



Hotel Industry Survey Questionnaire 2020

Also available online: bit.ly/FHRAIHotelSurvey20

We have commenced the exercise of compiling operating performance data for the 23rd Annual FHRAI Indian Hotel Industry Survey based on financial year 2019-20. This survey is conducted on our behalf by our Knowledge Partners, STR & Horwath HTL.

The Indian Hotel Industry Survey analyses the performance of the Indian hospitality industry across various operating parameters and trends. The information is based on data received from FHRAI hotel members and the authenticity of this data helps us in providing a clear picture of the operating statistics of India's hospitality sector.

We encourage all members to participate in this exercise and share the most complete and accurate data as possible.

Please be assured, all member property data will be treated with the highest levels of confidence and security.

Our Knowledge Partners, STR & Horwath HTL work with secure methods for data sharing. Protecting your hotel's data is FHRAI and our Knowledge Partners utmost priority and this continues to be a crucial element throughout the data collection and reporting exercise. The data received is confidential and will be used only to reach aggregate numbers for the industry.

This survey is also available digitally and can be completed ONLINE by visiting: bit.ly/FHRAIHotelSurvey20.

In the case of missing data or clarification of any data, we request all members to kindly cooperate with our Knowledge Partners, STR & Horwath HTL, in order to provide the necessary information they may need. To assist you with any initial enquiries regarding the required data, you will find a Glossary section enclosed with this questionnaire.

Thank you in advance for your cooperation with this extremely important study. We look forward to sharing the results with you in due course.

About Horwath HTL

Horwath HTL is the world's largest and most experienced hospitality consulting brand, with 45 offices around the globe. Starting in New York in 1915, Horwath HTL have been providing impartial, specialist advice to clients for over 100 years and are recognised as the market leader in all areas of hotel, tourism and leisure consulting. For more information please visit www.HorwathHTL.com.

About STR

STR provides premium data benchmarking, analytics and marketplace insights for global hospitality sectors. Founded in 1985, STR maintains a presence in 15 countries with a corporate North American headquarters in Hendersonville, Tennessee, an international headquarters in London, and an Asia Pacific headquarters in Singapore. For more information, please visit www.str.com.

For any queries on the survey or data submission process, please contact:

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All figures will be for financial year 2019-20, unless otherwise specified.

- 1a. Name of the Hotel:
- 1b. Membership Number: City:
- 1c. Government Approved Star Category..... Unapproved.....
(Please note that unapproved star category is only for this study. It will not be used in any listing details in the Guide)
- 1d. Month & Year of Opening:
- 1e. Ownership/Affiliation: Independent International Chain Domestic Chain
- 1f. Mode of Operation: Owner Operated Management Contract Franchise
- 1g. Owing Company / Legal Entity Name:
- 1h. Name of General Manager:
- E-mail: Tel:

Please share the details of a contact at the hotel if there are queries regarding the data shared below.

2. Name: Designation:
- E-mail: Tel/Mobile:
- Signature: Date:

3. Please tell us about the number and type of rooms at your hotel. (Also, please ensure to tell us your total number of rooms.)

Type of Rooms	Base Category – Single (No.)	Base Category – Double (No.)	Higher Category (No.)	Suites / Cottages / Villas / Other (No.)	Total No. of Rooms
A/C					
Non A/C					

4. Please tell us about the food and beverage facilities at your hotel.

F&B Outlets	No. of Facilities	Maximum Capacity / Maximum No. of Seats	Size (Sq. Ft.)
Restaurants			
Bars			
Others (Lounge, Deli, Pastry Shop, etc.)			

F&B Banquets	No. of Facilities	Maximum Capacity / Maximum No. of Seats	Size (Sq. Ft.)
Main Ballroom			
Other Meeting Rooms & Board Rooms (excl. Main Ballroom)			

5a. Please tell us the number of employees (including all permanent, contracted, full and part time positions) by department.

Employees/Personnel	No.	Employees/Personnel	No.
Front Office		Spa and Health Club	
Housekeeping		Other Minor Operating Departments	
F&B Kitchen		Administration & General	
F&B Service		Sales & Marketing	
Information & Telecommunication		Property Ops & Maintenance	

5b. Please tell us the number of employees (including all permanent, contracted, full and part time positions) by role and gender.

Managers			Other Staff (non-Manager)		
Male (No.)	Female (No.)	Total (No.)	Male (No.)	Female (No.)	Total (No.)

5c. Please tell us the total payroll cost (including salary and all associated payroll benefits) by role.

