

ADJUSTMENTS							232.92	2	116.46
MISC. CHARGE	55.00	4	13.75	145.00	13	11.15	467.00	16	29.19
ADV DEP PENDING FUTURE								3	
ADV DEP REFUNDED									
GIFT CT SOLD				500.00	1	500.00	83,282.71	112	743.60
GIFT CT HANDLING FEE				45.00	1	45.00	1,570.00	89	17.64
TAVERN FREIGHT CHARGES							229.59	12	19.13
SALES TAX				124.00	6	20.67	595.93	15	39.73
SALES TAX 2									
ROOM TAX LODGING	194.50	12	16.21	3,266.80	133	24.56	22,303.53	469	47.56
ROOM TAX STATE									
GIFT SHOP TAX	10.86	2	5.43	145.59	15	9.71	3,465.23	490	7.07
SAFARI SERVICE FEE	197.66	7	28.24	1,658.88	51	32.53	8,509.66	188	45.26
TOTAL OTHER	612.12			7,192.32			328,848.45		
MASSAGE				350.00	1	350.00	715.00	3	238.33
GUEST TRANSPORTATION	260.00	4	65.00	640.00	15	42.67	1,485.00	21	70.71
CANCELLATION FEE							392.39	1	392.39
FLOWERS NON BANQUET				390.00	1	390.00	2,527.95	14	180.57
BUSINESS SERVICE				210.00	2	105.00	8,470.34	10	847.03
EVENT DEPOSITS				1,500.00	1	1500.00	1,500.00	1	1500.00
GRAND TOTALS	9,315.12			118,836.32			1,545,583.27		

HOTEL UNIVERSAL
 A. M. (AUTOMATED MORNING) REPORT AS OF MONDAY 3/16/15 PAGE 3
 RUN DATE: 3/16/15
 RUN TIME: 1:33 PM

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COMPARATIVE REVENUE ANALYSIS	MONTH TO DATE	YEAR TO DATE	MONTH TO DATE	PERCENT OF CHG	YEAR TO DATE	PERCENT OF CHG	AMOUNT OF CHG
ROOMS							
ROOM CHARGE HOTEL	40,458.00	284,126.75	113,393.14	64.3-%	459,622.05	38.2-%	175,495.30-
ROOM CHARGE HOUSE	14,536.00	35,885.00	3,320.00	337.8 %	27,305.00	31.4 %	8,580.00
ROOM CHARGE SAFARI	17,870.00	105,702.50					
ROOM CHARGE CABIN	2,213.00	2,213.00					
ROOM CHARGE TAX EXEMPT							
** TOTAL ROOM REVENUE **	75,077.00	427,927.25	116,713.14	35.7-%	486,927.05	12.1-%	58,999.80-
TOTAL ROOMS	75,077.00	427,927.25	116,713.14	35.7-%	486,927.05	12.1-%	58,999.80-
FOOD AND BEVERAGE							
RESTAURANT FOOD	2,905.00	450,915.24	181,033.05	98.4-%	724,939.63	37.8-%	274,024.39-
RESTAURANT	500.00	438.26					
RESTAURANT WINE	1,119.00	165,109.00	41,080.00	97.3-%	206,488.00	20.0-%	41,379.00-
RESTAURANT LIQUOR		26,501.00	9,893.00	100.0-%	39,605.50	33.1-%	13,104.50-
RESTAURANT BEER		886.50	395.00	100.0-%	1,609.50	44.9-%	723.00-
KITCHEN DINING FEE	200.00	16,587.01	7,500.00	97.3-%	30,623.87	45.8-%	14,036.86-
COOKING CLASS	230.00	230.00					
WINE TASTING							
FOOD OTHER INCOME	25.00	655.00	3,690.00	99.3-%	9,485.00	93.1-%	8,830.00-
DISCOUNT		706.69-	238.75	100.0-%	579.23-	22.0 %	127.46-
WINE SALES DISCOUNT		6,402.30-	834.21-	100.0-%	4,130.71-	55.0 %	2,271.59-
FOOD SALES DISCOUNT		4,640.00-	3,623.00-	100.0-%	9,195.03-	49.5-%	4,555.03
PRIVATE DINING	850.00	850.00					
TOTAL FOOD & BEVERAGE	5,829.00	650,423.02	239,372.59	97.6-%	998,846.53	34.9-%	348,423.51-
BANQUETS / EVENTS							
BANQUET FOOD	2,949.00	14,873.00	10,128.00	70.9-%	24,762.00	39.9-%	9,889.00-
BANQUET BEER	480.00	480.00					
BANQUET LIQUOR	623.00	3,837.00	360.00	73.1 %	955.00	301.8 %	2,882.00
BANQUET WINE		6,216.00	1,400.00	100.0-%	16,214.00	61.7-%	9,998.00-
BANQUET FLOWERS	700.00	2,275.00	1,290.00	45.7-%	3,082.00	26.2-%	807.00-
BANQUET OTHER		28.00	798.00	100.0-%	1,866.00	98.5-%	1,838.00-
BANQUET SUPPLIES	675.00	800.00					
BANQUET ROOM RENTAL	2,880.00	9,630.00	5,000.00	42.4-%	10,000.00	3.7-%	370.00-
TOTAL BANQUET & EVENTS	8,307.00	38,139.00	18,976.00	56.2-%	56,879.00	33.0-%	18,740.00-
GIFT SHOP							
GIFT SHOP ART	13,710.00	15,009.00	474.50	2789.4 %	2,277.44	559.0 %	12,731.56
GIFT SHOP JEWELRY	519.00	65,575.36	16,673.91	96.9-%	68,736.88	4.6-%	3,161.52-
GIFT SHOP CLOTHING	2,450.00	1,908.51	962.53	154.5 %	1,476.16	29.3 %	432.35
GIFT SHOP MISC.	2,662.00	2,662.00					

