



The Federation of Hotel & Restaurant Associations of India

CIN-U55100DL1955NPL002587

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The annual FHRAI Indian Hotel Industry Survey is a unique exercise, compiling the operating performance of the Indian hospitality industry. It is our endeavour, through this report, to become the benchmark standard providing in-depth understanding of our industry and helping us all improve our businesses. In order to do so, we require your patronage and participation so that the data can accurately reflect the workings of our industry. We assure you that this data is kept confidential and used only for the purpose of reaching aggregate numbers for this survey.

HOTELS FACT SHEET

All figures will be for financial year 2016-17, unless otherwise specified.

- 1a. Name of the Hotel
- 1b. Membership Number City, State
- 1c. Government Approved Star Category Unapproved
(Please note that expected star category is only for HFS. It will not be considered for listing details in the Guide)
- 1d. Ownership/ Affiliation: Independent International Chain National Chain
- Name of Brand:
- Owning Company:
- 1e. Name of the General Manager:
- E-mail Address Tel

2. Date & Year of Opening

Type Of Rooms	Single	Double	Dlx./Exec.	Suites	Cottages	Total
A/C						
Non A/C						
TOTAL						

F&B Outlets	No.	Capacity/Covers	Size (Sq. Ft.)
Restaurants			
Bars			
Others (Lounge, Deli, Pastry Shop, etc.)			
TOTAL			

5a. HRD & Personnel: Total number of employees working in the hotel:
Please include all employees i.e. Permanent / Contract / Full Time / Part Time.

Managers			Supervisors			Staff			Total		
Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total

5b. No. of Trained Staff:

Managers	Supervisors	Staff	Total
No.	No.	No.	No.

A person would be considered trained if he/she has a certificate/diploma/degree from a hotel management, or equivalent institutions(minimum one year duration).

MARKETING INFORMATION

6. Based on occupied rooms, please indicate in percentage the market mix of this hotel

MARKET MIX	
1. Foreign - Business Traveller	%
2. Domestic - Business Traveller	%
3. Domestic - Tourists/Leisure FIT	%
4. Foreign- Tourists/Leisure FIT	%
5. Tour Groups - Domestic	%
6. Tour Groups- Foreign	%
7. Meeting Participants (Incentive & Leisure)	%
8. Meeting Participants (Professional & Business)	%
9. Complimentary Rooms	%
10. Airline Crew	%
11. Other (Please. Specify)	%
TOTAL	100%

7. Percentage of guests in this year who have previously stayed in your hotel:..... %

8. i) Composition of domestic and foreign guests?

Domestic	%
Foreign	%
TOTAL	100%

8. ii) Composition of business / leisure guests

Total Business Guests	%
Total Leisure Guests	%
GRAND TOTAL	100%

9. What is the average length of stay for each guest this year?

Foreign	Room Nights
Domestic	Room Nights
Business	Room Nights
Leisure	Room Nights

10. Source of Reservations?

PERCENTAGE OF RESERVATIONS MADE BY:	
Direct Inquiry/Hotel Rep	%
Travel Agent & Tour Operator	%
Regional Sales Office	%
Hotel/Brand website	%
Online Travel Agent Third Party Website	%
Chain CRS (Central Reservation System)	%
Global Distribution Systems (GDS)	%
Others (Including Walk-ins)	%
TOTAL	100%

11. Country of Origin of Guests
(Please give as a % of foreign guests)

COUNTRY	Percentage
USA	%
Germany	%
U.K	%
Canada	%
France	%
Russia	%
China	%
Japan	%
Australia	%
Middle East	%
South Africa	%
Caribbean	%
Other	%
Other European Countries	%
SAARC (Pakistan, Bangladesh, Sri Lanka, Nepal, Bhutan, Maldives)	%
ASEAN (Brunei, Malaysia, Indonesia, Philippines, Singapore, Thailand, Vietnam)	%
TOTAL	100%

12. What is the Double Occupancy Ratio of your Hotel?

.....

(Double Occupancy Ratio = No. of Rooms on Double Occupancy / No. of Rooms Occupied)

13. Which of the following advertising and marketing techniques does your hotel and chain use?

(Please ✓ as many as are being used)

ADVERTISING MARKETING MEDIA	If Yes Please ✓
Print Advertising	
Radio Advertising	
TV Advertising	
Outdoor Advertising	
Promotions	
Merchandising	
Direct Mail	
Consumer Generated Media (CGM) initiatives like Blogs	
Pay Per Click	
Viral Marketing	
Telemarketing	
Loyalty Programs	
Your Website	
Social Media	

14. On an average, what is the hotel's percentage of occupancy per day of the week?

(Please give average occupancy for each day)

Sunday	%
Monday	%
Tuesday	%
Wednesday	%
Thursday	%
Friday	%
Saturday	%

15. On average, what is the hotel's occupancy per month for the year 2016-17?

MONTHLY OCCUPIED ROOMS

Month	Percentage
April	%
May	%
June	%
July	%
August	%
September	%
October	%
November	%
December	%
January	%
February	%
March	%

16. From Total sales, what percentage pertains to each method of payment?

SALES DISTRIBUTION

Cash Sales (Including Cheques/ DD paid up front)	%
Credit Card Sales	%
Credit Sales (Other than Cards)	%
Electronic Funds Transfer	%
TOTAL	100%

17. From total charge/credit card sales, what percentage pertains to each card?

American Express	%
Diners Club	%
Master Card	%
Visa	%
Other	%
TOTAL	100%

18. Of all the credit cards accepted by your hotel, what is the contracted service fee levied by each card?

American Express	%
Diners Club	%
Master Card	%
Visa	%
Other (Please Specify)	%

INFORMATION TECHNOLOGY

19. Please indicate which of the following software and/or database systems are utilized in your hotel.

If yes please ✓

Accounting System	
Call Accounting System	
CRS	
Energy Management System	
Management Information System (MIS)	
Internet / E-mail	
Internet / Website	
Intranet System	
Local Area Network (LAN)	
Point of sale System for F&B	
Property Management System	
Yield Management System	
Electronic Key Card	
Any Other	

FINANCIALS

Please try your best to fill the details in this section. Kindly contact us for any clarifications regarding the same.