Managers (Total Cost Rs. Lakhs)	Other Staff (non-Manager) (Total Cost Rs. Lakhs)

MARKETING INFORMATION

6. Based on occupied rooms, please indicate the percentage of each market at this hotel.

Market Mix	Percentage
1. Business / Corporate Traveller	%
2. Tourists / Leisure / Free Independent Travellers (FITs)	%
3. Other FITs	%
4. Leisure Groups	%
5. Meetings, Incentives, Conference and Exhibitions (MICE) Groups	%
6. Government	%
7. Airline Crew	%
8. Complimentary Rooms / House Use rooms	%
9. Other (Please Specify):	%
TOTAL	100%

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

8. Composition of domestic and foreign guests?

Composition	Percentage
Domestic	%
Foreign	%
TOTAL	100%

9. What is the average length of stay for each guest in 2019-20?

Average Length of Stay	Number of nights
Domestic	Nights
Foreign	Nights
Business	Nights
Leisure	Nights

10a. What percentage makes up each source of reservations?

Source of Reservations	Percentage
Direct Inquiry/Hotel Rep.	%
Travel Agent & Tour Operator	%
Regional Sales Office	%
Hotel/Brand website	%
Online Travel Agent Third Party Website	%
Chain CRS (Central Reservation System)	%
Global Distribution Systems (GDS)	%
Others (Including Walk-ins)	%
TOTAL	100%

10b. Please tell us about your hotel's Online Travel Agent reservation commissions.

Online Travel Agent Commissions in 2019-20	
Total commission paid to OTA (Rs in Lakhs)	
Commission paid as % of total revenue (%)	%

11. Please tell us the Country of Origin of your guests.

(Please give as a % of total guest nights)

Country	Percentage
India	%
USA	%
Germany	%
U.K.	%
Canada	%
France	%
Russia	%
China	%
Japan	%
Australia	%
Middle East	%
South Africa	%
Caribbean	%
Other European Countries	%
Other	%
SAARC (Afghanistan, Bangladesh, Bhutan, Maldives, Nepal, Pakistan, Sri Lanka)	%
ASEAN (Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam)	%
TOTAL	100%

12. What is the Double Occupancy Ratio of your Hotel?

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(Double occ ratio = No. of rooms on double occ / no. rooms occupied)

13. Please tell us the number of F&B Covers Sold in 2019-20?

(Covers refers to the number of pax served meals at the hotel's food and beverage outlets & banquets)

No. of F&B Covers Sold	No.
Outlets	
Banquets	

HOTEL PERFORMANCE

14. What is your hotel's average occupancy per day of the week?
(Please give average occupancy for each day)

Day	Occupancy (%)
Sunday	%
Monday	%
Tuesday	%
Wednesday	%
Thursday	%
Friday	%
Saturday	%

15. How many room nights did your hotel sell each month in 2019-20?

Month	Room Nights Sold (No.)
April 2019	
May 2019	
June 2019	
July 2019	
August 2019	
September 2019	
October 2019	
November 2019	
December 2019	
January 2020	
February 2020	
March 2020	

PAYMENT MODE

16. What percentage of your Total Sales pertains to each method of payment?

Sales Distribution	Percentage
Cash Sales (including Cheques/DD paid up front)	%
Credit Card Sales	%
Credit Sales (other than Cards)	%
Electronic Funds Transfer	%
TOTAL	100%

INFORMATION TECHNOLOGY

17. Please indicate which of the following software and/or database systems are utilized in your hotel.

Technology	Please tick relevant box
Central Reservation System (CRS)	
Energy Management System	
Point of sale System for F&B	
Property Management System	
Yield Management System	
Electronic Key Card	

FINANCIALS

Please try your best to complete this section. Please refer to the Glossary enclosed with this questionnaire. Please contact us if you have any queries.

OCCUPANCY

Please calculate your occupied room nights during the year (2019-20), following the steps described below:

(A suite with multiple rooms is counted as one room)

BENCHMARKING	
1. Number of Guestrooms	X365
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 sold (exclude comp. rooms)	
6. Occupancy (%)	%
7. ADR (Rs.)	

REVENUES

The following questions are related to revenue and expenses generated and incurred during the financial year 2019-2020.

Please use whole numbers (omit decimals) and all figures in Indian Rupees in Lakhs.

Please provide as much detail as possible. If it is not possible to provide individual line elements please provide 'Total' figures.