TOTAL GIFT SHOP SALES 19,341.00 85,154.87 18,110.94 6.8 % 72,490.48 17.5 % 12,664.39

OTHER
 BUTLER SERVICE 200.00 236.00 50.00 372.0 % 186.00
 ROOM TIP 30.00 6,445.15 980.00 96.9-% 3,959.44 62.8 % 2,485.71
 FOOD & BEV SALES TAX 258.05 51,898.47 19,150.38 98.7-% 79,989.79 35.1-% 28,091.32-

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 RUN DATE: 3/16/15 A. M. (AUTOMATED MORNING) REPORT AS OF MONDAY 3/16/15 PAGE 4
 RUN TIME: 1:33 PM

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COMPARATIVE REVENUE ANALYSIS	CURRENT YEAR		LAST YEAR		AMOUNT		
	MONTH TO DATE	YEAR TO DATE	MONTH TO DATE	PERCENT OF CHG	YEAR TO DATE	PERCENT OF CHG	AMOUNT OF CHG
CASH TIPS							
FOOD TIP	819.00	149,612.26	56,280.05	98.5-%	229,491.37	34.8-%	79,879.11-
GUEST REFUND ADJUSTMENTS		232.92	335.11-	100.0-%	78,125.96	99.7-%	77,893.04-
MISC. CHARGE	145.00	467.00			348.00	34.2 %	119.00
ADV DEP PENDING FUTURE					2,037.79	100.0-%	2,037.79-
ADV DEP REFUNDED					4,690.00-	100.0-%	4,690.00
GIFT CT SOLD	500.00	83,282.71	17,436.00	97.1-%	111,584.01	25.4-%	28,301.30-
GIFT CT HANDLING FEE	45.00	1,570.00	477.00	90.6-%	2,361.00	33.5-%	791.00-
TAVERN FREIGHT CHARGES		229.59	250.89	100.0-%	858.64	73.3-%	629.05-
SALES TAX	124.00	595.93	465.23	73.4-%	1,037.54	42.6-%	441.61-
SALES TAX 2							
ROOM TAX LODGING	3,266.80	22,303.53	6,919.01	52.8-%	33,994.88	34.4-%	11,691.35-
ROOM TAX STATE							
GIFT SHOP TAX	145.59	3,465.23	836.20	82.6-%	3,425.20	1.2 %	40.03
SAFARI SERVICE FEE	1,658.88	8,509.66					
TOTAL OTHER	7,192.32	328,848.45	102,459.65	93.0-%	542,573.62	39.4-%	213,725.17-
MASSAGE	350.00	715.00			600.00	19.2 %	115.00
GUEST TRANSPORTATION	640.00	1,485.00	120.00	433.3 %	1,080.00	37.5 %	405.00
CANCELLATION FEE		392.39					
FLOWERS NON BANQUET	390.00	2,527.95	646.97	39.7-%	2,141.97	18.0 %	385.98
BUSINESS SERVICE	210.00	8,470.34	4,130.17	94.9-%	12,390.51	31.6-%	3,920.17-
EVENT DEPOSITS	1,500.00	1,500.00					
GRAND TOTALS	118,836.32	1,545,583.27	500,529.46	76.3-%	2,173,929.16	28.9-%	628,345.89-
TOTALS LAST YEAR	500,529.46	2,173,929.16					
CHANGE FROM LAST YEAR	381,693.14-	628,345.89-					
ROOM RATE THIS YEAR	475.17	679.25					
ROOM RATE LAST YEAR	788.60	816.99					

