

Computer Ingenuity Associates, Inc.

Hotel Operating Profit Evaluation

How do your profits measure up?

5 minutes of data entry will give you:

A Scorecard showing how your expenses and profit compare to other similar hotels

A projection of what GOP you could be making based on industry averages and similar hotels

A "what if" dashboard to let you see how changes in various metrics and business issues impact your profit



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What will I need to use the evaluation tool?

YOU WILL FOR SURE NEED

- ▲ **STR Report** for December of last year
- ▲ **Property Management System report or Accounting Statement** that has yearend total Occupied Rooms, Average Rate, Room Revenue, and Total Revenue
- ▲ Your **Trip Advisor** total number of reviews, rank, and rating
- ▲ The **total number of employees** (adjusted to Full Time Equivalent) that work at your hotel

OPTIONALLY:

- ▲ Accounting Statement that has yearend totals, for the prior year, for Total Revenue, Total Payroll Expense, Total Benefit and Taxes Expense, and Total Other Expenses
- ▲ A complete yearend Accounting Statement with subtotals by Department for Payroll, Taxes and Benefits, and Other expenses. Email us to find out how we can import this data electronically at NO COST to you

Data entry is quick and easy. Online help shows exactly what to do, and if you get stuck, we are an email away.