



P&L Data Reporting Guidelines

This document aims to support STR clients in their Monthly P&L data reporting. The first section outlines guidelines to help participants understand the mandatory line items needed in a Monthly P&L submission, while the second section covers definitions and terminologies.

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Monthly P&L Data Reporting Guidelines

STR requires specific line items to be submitted for each section under the P&L. In each section, we accept either summary-level or detailed-level data, and the pages below outline the items needed in order for us to accept your monthly submission.

Revenue Checklist

The checklist below outlines the mandatory revenue line items to submit.

ROOMS

- Transient Revenue
- Group Revenue
- Rooms-Other (Contract, No-show, excludes Resort fees)
Service Charges (Rooms department)
or
- Rooms Total (Transient, Group, Contract)
- Rooms-Other (Service charges, No-show, excludes Resort fees)

FOOD

- Venues
- In-Room Dining
- Banquet/Catering
- Mini Bar
- Other
or
- Total Food Revenue

BEVERAGE

- Venues
- In-Room Dining
- Banquet/Catering
- Mini Bar
- Other
or
- Total Beverage Revenue

OTHER F&B REVENUE

- Meeting Room Rental
- Audiovisual
- Service Charges
- Other
or
- Total Other F&B Revenue

GOLF

- Rounds (Number of total rounds played - 18 hole equivalents)
- Green Fees (including Tournament fees)
- Cart Rental Income
- Retail (Merchandise and Clothing)
- Membership Fees (excluding Initiation and Joining Fees)
- Other Golf Revenue (excluding F&B revenue)
or
- Total Golf Revenue

SPA

- Available Treatment Hours
- Available Salon Hours
- Spa Treatment Revenue
- Salon Revenue
- Retail (Merchandise and Clothing)
- Other Spa Revenue
or
- Total Spa Revenue

OTHER OPERATED DEPARTMENTS (Exclude Casino)

- Transportation/Garage/Parking
- Telecommunications (Phone, Guestroom Internet)
- Other Operated Departments (Exclude Casino)

Expenses Checklist

The checklist below outlines the mandatory expense line items to submit.



Rooms

- Salaries & Wages (Service Charges, Contract Labor, and Bonuses)
- Payroll-Related Expenses
- Reservation System Fees (Franchise-related only)
- Travel Agent Commissions
- All Other Room Expenses
or
- Labor Costs
- All Other Room Expenses



Golf

- Salaries & Wages (Contract Labor and Bonuses)
- Payroll-Related Expenses
- Cost of Retail (Merchandise and Clothing)
- Golf Operations (Including Golf Cart Lease excludes Labor)
- Course Maintenance (Including Irrigation Water and Equip Lease excludes Labor)
- Other Expenses (Marketing and Membership expenses excludes Labor)
or
- Labor Costs
- All Other Golf Expenses



Other Operating Departments

- Parking-Salaries & Wages
- Parking-Payroll-Related Expenses
- Parking-Other Expenses
- Other-Salaries & Wages
- Other-Payroll-Related Expenses
- All Other Expenses
or
- Total Parking Expenses
- Other Labor Costs
- All Other Expenses



Information & Telecommunications

- Salaries & Wages
- Payroll-Related Expenses
- All Other Expenses
or
- Labor Costs
- All Other Expenses



Sales & Marketing

- Salaries & Wages
- Payroll-Related Expenses
- Franchise Royalty Fee
- Franchise and Affiliation Advertising
- Loyalty Programs and Affiliation Fees (Franchise-related only)
- Other Expenses
or
- Labor Costs
- Franchise Fees (Royalty and Marketing)
- All Other Expenses



Food & Beverage

- Cost of Food Sales
- Cost of Beverage Sales
- Salaries & Wages (Service Charges, Contract Labor, and Bonuses)
- Payroll-Related Expenses
- All Other F&B Expenses
or
- Labor Costs
- All Other F&B Expenses



Spa

- Salaries & Wages (Service Charges, Contract Labor, and Bonuses)
- Payroll-Related Expenses
- Cost of Retail (Merchandise and Clothing)
- Other Expenses
or
- Labor Costs
- All Other Spa Expenses



Administrative & General

(Includes Security & Human Resources)

- Salaries & Wages
- Payroll-Related Expenses
- Credit Card Commissions
- All Other Expenses
or
- Labor Costs
- All Other Expenses



Property Operations & Maintenance

- Salaries & Wages
- Payroll-Related Expenses
- All Other Expenses
or
- Labor Costs
- All Other Expenses



Utility Costs

- Electricity
- Gas
- Water & Sewer
- Other
or
- Utility Costs

Management Fees & Fixed Expenses Checklist

The checklist below outlines the mandatory management fees and fixed expense line items to submit.