OCCUPANCY

20. Please calculate your occupied room nights during the year (2016-2017), following the steps described below:
(A suite with multiple rooms is counted as one room)

1. Please indicate the total number of available rooms in this hotel	x 365
2. Total number of room nights available during the year	=
3. Minus: Total number of room nights out of order during the year	-
4. Total available room nights for occupancy during the year (2-3)	
5. Total room nights occupied during the year	
6. Average occupancy during the year (5/4 x 100)	

REVENUES

The following questions are related to revenue and expenses generated and incurred during the financial year 2016-2017. Please use whole numbers (omit decimals) and all figures in Indian (₹) In Lakhs.

A	REVENUES	AMOUNT (₹ Lakhs)	COL
	Rooms		a1
	Food & Beverage outlets		a2
	Banquets / Conferences		a3
	Telephone Department		a4
	Minor Operated Department*		a5
	Rental & concession		a6
	Other income		a7
	TOTAL REVENUE (a1+a2+a3+a4+a5+a6+a7)		I

* Minor operated departments include: laundry, gift shop, business centre, news stand, sports, health club, garage, parking, etc.

EXPENSES

B	EXPENSES - ROOMS	AMOUNT (₹ Lakhs)	COL
	Payroll & Related Expenses		b1
	All Other rooms expenses (incl. Reservation Systems)		b2
	TOTAL ROOMS DEPT. EXPENSES (b1+b2)		II

C	EXPENSES FOOD & BEV. DEPT. (INCLUDING BANQUETS)	AMOUNT (₹ Lakhs)	COL
	Cost of Food Sales		c1
	Cost of Beverage Sales		c2
	TOTAL COST OF SALES (c1 + c2)		III

D	FOOD & BEVERAGE PAYROLL & RELATED EXPENSES	AMOUNT	COL
	Total F&B payroll & Related Expenses		d1
	All Other F&B Expenses		d2
	Total F&B Dept. Expenses (d1+d2)		IV

E	TELEPHONE DEPARTMENT	AMOUNT (` Lakhs)	COL
	Cost of Sales		e1
	Payroll & Related Expenses		e2
	All other expenses		e3
	Total Telephone Expenses (e1+e2+e3)		V

F	MINOR OPERATED DEPARTMENTS*	AMOUNT (` Lakhs)	COL
	Cost of Sales		f1
	Payroll & Related Expenses		f2
	All other expenses		f3
	Total Minor Operated Expenses (f1+f2+f3)		VI

* Minor operated departments include: laundry, gift shop, business centre, news stand, sports, health club, garage, parking, etc.

G	RENTAL & OTHER CONCESSIONS	AMOUNT (` Lakhs)	COL
	Cost of Sales		g1
	All other expenses		g2
	Total Rental Expenses (g1+g2)		VII

H	ADMINISTRATIVE & GENERAL *	AMOUNT (` Lakhs)	COL
	Payroll & Related Expenses		h1
	All other expenses		h2
	Total A&G Expenses (h1+h2)		VIII

* Including credit card commission and collection, executive office, general insurance, copy rights, doubtful debts.

I	MARKETING EXPENSES	AMOUNT (` Lakhs)	COL
	Payroll & Related Expenses		i1
	Franchise Fees (Do not include management fees here)		i2
	Brand Marketing Fee		i3
	Property Level Marketing		i4
	Total Marketing Expenses (i1+i2+i3+i4)		IX

J	ENERGY / UTILITY EXPENSES	AMOUNT (` Lakhs)	COL
	Electricity Expense		j1
	Gas Expenses		j2
	Other Energy Expenses (Other Fuels)		j3
	Water / Sewer Expenses		j4
	Total Utility Expenses (j1+j2+j3+j4)		X

K	PROPERTY OPERATIONS & MAINTENANCE EXPENSES	AMOUNT (` Lakhs)	COL
	Payroll & Related Expenses		k1
	All other expenses		k2
	Total POM Expenses (k1+k2)		XI

L	TOTAL EXPENSES	AMOUNT (` Lakhs)	COL
	(II+III+IV+V+VI+VII+VIII+IX+X+XI)		XII
	Income before Management Fee and Fixed Charges (I-XII)		XIII

M	FIXED CHARGES	AMOUNT (` Lakhs)	COL
	Management Fees (Base)		m1
	Management Fees (Incentive)		m2
	Rent Paid (Property Rent, Ground Rent)		m3
	Property Taxes		m4
	Property Insurance		m5
	Other Fixed Charges		m6
	Total Charges (m1+m2+m3+m4+m5+m6)		XIV
	NET INCOME BEFORE INTEREST, DEPRECIATION, AMORTISATION, LEASE RENTALS* AND TAXES (XIII-XIV)		XV
	Capital expenditure made on existing hotel & rooms. (Only include expenses not included in the revenue expenses in the above tables)		XVI

**Include plant and equipment lease rentals here*

Name :.....

Designation:.....

E-mail:.....

Tel/Mobile No.:.....

Date:.....

Signature:.....

SEAL