A	REVENUES	AMOUNT (Rs. Lakhs)
	Total Rooms Revenue (Transient, Group and Contract)	

Food	AMOUNT (Rs. Lakhs)
F&B Outlets	
F&B Banquets	
Beverage	
F&B Outlets	
F&B Banquets	
Other F&B Revenue	
Meeting Space, Audiovisual, and Service Charges	
Total Food And Beverage Revenue	

Other Operated Departments	AMOUNT (Rs. Lakhs)
Total Laundry Revenue	
Total Spa Revenue	
Transportation/Garage/Parking Revenue	
Other Operated Departments (exclude casino)*	
Total Operated Departments Revenue	

*Other operated departments include: gift shop, business centre, news stand, sports, health club etc.

Miscellaneous Income	
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Total Operating Revenue	
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EXPENSES

B	EXPENSES-ROOMS	AMOUNT (Rs. Lakhs)
	Payroll & Related Expenses	
	All other rooms expenses (incl. Reservation Systems)	
	Total Rooms Dept. Expenses	

C	EXPENSES FOOD & BEV. DEPT. (INCL. BANQUETS)	AMOUNT (Rs. Lakhs)
	Cost of Food Sales	
	Cost of Beverage Sales	
	Total F&B Payroll & Related expenses	
	All other F&B expenses	
	Total Cost Of Sales	

D	OTHER OPERATED DEPARTMENTS	AMOUNT (Rs. Lakhs)
	Payroll & Related Expenses	
	All other expenses	
	Total Other Departmental Expenses	

E	ADMINISTRATIVE & GENERAL*	AMOUNT (Rs. Lakhs)
	Payroll & Related Expenses	
	All other expenses	
	Total Administrative & General Expenses	

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

F	INFORMATION & TELECOMMUNICATION	AMOUNT (Rs. Lakhs)
	Payroll & Related Expenses	
	All other expenses	
	Total Information & Telecommunication Expenses	

G	MARKETING EXPENSES	AMOUNT (Rs. Lakhs)
	Payroll & Related Expenses	
	Franchise Fees (Royalty and Marketing)	
	All other expenses	
	Total Marketing Expenses	

H	UTILITY COSTS	AMOUNT (Rs. Lakhs)
	Electricity Expenses	
	Gas Expenses	
	Other Energy Expenses	
	Water / Sewer Expenses	
	Total Utility Expenses	

I	PROPERTY OPERATIONS & MAINTENANCE EXPENSES	AMOUNT (Rs. Lakhs)
	Payroll & Related Expenses	
	All other expenses	
	Total Property Operations & Maintenance Expenses	

J	FIXED CHARGES	AMOUNT (Rs. Lakhs)
	Management Fees (Base)	
	Management Fees (Incentive)	
	Total Management Charges	

K	NON OPERATING INCOME AND EXPENSES	AMOUNT (Rs. Lakhs)
	Rent Paid (Property Rent, Ground Rent)	
	Property Taxes	
	Property Insurance	
	Other Fixed Charges	
	Total Fixed Charges	

L	EXPENSES & EARNINGS	AMOUNT (Rs. Lakhs)
	Replacement Reserve (Capital Reserve Collected Through The Year)	
	Owner's Expense, Interest, Depreciation, Amortization And All Other Expense	

GLOSSARY

HOTEL INFO

Rooms – Base Category	The most basic room category at the hotel.
Rooms – Higher category	Room categories superior to the base category but excluding any suites / villas.
F&B Outlets	Restaurants, bars and others (Lounge, deli, pastry shop etc.).
F&B Banquets	Ballrooms, meeting rooms and board rooms.
Maximum Capacity / Maximum No. of Seats	Total number of seats at F&B outlets / total number of seats on theatre style in banquets.
F&B Covers	Covers refers to the number of pax served meals at the hotel's food and beverage outlets & banquets.

A

REVENUES

Total Rooms Revenue (Transient, Group and Contract)	Revenues derived from the rental of guest rooms, including revenue from all transient, group, and contract demand.
Food	All sales of food and non-alcoholic beverages for consumption by customers.
Beverage	Revenues derived from the sale of alcoholic beverages, including beer, wine and liquors.
Other revenue from F&B	Revenue derived from rental of meeting room space, audiovisual equipment, and service charges, as well as any other sales in the F&B department other than consumable food and beverage items.
Total Laundry Revenue	Revenue derived from the operation of the laundry.
Total Spa Revenue	Revenue derived from the operation of the spa.
Transportation/Garage/Parking Revenue	Revenue derived from parking or shuttles for hotel guests.
Other Operated Departments (exclude casino)	Revenue derived from other departments not including golf, spa, parking, telecommunications, and casino. Any department revenues reported net of expenses or without expense should be included in Miscellaneous Income.
Miscellaneous Income	All operating revenues not included in a department. Revenues that are not associated with any expenses or are reported net of expenses, including income from rentals or leases, resort fees, and cancellation fees.