MANAGEMENT FEES

- Base Management Fee
- Incentive Management Fee

NON-OPERATING INCOME & EXPENSES

INCOME

- Non-Operating Income
(Interest income, etc.)

RENT

- Land/Building
- Equipment
- Other

PROPERTY TAXES

- Real Estate Taxes
- Personal Property Taxes
- Other Taxes

INSURANCE (Excluding Medical)

- Building and Contents
- Liability
- Other

or

- Rent
- Property Taxes
- Insurance (Excluding Medical)

Room Statistics Checklist



- Number of guestrooms
- Total number of room nights available
Hotel must be open for more than 25 days throughout the month
- Total number of room nights sold

Monthly P&L Glossary

Type of Hotel

Full-Service Hotel: Hotels reporting food and beverage revenues and expenses, where food and beverage revenues are greater than 5% of total revenues.

Limited-Service Hotel: Hotels with rooms-only operations (i.e. without food and beverage service). These hotels are often in the budget or economy group and do not report food and beverage revenue. Hotels may be included that offer food and beverage, but do not collect the revenues from operation.

Revenues

Rooms: Revenues derived from the rental of sleeping rooms at the hotel, net of any rebates and discounts.

Rooms -Transient Revenue: Revenues derived from rental of rooms and suites by individuals or groups occupying less than 10 rooms per night.

Rooms -Group Revenue: Revenues derived from renting blocks of 10 or more rooms or suites per night to a group.

Rooms -Service Charges: Automatic charges added to the rental of rooms in respect of a service or use of an amenity.

Rooms -Other: Miscellaneous revenue associated with an occupied room; no shows and late checkout fees.

Food: Revenues derived from the sale of food, including coffee, milk, tea and soft drinks. Includes food revenues from venues, banquet/catering, in-room dining, mini bar and other food.

Venue Food Revenue: Sales of food in specific dining areas in the property.

Banquet/Catering Food Revenue: Sales of food in a property's banquet rooms and for group functions outside the property.

In-Room Dining Food Revenue: Sales of food that require delivery to customers in the guest room.

Mini Bar Food Revenue: Sales of packaged food placed in a guest room; candy, snacks, soft drinks.

Other Food Revenue: Sales of consumable food items not designated as venues, in-room dining, banquet/catering, or mini bar revenues.

Beverage: Revenues derived from the sale of beverages, including beer, wine and liquors. Includes beverage revenues from venues, banquet/catering, in-room dining, mini bar and other beverage.

Venue Beverage Revenue: Beverage sales in specific dining areas in the property.

Banquet/Catering Beverage Revenue: Beverage sales in the property's banquet rooms and for group functions outside the hotel.

In-Room Dining Beverage Revenue: Beverage sales that require delivery to customers in their guest room.

Mini Bar Beverage Revenue: Sales of packaged beverages (bottles and cans) placed in a guest room. Excludes casinos.

Other Beverage Revenue: Sales of consumable beverage items not designated as venues, in-room dining, banquet/catering or mini bar revenues.

Audio/Visual: Revenues and commissions derived from supplying audio/visual equipment and services to customers, whether the equipment is owned by the property or rented from a third party.

Room Rental: Revenue derived from the rental of public meeting rooms to customers.

Service Charges: Automatic charges added to any food sale to help cover the cost of staff service to the customer.

Telecommunications: Revenues derived from guest-use of telephones in the hotel, including local and long distance calls, service charges, high speed or wireless internet and commissions received from pay phones.

Other Operated Departments: Revenues generated from garage and parking, guest laundry, golf and tennis, health club, spa, swimming pool, barber/beauty shop, gift shop, newsstand, etc., when operated by the hotel.

Golf Cart Rentals: Revenue generated from the rental of golf carts on the golf course.

Golf-Green Fees: Revenue derived from charges to customers for playing golf on the golf course.

Golf-Membership: Revenue derived from charging customers for a "membership" at the golf course, which allows the "member" to exercise privileges not given to the general public.

Golf-Retail: Revenue derived from all sales of merchandise and clothing in the golf shop or anywhere on the golf course.

Golf-Other: Revenue from providing any other services not previously specified.

Salon Revenue: Revenue generated from salon services such as hair appointments and manicures and pedicures.

Spa-Other: Revenue from providing any other services not previously specified.

Spa-Retail: Revenue derived from sales of merchandise and clothing in the health club/spa.

