

BENCHMARKER[®]

of Hotel Profits for...
YOUR HOTEL



John

We are pleased to provide you with the following Benchmarker[®] report

Here are the Search Criteria

Property Type(s) Full-Svc
Room Range 250 to 300
Area State of GA
Affiliation Chains
Year **2010**

About the selected Comparable Group

Number of Properties 6
Average Number of Rooms 274
Average Occupancy 67.9%
Average Daily Rate per Occupied Room (ADR) \$125.17
Average Daily Rate per Available Room (RevPAR) \$85.01

Note to Readers: Benchmarker[®] is a compilation of hotel operating data obtained through voluntary contributions by hotel owners and managers in the U.S. Reports may contain information derived from estimates when specific dollar amounts are not available.

Here are the hotels used in your report

<u>Subject Property</u>	<u>ID #</u>	<u>Street Address</u>	<u>City</u>	<u>State</u>	<u>Rooms</u>
Your Hotel	PKF001	415 Elm Street	Atlanta	GA	300

Comparable Group

Comparable Hotel 1	PKF002	112 South Maple Avenue	Atlanta	GA	294
Comparable Hotel 2	PKF003	1350 Oak Drive	Marietta	GA	277
Comparable Hotel 3	PKF004	6204 Palm Boulevard	Peachtree City	GA	295
Comparable Hotel 4	PKF005	618 Birch Street	Alpharetta	GA	295
Comparable Hotel 5	PKF006	2754 Maple Drive	Sandy Springs	GA	292
Comparable Hotel 6	PKF007	5540 North Walnut Street	Atlanta	GA	314

* Please note that of the 6 comp set properties only 4 reported sufficient data to complete the detailed departmental reports.

The revenue and expense classifications used to prepare this report are in accordance with the new 10th edition of the Uniform System of Accounts for the Lodging Industry. Please refer to www.pkfc.com/bmrglossary for descriptions of the revenue and expenses included in each line item.

