. What is the average length of stay for each guest this year?

- i) Foreign :room nights
- ii) Domestic:..... room nights
- iii) Business:.....room nights
- iv) Leisure:.....room nights

11. Source of Reservations?

| PERCENTAGE OF RESERVATIONS MADE BY: | |
|--|-------------|
| Direct Inquiry/Hotel Rep | % |
| Travel Agent & Tour Operator | % |
| Routed through the Chain | % |
| Hotel/Chain website | % |
| Other websites incl. Online | % |
| Chain CRS (Central Reservation System) | % |
| Global Distribution Systems (GDS) | % |
| Others | % |
| TOTAL | 100% |

12. Which of the following advertising and marketing techniques does your hotel and chain use? (Please ✓ as many as are being used)

| ADVERTISING MARKETING MEDIA | If Yes Please <input checked="" type="checkbox"/> |
|--|---|
| Print Advertising | |
| Radio Advertising | |
| TV Advertising | |
| Outdoor Advertising | |
| Promotions | |
| Merchandising | |
| Direct Mail | |
| Consumer Generated MediaCGM initiatives like Blogs | |
| Pay Per Click | |
| Viral Marketing | |
| Telemarketing | |
| Loyalty Programs | |
| Your Web site | |
| Other Internet site | |

13. On an average, what is the hotel's percentage of occupancy per day of the week?

(Please give average occupancy for each day)

| | |
|-----------|---|
| Sunday | % |
| Monday | % |
| Tuesday | % |
| Wednesday | % |
| Thursday | % |
| Friday | % |
| Saturday | % |

14. on average, what is the hotel's occupancy per month for the year 2010-11?

MONTHLY OCCUPIED ROOMS

| Month | Percentage |
|-----------|------------|
| January | % |
| February | % |
| March | % |
| April | % |
| May | % |
| June | % |
| July | % |
| August | % |
| September | % |
| October | % |
| November | % |
| December | % |

15. From Total sales, what percentage pertains to each method of payment?

| SALES DISTRIBUTION | |
|--|-------------|
| Cash Sales (Including Cheques/ DD paid up front) | % |
| Credit Card Sales | % |
| Credit Sales (Other than Cards) | % |
| Electronic funds transfer | % |
| TOTAL | 100% |

16. From total charge/credit card sales, what percentage pertains to each card?

| | |
|------------------|-------------|
| American Express | % |
| Diners Club | % |
| Master Card | % |
| Visa | % |
| Other | % |
| TOTAL | 100% |

17. Of all the credit cards accepted by your hotel, what is the contracted service fee levied by each card?

| | |
|------------------|---|
| American Express | % |
| Diners Club | % |
| Master Card | % |
| Visa | % |
| Other (Specify) | % |

RESOURCE CONSUMPTION

18. Please indicate the yearly consumption of the following resources and the price to procure each unit.

| RESOURCE | Units/Yr | Cost / Unit |
|--------------------|-------------|-------------|
| Energy Consumption | Oil | |
| | Gas | |
| | Electricity | |
| Water Consumption | | |

INFORMATION TECHNOLOGY

19. Please indicate which of the following software and/or database systems are utilized in your hotel. If yes please ✓

| |
|-------------------------------------|
| Accounting System |
| Call Accounting System |
| CRS |
| Energy Management System |
| Management Information System (MIS) |
| Internet / E-mail |
| Internet / Website |
| Intranet System |
| Local Area Network (LAN) |
| Point of sale System for F&B |
| Property Management System |
| Yield Management System |
| Electronic Key Card |
| Any Other |

F I N A N C I A L S

Please try your best to fill the details in this section. Kindly contact us for any clarifications regarding the same.

O C C U P A N C Y

20. Please calculate your occupied room nights during the year (2009-2010), following the steps described below:
(A suite with multiple rooms is counted as one room)

| | |
|--|-------|
| 1. Please indicate the total number of available rooms in this hotel | x 365 |
| 2. Total number of room nights available during the year | = |
| 3. Minus: Total number of room nights out of order during the year | - |
| 4. Total available room nights for occupancy during the year (2-3) | |
| 5. Total room nights occupied during the year | |
| 6. Average occupancy during the year (5/4 x 100) | |

R E V E N U E S

The following questions are related to revenue and expenses generated and incurred during the financial year 2010-2011. Please use whole numbers (omit decimals) and all figures in Indian Rs. In Lakhs.

| A | REVENUES | AMOUNT (Rs. Lakhs) | COL |
|---|---|--------------------|----------|
| | Rooms | | a1 |
| | Food & Beverage outlets | | a2 |
| | Banquets / conferences | | a3 |
| | Telephone Department | | a4 |
| | Minor Operated Department* | | a5 |
| | Rental & concession | | a6 |
| | Other income | | a7 |
| | TOTAL REVENUE (a1+a2+a3+a4+a5+a6+a7) | | I |