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 RUN DATE: 3/16/15 A. M. (AUTOMATED MORNING) REPORT AS OF MONDAY 3/16/15 PAGE 5
 RUN TIME: 1:33 PM

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OCCUPANCY ANALYSIS	TODAY			MONTH TO DATE			YEAR TO DATE			LAST YEAR			YEAR TO DATE		
	ROOMS	PERCNT	ADR	ROOMS	PERCNT	ADR	ROOMS	PERCNT	ADR	ROOMS	PERCNT	%CHG	ROOMS	PERCNT	%CHG
OCCUPIED: AA	1	4.2%	350.00	12	4.2%	366.42	13	.9%	415.15						
OCCUPIED: CCH	1	4.2%	200.00	8	2.8%	1447.50	15	1.0%	2150.00						
OCCUPIED: GHIM	1	4.2%	200.00	12	4.2%	413.33	20	1.3%	550.85						
OCCUPIED: GHSU	1	4.2%	200.00	9	3.1%	437.33	31	2.1%	636.13						
OCCUPIED: GKC	1	4.2%	320.00	5	1.7%	312.00	21	1.4%	864.83						
OCCUPIED: IM		%		16	5.6%	281.31	63	4.2%	502.71						
OCCUPIED: JS	1	4.2%	200.00	10	3.5%	508.00	39	2.6%	678.56						
OCCUPIED: JSF	1	4.2%	215.00	6	2.1%	763.17	40	2.6%	773.73						
OCCUPIED: MYHS	1	4.2%	350.00	7	2.4%	328.57	30	2.0%	834.93						
OCCUPIED: NHGS	1	4.2%	135.00	5	1.7%	205.00	29	1.9%	694.18						
OCCUPIED: PIM	2	8.3%	282.50	6	2.1%	254.17	44	2.9%	555.58						
OCCUPIED: PJS		%		3	1.0%	266.67	24	1.6%	629.82						

OCCUPIED: PSP		%	16	5.6%	672.81	93	6.2%	667.68					
OCCUPIED: SP	2	8.3%	319.00	19	6.6%	382.79	99	6.5%	597.83				
OCCUPIED: ST	1	4.2%	291.00	7	2.4%	267.86	16	1.1%	431.94				
OCCUPIED: SU11	1	4.2%	189.00	10	3.5%	687.60	26	1.7%	857.58				
OCCUPIED: SU12	1	4.2%	189.00	7	2.4%	220.71	27	1.8%	645.41				
TOTAL OCC (LESS COMPS)	16	66.7%	252.63	158	54.9%	475.17	630	41.7%	679.25	148	38.5%	596	36.0%
COMPLIMENTARY		%		3	1.0%		4	.3%					
OUT OF ORDER	1	4.2%		12	4.2%		59	3.9%		16	4.2%	182	11.0%
VACANT	7	29.1%		115	39.9%		819	54.1%		220	57.2%	878	52.9%
TOTALS	24	100.0%		288	100.0%		1512	100.0%		384	100.0%	1,656	100.0%
ROOM REVENUE PAR		168.42			260.68			283.02			303.94		294.04