BENCHMARKER INCOME STATEMENT



A REPORT WITH A SUBJECT PROPERTY INCLUDES BLUE SHADED AREA

\$ SUMMARY

REVENUES AND EXPENSES

	Comparative Set - Average of 6 Properties				Your Hotel							
	Year End 2010 Average \$	Ratio To Revenue	\$ Per Available Room/Year	\$ Per Occupied Room/Day	Year End 2010 Total \$	Var-iance	Ratio To Revenue	Var-iance*	\$ Per Available Room/Year	Var-iance	\$ Per Occupied Room/Day	Var-iance
Revenues												
Rooms	\$ 8,498,865	68.6	\$ 31,037	\$ 125.17	\$ 8,602,102	1.2%	74.8	6.2%	\$ 31,280	0.8%	\$ 126.19	0.8%
Food and Beverage	3,295,975	26.6	12,036	48.54	2,630,612	-20.2%	22.9	-3.7%	9,566	-20.5%	38.59	-20.5%
Other Operated Departments	531,169	4.3	1,940	7.82	151,900	-71.4%	1.3	-3.0%	552	-71.5%	2.23	-71.5%
Rentals and Other Income	71,566	0.6	261	1.05	122,512	71.2%	1.1	0.5%	445	70.5%	1.80	70.5%
Total Revenues	\$ 12,397,575	100.0	\$ 45,274	\$ 182.59	\$ 11,597,126	-7.2%	100.0	0.0%	\$ 41,844	-7.6%	\$ 168.81	-7.5%
Departmental Costs and Expenses**												
Rooms	\$ 2,231,144	26.3	\$ 8,148	\$ 37.86	\$ 2,052,727	-8.0%	23.9	-2.4%	\$ 7,464	-8.4%	\$ 30.11	-8.4%
Food and Beverage	2,532,894	20.8	9,250	37.30	1,989,378	-21.5%	75.6	-1.2%	7,234	-21.8%	29.18	-21.8%
Other Operated Departments	301,517	2.4	1,101	4.44	135,976	-54.9%	89.5	32.8%	494	-55.1%	1.99	-55.1%
Total Costs and Expenses	\$ 5,065,555	40.9	\$ 18,499	\$ 74.61	\$ 4,178,081	-17.5%	36.3	-4.6%	\$ 15,193	-17.9%	\$ 61.29	-17.8%
Total Operated Departmental Income	\$ 7,332,020	59.1	\$ 26,775	\$ 107.99	\$ 7,329,045	0.0%	63.7	4.6%	\$ 26,651	-0.5%	\$ 107.51	-0.4%
Undistributed Operating Expenses												
Administrative and General	\$ 1,384,528	11.2	\$ 5,056	\$ 20.39	\$ 946,477	-31.6%	8.2	-2.9%	\$ 3,442	-31.9%	\$ 13.88	-31.9%
Marketing (Includes Franchise Fees)	1,268,297	10.2	4,632	18.68	1,485,950	17.2%	12.9	2.7%	5,403	16.7%	21.80	16.7%
Property Operation and Maintenance	606,829	4.9	2,216	8.94	470,983	-22.4%	4.1	-0.8%	1,713	-22.7%	6.91	-22.7%
Utility Costs	667,628	5.4	2,438	9.83	421,172	-36.9%	3.7	-1.7%	1,532	-37.2%	6.18	-37.2%
Total Undistributed Expenses	\$ 3,927,281	31.7	\$ 14,342	\$ 57.84	\$ 3,324,582	-15.3%	28.9	-2.8%	\$ 12,089	-15.7%	\$ 48.77	-15.7%
Gross Operating Profit	\$ 3,404,739	27.5	\$ 12,434	\$ 50.14	\$ 4,004,463	17.6%	34.8	7.3%	\$ 14,562	17.1%	\$ 58.74	17.1%
Management Fees	\$ 336,807	2.7	\$ 1,230	\$ 4.96	\$ 402,749	19.6%	3.5	0.8%	\$ 1,465	19.1%	\$ 5.91	19.1%
Income Before Fixed Charges	\$ 3,067,932	24.7	\$ 11,204	\$ 45.18	\$ 3,601,714	17.4%	31.3	6.6%	\$ 13,097	16.9%	\$ 52.84	16.9%
Fixed Charges												
Property Taxes and Other Municipal Charges	\$ 494,847	4.0	\$ 1,807	\$ 7.29	\$ 488,596	-1.3%	4.2	0.3%	\$ 1,777	-1.7%	\$ 7.17	-1.7%
Insurance	99,457	0.8	363	1.46	133,588	34.3%	1.2	0.4%	486	33.7%	1.96	33.8%
Total Fixed Charges	\$ 594,304	4.8	\$ 2,170	\$ 8.75	\$ 622,184	4.7%	5.4	0.6%	\$ 2,262	4.2%	\$ 9.13	4.3%
Net Operating Income***	\$ 2,473,628	20.0	\$ 9,033	\$ 36.43	\$ 2,979,530	20.5%	25.9	5.9%	\$ 10,835	19.9%	\$ 43.71	20.0%

ROOM STATISTICS

Comparative Set - Average of 6 Properties

6	Number of Properties in Comparative Set
274	Average Number of Rooms
67.9%	Average Occupancy
\$125.17	Average ADR
\$85.01	Average RevPAR