E X P E N S E S

| B | EXPENSES - ROOMS | AMOUNT (Rs. Lakhs) | COL |
|---|---|--------------------|-----------|
| | Payroll & Related Expenses | | b1 |
| | All Other rooms expenses (<i>incl. Reservation Systems</i>) | | b2 |
| | TOTAL ROOMS DEPT. EXPENSES (b1+b2) | | II |

| C | EXPENSES FOOD & BEV. DEPT. (INCLUDING BANQUETS) | AMOUNT | COL |
|---|---|--------|------------|
| | Cost of Food Sales | | c1 |
| | Cost of Beverage Sales | | c2 |
| | TOTAL COST OF SALES (c1 + c2) | | III |

| D | FOOD & BEVERAGE PAYROLL & RELATED EXPENSES | AMOUNT | COL |
|----------|---|---------------|------------|
| | Total F&B payroll & Related Expenses | | d1 |
| | All Other F&B Expenses | | d2 |
| | Total F&B Dept. Expenses (d1+d2) | | IV |

| E | TELEPHONE DEPARTMENT | AMOUNT | COL |
|----------|--|---------------|------------|
| | Cost of Sales | | e1 |
| | Payroll & Related Expenses | | e2 |
| | All other expenses | | e3 |
| | Total Telephone Expenses (e1+e2+e3) | | V |

| F | MINOR OPERATED DEPARTMENTS* | AMOUNT | COL |
|----------|---|---------------|------------|
| | Cost of Sales | | f1 |
| | Payroll & Related Expenses | | f2 |
| | All other expenses | | f3 |
| | Total Minor Operated Expenses (f1+f2+f3) | | VI |

** Minor operated departments include: laundry, gift shop, business centre, news stand, sports, health club, garage, parking, etc.*

| G | RENTAL & OTHER CONCESSIONS | AMOUNT | COL |
|----------|---------------------------------------|---------------|------------|
| | Cost of Sales | | g1 |
| | All other expenses | | g2 |
| | Total Rental Expenses (g1+g2) | | VII |

| H | ADMINISTRATIVE & GENERAL * | AMOUNT | COL |
|----------|---------------------------------------|---------------|-------------|
| | Payroll & Related Expenses | | h1 |
| | All other expenses | | h2 |
| | Total A&G Expenses (h1+h2) | | VIII |

** Including credit card commission and collection, executive office, general insurance, copy rights, doubtful debts.*

| I | MARKETING EXPENSES | AMOUNT | COL |
|----------|--|---------------|------------|
| | Payroll & Related Expenses | | i1 |
| | Franchise Fees (Do not include management fees here) | | i2 |
| | Other Expenses | | i3 |
| | Total Marketing Expenses (i1+i2+i3) | | IX |

| J | ENERGY / WATER EXPENSES | AMOUNT | COL |
|----------|--|---------------|------------|
| | Total Energy Expense (include gas, electricity, other fuels) | | j1 |
| | Water Expenses (include all sources) | | j2 |
| | Total Utility Expenses (j1+j2) | | X |

| K | PROPERTY OPERATIONS & MAINTENANCE EXPENSES | AMOUNT | COL |
|----------|---|---------------|------------|
| | Payroll & Related Expenses | | k1 |
| | All other expenses | | k2 |
| | Total POM Expenses (k1+k2) | | XI |

| L | TOTAL EXPENSES | AMOUNT | COL |
|----------|--|---------------|-------------|
| | (II+III+IV+V+VI+VII+VIII+IX+X+XI) | | XII |
| | Income before Management Fee and Fixed Charges (I-XII) | | XIII |

| M | FIXED CHARGES | AMOUNT | COL |
|----------|--|---------------|------------|
| | Management Fees (Base) | | m1 |
| | Management Fees (Incentive) | | m2 |
| | Rent Paid (Property rent, Ground rent) | | m3 |
| | Property Taxes | | m4 |
| | Property Insurance | | m5 |
| | Other Fixed Charges | | m6 |
| | Total Charges (m1+m2+m3+m4+m5+m6) | | XIV |
| | NET INCOME BEFORE INTEREST, DEPRECIATION, AMORTISATION, LEASE RENTALS* AND TAXES (XIII-XIV) | | XV |
| | Capital expenditure made on existing hotel & rooms. (Only include expenses not included in the revenue expenses in the above tables) | | XVI |

**Include plant and equipment lease rentals here*

Name :.....

Designation:.....

E-mail:.....

Date:.....

Signature:.....

SEAL