



Federation of Hotel & Restaurant Associations of India

B-82, 8th Floor, Himalaya House, 23 Kasturba Gandhi Marg, New Delhi - 110 001.
 Phone: (011) 40780780 Fax : (011) 40780777
 E-Mail : fhrai@vsnl.com Website : www.fhrai.com

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 2009-2010, 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 ✓
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 2009-10?

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 2009-2010. 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:.....

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