Spa - Treatments: Revenue derived from health treatments such as facials, body wraps and mud packs.

Miscellaneous Income: Income from rentals of space for business purposes, including concessions in any of the departments mentioned under other operated departments. Also includes income generated from sources not included elsewhere such as cancellation and resort fees, but excludes investment income.

Monthly P&L Glossary

Departmental Expenses

Rooms: Rooms departmental expenses include labor costs such as salaries and wages for front desk, housekeeping, reservations, bell staff and laundry, plus employee benefits. Other operating expenses in the rooms department include linen, cleaning supplies, guest supplies, uniforms, central or franchise reservation fees and travel agent commissions.

Food and Beverage (F&B): Food and Beverage departmental expenses include the cost of goods sold (food and beverages), labor and related benefits and other operating expenses. Labor costs include departmental management, cooks and kitchen personnel, service staff, banquet staff and bartenders. Other operating expenses include china, silverware, linens, restaurant and kitchen supplies, menus and printing and special promotions.

Salaries & Wages: Earnings paid to an employee, such as regular pay, overtime pay and shift differential pay.

Benefits: Includes all other payroll-related expenses, such as employer-paid health

insurance expenses, cost of meals furnished to employees, pension contributions and union fees.

Labor Expenses: Includes salaries and wages of departmental personnel and management including overtime, severance, incentive, holiday, sick, vacation and bonus pay.

Payroll Taxes: Includes FICA, FUTA and SUTA, SDI and other mandated payroll-related taxes or social insurance items.

Other Operated Departments: Other departmental expenses would comprise those expenses (labor and other) which offset the revenue generated by other operated departments such as garage, guest laundry, athletic facilities and gift shop.

Undistributed Operating Expenses

Administrative & General: 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. 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.

Marketing: Marketing expenses include payroll and related expenses for the sales and marketing staff, direct sales expenses, advertising and promotion, travel expenses for the sales staff and civic and community projects.

Utility Costs: Utility expenses typically include electricity, fuel (oil, gas and coal), purchased steam and water. Includes central plant and energy management systems

Property Operations and Maintenance: This category includes payroll and related expenses for maintenance personnel, cost of maintenance supplies, cost of repairs and maintenance of the building, furniture and equipment, the grounds and the removal of waste matter.

Management Fees: Fees charged by management organizations for management services or supervision. Includes both base and incentive fees.

Franchise Fee: Includes the royalty fees and advertising assessments charged by franchise companies.

Fixed Charges

Property Taxes: Typically include taxes on real estate, business and occupation, personal property, utilities and other municipal taxes.

Land and Building Rent: Includes charges for lease of land and/or building.

Equipment Rental: Includes capital leases for rental of data processing equipment, telephone equipment and other major items.

Other Terms

Market Class: Class is an industry categorization which includes chain-affiliated

and independent hotels. The class for a chain-affiliated hotel is the same as its chain scale. An independent hotel is assigned a class based on its ADR, relative to that of the chain-affiliated hotels in its geographic proximity.

Per-Available-Room (PAR): Calculated by dividing by the number of keys in the hotel.

Per-Occupied-Room night (POR): Calculated by dividing by the room nights occupied during the financial year.

Ratio-to-Sales (RTS): Calculated by dividing by total revenue, with the exception of departmental expenses, which are based on the departmental revenue of the respective department.

Monthly P&L Terminologies

Revenue Per Available Room (RevPAR)

– a key performance metric used to indicate hotel financial performance.

RevPAR = Room revenue / Room nights available

Total Revenue Per Available Room (TRevPAR)

– a measure of total operating revenue, calculated by sum of room, food & beverage and all other operating revenue divided by total available rooms.

TRevPAR = Total revenue / Room nights available

Labor Cost Per Available Room (LPAR)

– used to calculate hotel labor costs on a per-available-room basis and produce a clear picture of a hotel's spend on labor expenses across all rooms available in any given period.

LPAR = Total labor / Room nights available

Gross Operating Profit Per Available Room (GOPPAR)

– measures the relationship between revenue and expenses, providing a more complete picture of a hotel's financial health. By taking into account the number of available rooms, GOPPAR provides a true reflection of performance on an available-rooms basis.

GOPPAR = Gross operating profit / Room nights available

Earnings Before Interest, Taxes, Depreciation and Amortization Per Available Room (EBITDA PAR)

– a measure used to analyze profitability among companies and industries.

EBITDA = Earnings Before Interest, Taxes, Depreciation and Amortization / Room nights available

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