B

EXPENSES-ROOMS

Payroll & Related Expenses	All labor costs for the rooms department, including salaries, wages, service charges, contract labor, bonuses, payroll taxes, benefits, and other payroll-related expenses.
All other rooms expenses (incl. Reservation Systems)	All rooms expenses not associated with labor costs. Rooms expenses include any expense that is related to cleaning the guest rooms, reservation charges, as well as complimentary services such as expenses from a complimentary breakfast.

C

EXPENSES FOOD & BEV. DEPT. (INCL. BANQUETS)

Cost of Food Sales	The cost of food and non-alcoholic beverages for the F&B department.
Cost of Beverage Sales	The cost of alcoholic beverages for the F&B department.
Total F&B Payroll & Related expenses	All labor costs for the F&B department, including salaries, wages, service charges, contract labor, bonuses, payroll taxes, benefits, and other payroll-related expenses.
All other F&B expenses	All F&B expenses not associated with labor or cost of goods. These expenses include all F&B outlets as well as expenses from catering, banquets, and meeting rooms.

D

OTHER OPERATED DEPARTMENTS

Payroll & Related Expenses	All labor costs from other operated departments.
All other expenses	All non-labor expenses for other operated departments including cost of operating supplies.

E

ADMINISTRATIVE & GENERAL*

Payroll & Related Expenses	Included in this category are the payroll and related expenses for the general manager, human resources and training, security, clerical staff, controller, and accounting staff.
All other expenses	Other A&G expenses include office supplies, computer services, accounting and legal fees, cash overages and shortages, bad debt expenses, travel insurance, credit card commissions, transportation (non-guest) and travel and entertainment.

F INFORMATION & TELECOMMUNICATION	
Payroll & Related Expenses	All labor costs for the IT department, including salaries, wages, service charges, contract labor, bonuses, payroll taxes, benefits, and other payroll-related expenses.
All other expenses	All IT expenses not associated with labor costs. This includes all technology and systems expense, including telecommunications such as phone and internet.

G MARKETING EXPENSES	
Payroll & Related Expenses	All labor costs for the Sales & Marketing department, including salaries, wages, service charges, contract labor, bonuses, payroll taxes, benefits, and other payroll-related expenses.
Franchise Fees (Royalty and Marketing)	Includes only royalty fees and advertising assessment charged by franchise companies.
All other expenses	All Sales & Marketing expenses not associated with labor costs including royalty fees, advertising assessment and sales and marketing contribution to the operator.

H UTILITY COSTS	
Utility Expenses	Includes electricity, fuel (oil, gas, and coal), purchased steam, and water. Includes central plant and energy management systems. (Does not include waste removal, which is included in Property Operation and Maintenance Expenses).

I PROPERTY OPERATIONS & MAINTENANCE EXPENSES	
Payroll & Related Expenses	All labor costs for the POM department, including salaries, wages, service charges, contract labor, bonuses, payroll taxes, benefits, and other payroll-related expenses.
All other expenses	All maintenance expense not associated with labor costs, including cost of maintenance supplies, cost of repairs and maintenance of the building, furniture and equipment, the grounds, and the removal of waste. Does not include capital expenses for renovations.

J FIXED CHARGES	
Management Fees (Base)	Fee charged by management company for managing the operation of the hotel.
Management Fees (Incentive)	Incentive fee for management company, typically based on profits above a minimum threshold.

K NON OPERATING INCOME AND EXPENSES	
Rent Paid (Property Rent, Ground Rent)	Includes charges for lease of land and/or building and capital leases for rental of equipment and other major items.
Property Taxes	Typically include taxes on real estate, personal property, and other municipal taxes, not including payroll or income taxes.
Property Insurance	Cost of insuring the hotel building and contents against fire, weather, sprinkler leakage, etc. Does not include workers' compensation or medical insurance.
Other Fixed Charges	Includes any other hotel operating expenses, not including replacement reserve, owner's expense, interest, income tax, depreciation, and amortization.

L EXPENSES & EARNINGS	
Replacement Reserve (Capital Reserve Collected Through The Year)	Amount set aside for replacement of furniture, fixtures, and equipment (as may be required by loan, franchise or management agreement). This does not include any actual capital expenses or renovation costs. This is the amount reserved for the year, not the total balance.
Owner's Expense, Interest, Depreciation, Amortization And All Other Expense	All other expenses that are not associated with the operation of hotel, such as owner's expense, interest, income tax, depreciation, and amortization. This should include all other expenses included in net income.