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| REVENUE ANALYSIS         | T O D A Y |                  |                   | M O N T H T O D A T E |                  |                   | Y E A R T O D A T E |                  |                   |
|--------------------------|-----------|------------------|-------------------|-----------------------|------------------|-------------------|---------------------|------------------|-------------------|
|                          | REVENUE   | NUMBER OF ROOMS* | AVERAGE PER ROOM* | REVENUE               | NUMBER OF ROOMS* | AVERAGE PER ROOM* | REVENUE             | NUMBER OF ROOMS* | AVERAGE PER ROOM* |
|                          | ROOMS     |                  |                   |                       |                  |                   |                     |                  |                   |
| ROOM CHARGE HOTEL        | 1,426.00  | 16               | 89.13             | 40,458.00             | 158              | 256.06            | 284,126.75          | 630              | 450.99            |
| ROOM CHARGE HOUSE        | 378.00    | 16               | 23.63             | 14,536.00             | 158              | 92.00             | 35,885.00           | 630              | 56.96             |
| ROOM CHARGE SAFARI       | 1,265.00  | 16               | 79.06             | 17,870.00             | 158              | 113.10            | 105,702.50          | 630              | 167.78            |
| ROOM CHARGE CABIN        | 973.00    | 16               | 60.81             | 2,213.00              | 158              | 14.01             | 2,213.00            | 630              | 3.51              |
| ROOM CHARGE TAX EXEMPT   |           |                  |                   |                       |                  |                   |                     |                  |                   |
| ** TOTAL ROOM REVENUE ** | 4,042.00  | 16               | 252.63            | 75,077.00             | 158              | 475.17            | 427,927.25          | 630              | 679.25            |
| TOTAL ROOMS              | 4,042.00  | 16               | 252.63            | 75,077.00             | 158              | 475.17            | 427,927.25          | 630              | 679.25            |
| FOOD AND BEVERAGE        |           |                  |                   |                       |                  |                   |                     |                  |                   |
| RESTAURANT FOOD          | 418.00    | 16               | 26.13             | 2,905.00              | 158              | 18.39             | 450,915.24          | 630              | 715.74            |
| RESTAURANT               |           |                  |                   | 500.00                | 158              | 3.16              | 438.26              | 630              | .70               |
| RESTAURANT WINE          | 75.00     | 16               | 4.69              | 1,119.00              | 158              | 7.08              | 165,109.00          | 630              | 262.08            |
| RESTAURANT LIQUOR        |           |                  |                   |                       |                  |                   | 26,501.00           | 630              | 42.07             |
| RESTAURANT BEER          |           |                  |                   |                       |                  |                   | 886.50              | 630              | 1.41              |
| KITCHEN DINING FEE       |           |                  |                   | 200.00                | 158              | 1.27              | 16,587.01           | 630              | 26.33             |
| COOKING CLASS            |           |                  |                   | 230.00                | 158              | 1.46              | 230.00              | 630              | .37               |
| WINE TASTING             |           |                  |                   |                       |                  |                   |                     |                  |                   |
| FOOD OTHER INCOME        |           |                  |                   | 25.00                 | 158              | .16               | 655.00              | 630              | 1.04              |
| DISCOUNT                 |           |                  |                   |                       |                  |                   | 706.69-             | 630              | 1.12-             |
| WINE SALES DISCOUNT      |           |                  |                   |                       |                  |                   | 6,402.30-           | 630              | 10.16-            |
| FOOD SALES DISCOUNT      |           |                  |                   |                       |                  |                   | 4,640.00-           | 630              | 7.37-             |
| PRIVATE DINING           |           |                  |                   | 850.00                | 158              | 5.38              | 850.00              | 630              | 1.35              |
| TOTAL FOOD & BEVERAGE    | 493.00    | 16               | 30.81             | 5,829.00              | 158              | 36.89             | 650,423.02          | 630              | 1032.42           |
| BANQUETS / EVENTS        |           |                  |                   |                       |                  |                   |                     |                  |                   |
| BANQUET FOOD             |           |                  |                   | 2,949.00              | 158              | 18.66             | 14,873.00           | 630              | 23.61             |
| BANQUET BEER             |           |                  |                   | 480.00                | 158              | 3.04              | 480.00              | 630              | .76               |
| BANQUET LIQUOR           |           |                  |                   | 623.00                | 158              | 3.94              | 3,837.00            | 630              | 6.09              |
| BANQUET WINE             |           |                  |                   |                       |                  |                   | 6,216.00            | 630              | 9.87              |
| BANQUET FLOWERS          |           |                  |                   | 700.00                | 158              | 4.43              | 2,275.00            | 630              | 3.61              |
| BANQUET OTHER            |           |                  |                   |                       |                  |                   | 28.00               | 630              | .04               |
| BANQUET SUPPLIES         |           |                  |                   | 675.00                | 158              | 4.27              | 800.00              | 630              | 1.27              |
| BANQUET ROOM RENTAL      |           |                  |                   | 2,880.00              | 158              | 18.23             | 9,630.00            | 630              | 15.29             |
| TOTAL BANQUET & EVENTS   |           |                  |                   | 8,307.00              | 158              | 52.58             | 38,139.00           | 630              | 60.54             |
| GIFT SHOP                |           |                  |                   |                       |                  |                   |                     |                  |                   |
| GIFT SHOP ART            | 1,860.00  | 16               | 116.25            | 13,710.00             | 158              | 86.77             | 15,009.00           | 630              | 23.82             |
| GIFT SHOP JEWELRY        | 230.00    | 16               | 14.38             | 519.00                | 158              | 3.28              | 65,575.36           | 630              | 104.09            |
| GIFT SHOP CLOTHING       | 1,430.00  | 16               | 89.38             | 2,450.00              | 158              | 15.51             | 1,908.51            | 630              | 3.03              |
| GIFT SHOP MISC.          | 388.00    |                  |                   | 2,662.00              |                  |                   | 2,662.00            |                  |                   |
| TOTAL GIFT SHOP SALES    | 3,908.00  | 16               | 244.25            | 19,341.00             | 158              | 122.41            | 85,154.87           | 630              | 135.17            |
| OTHER                    |           |                  |                   |                       |                  |                   |                     |                  |                   |
| BUTLER SERVICE           |           |                  |                   | 200.00                | 158              | 1.27              | 236.00              | 630              | .37               |
| ROOM TIP                 |           |                  |                   | 30.00                 | 158              | .19               | 6,445.15            | 630              | 10.23             |