ROOM STATISTICS

Your Hotel

1	Number of Properties in Subject Set
275	Number of Rooms
67.9%	Occupancy
\$126.19	ADR
\$85.70	RevPAR

... Columns with dotted lines do not total

** Ratio to revenue shown as a percentage of corresponding departmental revenue

NC - Not Comparable

*** Before deductions for rent, capital reserve, interest, income taxes, depreciation, and amortization

* Expressed as percentage points difference

BENCHMARKER SUMMARY



LABOR COST ANALYSIS



A REPORT WITH A SUBJECT PROPERTY INCLUDES BLUE SHADED AREA

EXPENSES

Comparative Set - Average of 4 Properties

	Year End 2010 Average \$	Ratio To Hotel Revenue	\$ Per Available Room/Year	\$ Per Occupied Room/Day
Rooms Department				
Salaries, Wages, and Bonuses	\$ 1,091,826	8.9	\$ 3,981	\$ 16.03
Payroll-Related Expenses	418,504	3.4	1,526	6.15
Total Payroll and Related Expenses	\$ 1,510,330	12.3	\$ 5,507	\$ 22.18
Food and Beverage Department				
Salaries, Wages, and Bonuses	\$ 967,967	7.9	\$ 3,530	\$ 14.21
Payroll-Related Expenses	380,021	3.1	1,386	5.58
Total Payroll and Related Expenses	\$ 1,347,988	11.0	\$ 4,916	\$ 19.80
Other Operated Department				
Salaries, Wages, and Bonuses	\$ 68,519	0.6	\$ 258	\$ 1.01
Payroll-Related Expenses	16,756	0.1	61	0.25
Total Payroll & Related Expenses	\$ 85,275	0.7	\$ 311	\$ 1.25
Administrative and General Department				
Salaries, Wages, and Bonuses	\$ 464,547	3.8	\$ 1,694	\$ 6.82
Payroll-Related Expenses	140,353	1.1	512	2.06
Total Payroll and Related Expenses	\$ 604,900	4.9	\$ 2,206	\$ 8.88
Marketing Department				
Salaries, Wages, and Bonuses	\$ 283,201	2.3	\$ 1,033	\$ 4.16
Payroll-Related Expenses	109,229	0.9	398	1.60
Total Payroll and Related Expenses	\$ 392,430	3.2	\$ 1,431	\$ 5.76
Property Maintenance Department				
Salaries, Wages, and Bonuses	\$ 191,497	1.6	\$ 698	\$ 2.81
Payroll-Related Expenses	75,769	0.6	276	1.11
Total Payroll and Related Expenses	\$ 267,267	2.2	\$ 975	\$ 3.92
Total Overall Payroll & Related Expenses				
Salaries, Wages, and Bonuses	\$ 3,067,557	24.9	\$ 11,185	\$ 45.05
Payroll-Related Expenses	1,140,633	9.3	4,159	16.75
Total Overall Payroll and Related Expenses	\$ 4,208,189	34.2	\$ 15,344	\$ 61.80

ROOM STATISTICS

Comparative Set - Average of 4 Properties

4	Number of Properties in Comparative Set
274	Average Number of Rooms
68.0%	Average Occupancy
\$126.65	Average ADR
\$86.16	Average RevPAR

Your Hotel

Year End 2010 Total \$	Var- iance	Ratio To Hotel Revenue	Var- iance*	\$ Per Available Room/Year	Var- iance	\$ Per Occupied Room/Day	Var- iance
\$ 1,033,579	-5.3%	9.0	0.1%	\$ 3,758	-5.6%	\$ 15.16	-5.4%
345,012	-17.6%	3.0	-0.4%	1,255	-17.8%	5.06	-17.6%
\$ 1,378,591	-8.7%	12.0	-0.3%	\$ 4,013	-9.0%	\$ 20.22	-8.8%
\$ 752,699	-22.2%	6.5	-1.3%	\$ 2,737	-22.5%	\$ 11.04	-22.3%
382,855	-0.7%	3.3	0.2%	1,392	0.5%	5.62	0.6%
\$ 1,135,554	-5.8%	9.9	-1.1%	\$ 4,129	-16.0%	\$ 16.66	-15.8%
\$ 13,005	-81.0%	0.1	-0.4%	\$ 47	-81.1%	\$ 0.19	-81.0%
6,964	-58.4%	0.1	-0.1%	25	-58.6%	0.10	-58.5%
\$ 19,969	-76.6%	0.2	-0.5%	\$ 73	-76.6%	\$ 0.29	-76.6%
\$ 205,353	-55.8%	1.8	-2.0%	\$ 747	-55.9%	\$ 3.01	-55.8%
91,737	-34.6%	0.8	-0.3%	334	-34.8%	1.35	-34.7%
\$ 297,090	-50.9%	2.6	-2.3%	\$ 1,080	-51.0%	\$ 4.36	-50.9%
\$ 401,409	41.7%	3.5	1.2%	\$ 1,460	41.4%	\$ 5.89	41.6%
185,369	69.7%	1.6	0.7%	674	69.2%	2.72	69.5%
\$ 586,778	49.5%	5.1	1.9%	\$ 2,134	49.1%	\$ 8.61	49.4%
\$ 166,748	-12.9%	1.4	-0.1%	\$ 606	-13.2%	\$ 2.45	-13.0%
72,175	-4.7%	0.6	0.0%	262	-5.0%	1.06	-4.8%
\$ 238,923	-10.6%	2.1	-0.1%	\$ 869	-10.8%	\$ 3.50	-10.7%
\$ 2,572,793	-16.1%	22.4	-2.6%	\$ 9,356	-16.4%	\$ 37.74	-16.2%
1,084,112	-5.0%	9.4	0.2%	\$ 3,942	-5.2%	\$ 15.90	-5.1%
\$ 3,656,905	-13.1%	31.8	-2.4%	\$ 13,298	-13.3%	\$ 53.65	-13.2%