MARKET SEGMENT ANALYSIS	TODAY		MONTH TO DATE		YEAR TO DATE		L A S T Y E A R							
	ROOMS	PERCNT	ROOMS	PERCNT	ROOMS	PERCNT	---MONTH TO DATE---		---YEAR TO DATE---					
							ROOMS	PERCNT	%	CHG	ROOMS	PERCNT	%	CHG
FAMILY VACATION			24	15.2 %	257	41.0 %	82	56.2 %			295	50.0 %		
CORPORATE	1	6.3 %	12	7.6 %	13	2.1 %								
REUNION	4	25.0 %	26	16.5 %	171	27.3 %	32	21.9 %			131	22.2 %		
SPORTS	4	25.0 %	23	14.6 %	26	4.2 %					2	.3 %		
REPEAT GUEST	1	6.3 %	18	11.4 %	101	16.1 %	32	21.9 %			162	27.5 %		
GOVERNMENT			2	1.3 %	2	.3 %								
TRAVEL AGENCY	1	6.3 %	11	7.0 %	15	2.4 %								
EDUCATION/SCHOOL	4	25.0 %	28	17.7 %	28	4.5 %								
ENTERTAINMENT	1	6.1 %	14	8.7 %	14	2.1 %								
TOTALS LESS COMPS	16	100.0 %	158	100.0 %	627	100.0 %	146	100.0 %			590	100.0 %		

HOTEL UNIVERSAL
 RUN DATE: 3/16/15 A. M. (AUTOMATED MORNING) REPORT AS OF MONDAY 3/16/15 PAGE 6
 RUN TIME: 1:33 PM
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SOURCE OF BUSINESS ANALYSIS	TODAY		MONTH TO DATE		YEAR TO DATE		L A S T Y E A R							
	ROOMS	PERCNT	ROOMS	PERCNT	ROOMS	PERCNT	---MONTH TO DATE---		---YEAR TO DATE---					
							ROOMS	PERCNT	%	CHG	ROOMS	PERCNT	%	CHG
HOTELIER	1	6.3 %	11	7.0 %	12	1.9 %								
OTHER MEDIA			16	10.1 %	218	34.7 %	80	54.1 %			277	46.5 %		
RELAIS & CHATEAUX			15	9.5 %	15	2.4 %	1	.7 %			5	.8 %		
SYNXIS RESERVATION	3	18.8 %	15	9.5 %	15	2.4 %								
TRAVEL AGENCY	6	37.5 %	31	19.6 %	41	6.5 %	2	1.4 %			11	1.9 %		
TRIP ADVISOR PAGE	2	12.5 %	24	15.2 %	24	3.8 %								
VIRTUOSO	1	6.3 %	7	4.4 %	7	1.1 %								
WORD OF MOUTH	2	12.5 %	19	12.0 %	132	21.0 %	33	22.3 %			172	28.9 %		
WEB RESERVATIONS	1	6.1 %	20	12.7 %	165	26.2 %	32	21.5 %			131	21.9 %		
TOTALS LESS COMPS	16	100.0 %	158	100.0 %	629	100.0 %	148	100.0 %			596	100.0 %		

PAYMENT ANALYSIS	TODAY		MONTH TO DATE		YEAR TO DATE		L A S T Y E A R						
							---MONTH TO DATE---		---YEAR TO DATE---				
OFFLINECC		.00		997.15		997.15			.00				.00
AMEX PAYMENT	6,620.00		49,984.01		688,243.79		201,405.21			914,211.37			
CASH PAYMENT	2,161.97		17,611.50		40,071.99		9,100.64			68,465.30			
COMPANY COMP		.00		.00		70.15		.00		.00			.00
CHECK		.00		.00		42,544.19		15,367.04		137,078.44			
DISCOVER PAYMENT		.00		.00		20,458.74		6,464.42		27,633.78			
GIFT CERTIFICATE REDEEMED		.00		.00		89,789.37		18,780.00		126,972.04			
HOTEL GIFT SHOP COUPON		.00		.00		2,685.00		750.00		3,400.00			
MASTER CARD	1,300.00		39,633.81		318,682.00		113,169.65			393,021.96			
VISA PAYMENT	5,918.68		64,586.12		657,219.61		224,194.00			989,927.22			

PAYPAL GC SETTLEMENT	.00	.00	27,035.00	8,231.00	49,086.00
TOTALS	16,000.65	172,812.59	1,887,796.99	597,461.96	2,709,796.11

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