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| REVENUE ANALYSIS | T O D A Y            |                  |                   | M O N T H T O D A T E |                  |                   | Y E A R T O D A T E |                  |                   |
|------------------|----------------------|------------------|-------------------|-----------------------|------------------|-------------------|---------------------|------------------|-------------------|
|                  | REVENUE              | NUMBER OF ROOMS* | AVERAGE PER ROOM* | REVENUE               | NUMBER OF ROOMS* | AVERAGE PER ROOM* | REVENUE             | NUMBER OF ROOMS* | AVERAGE PER ROOM* |
|                  | FOOD & BEV SALES TAX | 48.10            | 16                | 3.01                  | 258.05           | 158               | 1.63                | 51,898.47        | 630               |
| CASH TIPS        |                      |                  |                   |                       |                  |                   |                     |                  |                   |
| FOOD TIP         | 106.00               | 16               | 6.63              | 819.00                | 158              | 5.18              | 149,612.26          | 630              | 237.48            |
| GUEST REFUND     |                      |                  |                   |                       |                  |                   |                     |                  |                   |
| ADJUSTMENTS      |                      |                  |                   |                       |                  |                   | 232.92              | 630              | .37               |
| MISC. CHARGE     | 55.00                | 16               | 3.44              | 145.00                | 158              | .92               | 467.00              | 630              | .74               |