ROOM STATISTICS

Your Hotel

1	Number of Properties in Subject Set
275	Number of Rooms
67.9%	Occupancy
\$126.19	ADR
\$85.70	RevPAR

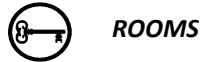
NC - Not Comparable

* Expressed as percentage points difference

BENCHMARKER DEPARTMENT STATEMENT



A REPORT WITH A SUBJECT PROPERTY INCLUDES BLUE SHADED AREA



ROOMS

REVENUES AND EXPENSES

Comparative Set - Average of 4 Properties

Your Hotel

	Year End 2010 Average \$	Ratio To Revenue	\$ Per Available Room/Year	\$ Per Occupied Room/Day
Net Revenue				
Rooms	\$ 8,624,309	100.0	\$ 31,447	\$ 126.65
Expenses				
Salaries, Wages, and Bonuses	\$ 1,091,826	12.7	\$ 3,981	\$ 16.03
Payroll-Related Expenses	418,504	4.9	1,526	6.15
Total Payroll and Related Expenses	\$ 1,510,330	17.5	\$ 5,507	\$ 22.18
Laundry, Linen, Supplies	\$ 303,548	3.5	\$ 1,107	\$ 4.46
Reservation Expense	110,929	1.3	404	1.63
Complimentary Services and Gifts	38,678	0.4	141	0.57
All Other Expenses	253,586	2.9	917	3.69
Total Rooms Expenses	\$ 2,215,072	25.7	\$ 8,077	\$ 32.53
Rooms Department Income (Loss)	\$ 6,409,237	74.3	\$ 23,370	\$ 94.12

Year End 2010 Total \$	Var- iance	Ratio To Revenue	Var- iance*	\$ Per Available Room/Year	Var- iance	\$ Per Occupied Room/Day	Var- iance
\$ 8,602,102	-0.3%	100.0	0.0%	\$ 31,280	-0.5%	\$ 126.19	-0.4%
\$ 1,033,579	-5.3%	12.0	-0.6%	\$ 3,758	-5.6%	\$ 15.16	-5.4%
345,012	-17.6%	4.0	-0.8%	1,255	-17.8%	5.06	-17.6%
\$ 1,378,591	-8.7%	16.0	-1.5%	\$ 5,013	-9.0%	\$ 20.22	-8.8%
\$ 178,147	-41.3%	2.1	-1.4%	\$ 648	-41.5%	\$ 2.61	-41.4%
173,828	56.7%	2.0	0.7%	632	56.3%	2.55	56.5%
69,601	79.9%	0.8	0.4%	253	79.5%	1.02	79.8%
252,560	0.4%	2.9	0.0%	918	0.1%	3.70	0.3%
\$ 2,052,727	-7.3%	23.9	-1.8%	\$ 7,464	-7.6%	\$ 30.11	-7.4%
\$ 6,549,375	2.2%	76.1	1.8%	\$ 23,816	1.9%	\$ 96.08	2.1%

ROOM STATISTICS

Comparative Set - Average of 4 Properties

4	Number of Properties in Comparative Set
274	Average Number of Rooms
68.0%	Average Occupancy
\$126.65	Average ADR
\$86.16	Average RevPAR

ROOM STATISTICS

Your Hotel

1	Number of Properties in Subject Set
275	Number of Rooms
67.9%	Occupancy
\$126.19	ADR
\$85.70	RevPAR

NC - Not Comparable

* Expressed as percentage points difference

BENCHMARKER DEPARTMENT STATEMENT



A REPORT WITH A SUBJECT PROPERTY INCLUDES BLUE SHADED AREA



REVENUES AND EXPENSES

Comparative Set - Average of 4 Properties

Your Hotel

	Comparative Set - Average of 4 Properties				Your Hotel							
	Year End 2010 Average \$	Ratio To Revenue	\$ Per Available Room/Year	\$ Per Occupied Room/Day	Year End 2010 Total \$	Var- iance	Ratio To Revenue	Var- iance*	\$ Per Available Room/Year	Var- iance	\$ Per Occupied Room/Day	Var- iance
Food and Beverage Revenue												
Food												
Restaurant	\$ 639,931	20.7	\$ 2,333	\$ 9.40	\$ 373,286	-41.7%	14.2	-6.5%	\$ 1,357	-41.8%	\$ 5.48	-41.7%
Bar	13,865	0.4	51	0.20	28,026	NC	1.1	0.6%	102	NC	0.41	NC
Room Service	103,316	3.3	377	1.52	107,048	3.6%	4.1	0.7%	389	3.3%	1.57	3.5%
Mini-Bar	0	0.0	0	0.00	0	NC	0.0	NC	0	NC	0.00	NC
Banquet	1,207,428	39.0	4,403	17.73	1,187,227	-1.7%	45.1	6.1%	4,317	-1.9%	17.42	-1.8%
Total Food Revenue	\$ 1,964,538	63.5	\$ 7,163	\$ 28.85	\$ 1,695,587	-13.7%	64.5	1.0%	\$ 5,166	-13.9%	\$ 24.87	-13.8%
Beverage												
Restaurant	\$ 78,509	2.5	\$ 286	\$ 1.15	\$ 17,271	-78.0%	0.7	-1.9%	\$ 63	-78.1%	\$ 0.25	-78.0%
Bar	180,798	5.8	659	2.66	202,887	12.2%	7.7	1.9%	738	11.9%	2.98	12.1%
Room Service	27,846	0.9	102	0.41	14,675	-47.3%	0.6	-0.3%	53	-47.4%	0.22	-47.4%
Mini-Bar	0	0.0	0	0.00	5,848	NC	0.2	NC	21	NC	0.09	NC
Banquet	156,056	5.0	569	2.29	76,807	-50.8%	2.9	-2.1%	279	-50.9%	1.13	-50.8%
Total Beverage Revenue	\$ 443,208	14.3	\$ 1,616	\$ 6.51	\$ 317,488	-28.4%	12.1	-2.3%	\$ 1,155	-28.6%	\$ 4.66	-28.4%
Total Food and Beverage Revenue	\$ 2,407,746	77.8	\$ 8,779	\$ 35.36	\$ 2,013,075	-16.4%	76.5	-1.3%	\$ 7,320	-16.6%	\$ 29.53	-16.5%
Other Revenue												
Public Room Rental	\$ 154,909	5.0	\$ 565	\$ 2.27	\$ 213,662	37.9%	8.1	3.1%	\$ 777	37.6%	\$ 3.13	37.8%