|                        |          |    |        |            |     |        |              |     |         |
|------------------------|----------|----|--------|------------|-----|--------|--------------|-----|---------|
| ADV DEP PENDING FUTURE |          |    |        |            |     |        |              |     |         |
| ADV DEP REFUNDED       |          |    |        |            |     |        |              |     |         |
| GIFT CT SOLD           |          |    |        | 500.00     | 158 | 3.16   | 83,282.71    | 630 | 132.19  |
| GIFT CT HANDLING FEE   |          |    |        | 45.00      | 158 | .28    | 1,570.00     | 630 | 2.49    |
| TAVERN FREIGHT CHARGES |          |    |        |            |     |        | 229.59       | 630 | .36     |
| SALES TAX              |          |    |        | 124.00     | 158 | .78    | 595.93       | 630 | .95     |
| SALES TAX 2            |          |    |        |            |     |        |              |     |         |
| ROOM TAX LODGING       | 194.50   | 16 | 12.16  | 3,266.80   | 158 | 20.68  | 22,303.53    | 630 | 35.40   |
| ROOM TAX STATE         |          |    |        |            |     |        |              |     |         |
| GIFT SHOP TAX          | 10.86    | 16 | .68    | 145.59     | 158 | .92    | 3,465.23     | 630 | 5.50    |
| SAFARI SERVICE FEE     | 197.66   | 16 | 12.35  | 1,658.88   | 158 | 10.50  | 8,509.66     | 630 | 13.51   |
| TOTAL OTHER            | 612.12   | 16 | 38.26  | 7,192.32   | 158 | 45.52  | 328,848.45   | 630 | 521.98  |
|                        |          |    |        |            |     |        |              |     |         |
| MASSAGE                |          |    |        | 350.00     | 158 | 2.22   | 715.00       | 630 | 1.13    |
| GUEST TRANSPORTATION   | 260.00   | 16 | 16.25  | 640.00     | 158 | 4.05   | 1,485.00     | 630 | 2.36    |
| CANCELLATION FEE       |          |    |        |            |     |        | 392.39       | 630 | .62     |
| FLOWERS NON BANQUET    |          |    |        | 390.00     | 158 | 2.47   | 2,527.95     | 630 | 4.01    |
| BUSINESS SERVICE       |          |    |        | 210.00     | 158 | 1.33   | 8,470.34     | 630 | 13.44   |
| EVENT DEPOSITS         |          |    |        | 1,500.00   | 158 | 9.49   | 1,500.00     | 630 | 2.38    |
| GRAND TOTALS           | 9,315.12 | 16 | 582.20 | 118,836.32 | 158 | 752.13 | 1,545,583.27 | 630 | 2453.31 |

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 HOTEL UNIVERSAL  
 A. M. (AUTOMATED MORNING) REPORT AS OF MONDAY 3/16/15 PAGE 3  
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| COMPARATIVE REVENUE ANALYSIS | --- CURRENT MONTH TO DATE | YEAR TO DATE | --- LAST 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        |

| COMPARATIVE REVENUE ANALYSIS | CURRENT YEAR  |              |               | LAST YEAR      |              |                |               |
|------------------------------|---------------|--------------|---------------|----------------|--------------|----------------|---------------|
|                              | 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       |               |                |              |                |               |

| OCCUPANCY ANALYSIS     | TODAY |        |        | MONTH TO DATE |        |         | YEAR TO DATE |        |         | LAST MONTH TO DATE |        |      | 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    |
| VACANT           | 7  | 29.1%  |  | 115 | 39.9%  |  | 819  | 54.1%  |  | 220 | 57.2%  |  | 878    |
| TOTALS           | 24 | 100.0% |  | 288 | 100.0% |  | 1512 | 100.0% |  | 384 | 100.0% |  | 1,656  |
| 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--- |         | % CHG |  | ---YEAR TO DATE--- |         | % 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: 1:31 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--- |         | % CHG |  | ---YEAR TO DATE--- |         | % 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--- |           | % CHG |  | ---YEAR TO DATE--- |  | % CHG |     |
| OFFLINE CC                |           | .00 |               | 997.15 |              | 997.15    |                     |           |       |  |                    |  |       | .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                |  |       |     |
| 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       |  |       |     |