Audio-Visual Rental	190,669	6.2	695	2.80	246,029	29.0%	9.4	3.2%	895	28.7%	3.61	28.9%
Room Service and Banquet Charges	247,593	8.0	903	3.64	104,924	-57.6%	4.0	-4.0%	382	-57.7%	1.54	-57.7%
Other	92,931	3.0	339	1.36	52,922	-43.1%	2.0	-1.0%	192	-43.2%	0.78	-43.1%
Total Other Revenue	\$ 686,102	22.2	\$ 2,502	\$ 10.08	\$ 617,537	-10.0%	23.5	1.3%	\$ 2,246	-10.2%	\$ 9.06	-10.1%
Total Departmental Revenue	\$ 3,093,848	100.0	\$ 11,281	\$ 45.43	\$ 2,630,612	-15.0%	100.0	0.0%	\$ 9,566	-15.2%	\$ 38.59	-15.1%
Cost of Sales												
Net Cost of Food**	\$ 571,678	29.1	\$ 2,085	\$ 8.40	\$ 450,237	-21.2%	26.6	-2.5%	\$ 1,637	-21.5%	\$ 6.60	-21.3%
Net Cost of Beverage**	102,044	23.0	372	1.50	74,066	-27.4%	23.3	0.3%	269	-27.6%	1.09	-27.5%
Audio-Visual Costs**	94,975	49.8	346	1.39	151,571	59.6%	61.6	11.8%	551	59.2%	2.22	59.4%
Other Costs**	13,185	14.2	48	0.19	0	NC	0.0	NC	0	NC	0.00	NC
Total Cost of Sales	\$ 781,882	25.3	\$ 2,851	\$ 11.48	\$ 675,874	-13.6%	25.7	0.4%	\$ 2,458	-13.8%	\$ 9.91	-13.6%
Gross Profit	\$ 2,311,966	74.7	\$ 8,430	\$ 33.95	\$ 1,954,738	-15.5%	74.3	-0.4%	\$ 7,108	-15.7%	\$ 28.68	-15.5%
Expenses												
Salaries, Wages, and Bonuses	\$ 967,967	31.3	\$ 3,530	\$ 14.21	\$ 752,699	-22.2%	28.6	-2.7%	\$ 2,737	-22.5%	\$ 11.04	-22.3%
Payroll-Related Expenses	380,021	12.3	1,386	5.58	382,855	0.7%	14.6	2.3%	1,392	0.5%	5.62	0.6%
Total Payroll and Related Expenses	\$ 1,347,988	43.6	\$ 4,915	\$ 19.80	\$ 1,135,554	-15.8%	43.2	-0.4%	\$ 4,129	-16.0%	\$ 16.66	-15.8%
Laundry, Linen, Supplies	\$ 86,210	2.8	\$ 314	\$ 1.27	\$ 138,776	61.0%	5.3	2.5%	\$ 505	60.5%	\$ 2.04	60.8%
Royalty Fees	0	0.0	0	0.00	0	NC	0.0	NC	0	NC	0.00	NC
Music and Entertainment	2,525	0.1	9	0.04	0	NC	0.0	NC	0	NC	0.00	NC
All Other Expenses	99,900	3.2	364	1.47	39,174	-60.8%	1.5	-1.7%	142	-60.9%	0.57	-60.8%
Total Expenses (Excluding Cost of Sales)	\$ 1,536,623	49.7	\$ 5,603	\$ 22.57	\$ 1,313,504	-14.5%	49.9	0.3%	\$ 4,776	-14.8%	\$ 19.27	-14.6%
Departmental Income(Loss)	\$ 775,344	25.1	\$ 2,827	\$ 11.39	\$ 641,234	-17.3%	24.4	-0.7%	\$ 2,332	-17.5%	\$ 9.41	-17.4%

... Columns with dotted lines do not total

** Ratio to revenue shown as a percentage of corresponding departmental revenue

NC - Not Comparable

* Expressed as percentage points difference

BENCHMARKER DEPARTMENT STATEMENT



A REPORT WITH A SUBJECT PROPERTY INCLUDES BLUE SHADED AREA



ADMINISTRATIVE AND GENERAL

EXPENSES	Comparative Set - Average of 4 Properties				Your Hotel							
	Year End 2010 Average \$	Ratio To Expense	\$ Per Available Room/Year	\$ Per Occupied Room/Day	Year End 2010 Total \$	Var- iance	Ratio To Expense	Var- iance*	\$ Per Available Room/Year	Var- iance	\$ Per Occupied Room/Day	Var- iance
Expenses												
Salaries, Wages, and Bonuses	\$ 464,547	36.6	\$ 1,694	\$ 6.82	\$ 205,353	-55.8%	21.7	-14.9%	\$ 747	-55.9%	\$ 3.01	-55.8%
Payroll-Related Expenses	140,353	11.1	512	2.06	91,737	-34.6%	9.7	-1.4%	334	-34.8%	1.35	-34.7%
Total Payroll and Related Expenses	\$ 604,900	47.7	\$ 2,206	\$ 8.88	\$ 297,090	-50.9%	31.4	-16.3%	\$ 1,080	-51.0%	\$ 4.36	-50.9%
Credit Card Commissions	\$ 289,358	22.8	\$ 1,055	\$ 4.25	\$ 234,716	-18.9%	24.8	2.0%	\$ 854	-19.1%	\$ 3.44	-19.0%
Information Systems	70,099	5.5	256	1.03	62,248	-11.2%	6.6	3.0%	216	-11.4%	0.91	-11.3%
Legal and Professional Fees	89,796	7.1	327	1.32	181,908	NC	19.2	12.1%	661	NC	2.67	NC
Provision for Doubtful Accounts	2,061	0.2	8	0.03	(1,154)	NC	(0.1)	-0.3%	(4)	NC	(0.02)	NC
All Other Expenses	211,647	16.7	772	3.11	171,669	-18.9%	18.3	1.4%	624	-19.1%	2.52	-19.0%
Total Administrative & General Expenses	\$ 1,267,860	100.0	\$ 4,623	\$ 18.62	\$ 946,477	-25.3%	100.0	0.0%	\$ 3,442	-25.6%	\$ 13.88	-25.4%

ROOM STATISTICS	
Comparative Set - Average of 4 Properties	
4	Number of Properties in Comparative Set
274	Average Number of Rooms
68.0%	Average Occupancy
\$126.65	Average ADR
\$86.16	Average RevPAR

ROOM STATISTICS	
Your Hotel	
1	Number of Properties in Subject Set
275	Number of Rooms
67.9%	Occupancy
\$126.19	ADR
\$85.70	RevPAR

NC - Not Comparable
* Expressed as percentage points difference

BENCHMARKER DEPARTMENT STATEMENT



A REPORT WITH A SUBJECT PROPERTY INCLUDES BLUE SHADED AREA



SALES AND MARKETING

EXPENSES

Comparative Set - Average of 4 Properties

	Year End 2010	Ratio To	\$ Per Available	\$ Per Occupied
	Average \$	Expense	Room/Year	Room/Day
Sales and Marketing Expenses				
Salaries, Wages, and Bonuses	\$ 283,201	21.1	\$ 1,033	\$ 4.16
Payroll-Related Expenses	109,229	8.1	398	1.60
Total Payroll and Related Expenses	\$ 392,430	29.2	\$ 1,431	\$ 5.76
Marketing-Related Expenses				
Total Franchise Related Marketing Expenses	\$ 775,747	57.8	\$ 2,829	\$ 11.39
E-Commerce	10,012	0.7	37	0.15
Media / Outdoor Advertising	17,341	1.3	63	0.25
All Other Marketing Expenses	48,399	3.6	176	0.71
Total Marketing Expenses	\$ 851,498	63.4	\$ 3,105	\$ 12.50
Sales Expenses	\$ 98,630	7.3	\$ 360	\$ 1.45
Total Sales and Marketing Expenses	\$ 1,342,558	100.0	\$ 4,895	\$ 19.72

Your Hotel

	Year End 2010	Var-	Ratio To	Var-	\$ Per Available	Var-	\$ Per Occupied	Var-
	Total \$	iance	Expense	iance*	Room/Year	iance	Room/Day	iance
	\$ 401,409	41.7%	27.0	5.9%	\$ 1,460	42.4%	\$ 5.89	41.6%
	185,369	69.7%	12.5	4.3%	674	69.2%	2.72	69.5%
	\$ 586,778	49.5%	39.5	10.3%	\$ 2,134	49.1%	\$ 8.61	49.4%
	\$ 762,005	-1.8%	51.3	-6.5%	\$ 2,771	-2.0%	\$ 11.18	-1.9%
	0	NC	0.0	NC	0	NC	0.00	NC
	9,221	-46.8%	0.6	-0.7%	34	-47.0%	0.14	-46.9%
	84,538	-28.6%	2.3	-1.3%	126	-28.8%	0.51	-28.7%
	\$ 805,764	-5.4%	54.2	-9.2%	\$ 2,930	-5.6%	\$ 11.82	-5.5%
	\$ 93,408	-5.3%	6.3	-1.1%	\$ 340	-5.6%	\$ 1.37	-5.4%
	\$ 1,485,950	10.7%	100.0	0.0%	\$ 5,403	10.4%	\$ 21.80	10.6%

ROOM STATISTICS

Comparative Set - Average of 4 Properties

4	Number of Properties in Comparative Set
274	Average Number of Rooms
68.0%	Average Occupancy
\$126.65	Average ADR
\$86.16	Average RevPAR

ROOM STATISTICS

Your Hotel

1	Number of Properties in Subject Set
275	Number of Rooms
67.9%	Occupancy
\$126.19	ADR
\$85.70	RevPAR

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BENCHMARKER DEPARTMENT STATEMENT



A REPORT WITH A SUBJECT PROPERTY INCLUDES BLUE SHADED AREA



PROPERTY MAINTENANCE AND UTILITIES

EXPENSES	Comparative Set - Average of 4 Properties				Your Hotel							
	Year End 2010 Average \$	Ratio To Expense	\$ Per Available Room/Year	\$ Per Occupied Room/Day	Year End 2010 Total \$	Var- iance	Ratio To Expense	Var- iance*	\$ Per Available Room/Year	Var- iance	\$ Per Occupied Room/Day	Var- iance
Property Maintenance Expenses												
Salaries, Wages, and Bonuses	\$ 191,497	15.0	\$ 698	\$ 2.81	\$ 166,748	-12.9%	18.7	3.7%	\$ 606	-12.2%	\$ 2.45	-13.0%
Payroll-Related Expenses	75,769	5.9	276	1.11	72,175	-4.7%	8.1	2.2%	262	-5.0%	1.06	-4.8%
Total Payroll and Related Expenses	\$ 267,267	20.9	\$ 975	\$ 3.92	\$ 238,923	-10.6%	26.8	5.9%	\$ 869	-10.8%	\$ 3.50	-10.7%
Contract Services	\$ 85,898	6.7	\$ 313	\$ 1.26	\$ 99,060	15.3%	11.1	4.4%	\$ 360	15.0%	\$ 1.45	15.2%
All Other Expenses	197,002	15.4	718	2.89	133,000	-32.5%	14.9	-0.5%	484	-32.7%	1.95	-32.6%
Total Property Maintenance Expenses	\$ 550,167	43.0	\$ 2,006	\$ 8.08	\$ 470,983	-14.4%	52.8	9.8%	\$ 1,713	-14.6%	\$ 6.91	-14.5%
Utility Costs												
Electricity	\$ 464,372	36.3	\$ 1,693	\$ 6.82	\$ 299,914	-35.4%	33.6	-2.7%	\$ 1,091	-35.6%	\$ 4.40	-35.5%
Gas / Fuel	91,890	7.2	334	1.35	74,092	-19.2%	8.3	1.1%	269	-19.4%	1.09	-19.3%
Steam	27,754	2.2	101	0.41	0	NC	0.0	NC	0	NC	0.00	NC
Water / Sewer	143,635	11.4	531	2.14	47,166	-67.6%	5.3	-6.1%	172	-67.7%	0.69	-67.6%
Other	(114)	(0.0)	(0)	(0.00)	0	NC	0.0	NC	0	NC	0.00	NC
Total Utilities	\$ 729,336	57.0	\$ 2,659	\$ 10.71	\$ 421,172	-42.3%	47.2	-9.8%	\$ 1,532	-42.4%	\$ 6.18	-42.3%
Total Maintenance & Utility Expenses	\$ 1,279,503	100.0	\$ 4,665	\$ 18.79	\$ 892,155	-30.3%	100.0	0.0%	\$ 3,244	-30.5%	\$ 13.09	-30.3%

ROOM STATISTICS	
Comparative Set - Average of 4 Properties	
4	Number of Properties in Comparative Set
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ROOM STATISTICS	
Your Hotel	
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