

Rate Type Analysis

Property: QL

Booking from 7/1/2014 to 7/24/2014

Group or Transient: All Guests

<u>Rate Type</u>	<u># of Reservations</u>	<u>% of Ttl Res</u>	<u>Room Nights</u>	<u>% of Rm Nghts</u>	<u>Room Revenue</u>	<u>ADR</u>	<u>Avg LOS</u>	<u>Avg Lead Time</u>
BAR	42	29.79%	83	17.70%	\$7,682.00	\$92.55	1.89	2.0
CORP	17	12.06%	59	12.58%	\$3,930.00	\$66.61	3.47	11.9
B&B	13	9.22%	28	5.97%	\$2,414.00	\$86.21	2.15	0.8
GRPCORP	12	8.51%	66	14.07%	\$9,208.00	\$139.52	4.71	4.1
102977	9	6.38%	18	3.84%	-\$1,485.00	-\$82.50	2.00	2.0
NORTH	6	4.26%	9	1.92%	\$1,400.00	\$155.56	1.50	11.2
PRE	5	3.55%	8	1.71%	\$1,044.00	\$130.50	1.60	12.8
WEEKLY	4	2.84%	28	5.97%	\$771.48	\$27.55	7.00	0.5
WOMENS	4	2.84%	8	1.71%	\$2,791.00	\$348.88	2.00	9.5
103071	3	2.13%	8	1.71%	\$1,680.00	\$210.00	2.00	3.0
BLISSFUL	3	2.13%	4	0.85%	\$639.00	\$159.75	1.33	13.0
MAESTRO	3	2.13%	7	1.49%	\$745.00	\$106.43	2.33	18.7
S&P	3	2.13%	12	2.56%	\$824.00	\$68.67	3.00	2.0
GOURMET	2	1.42%	6	1.28%	\$673.00	\$112.17	3.00	34.5
NEG	2	1.42%	6	1.28%	\$216.00	\$36.00	3.00	1.0
NWAL	2	1.42%	6	1.28%	\$654.00	\$109.00	3.00	146.0
RACK	2	1.42%	9	1.92%	\$800.00	\$88.89	4.50	0.0
103055	1	0.71%	1	0.21%	\$150.00	\$150.00	1.00	0.0
AAA	1	0.71%	1	0.21%	\$112.00	\$112.00	1.00	0.0
CMP	1	0.71%	1	0.21%	\$350.00	\$350.00	1.00	0.0
COMP	1	0.71%	1	0.21%	\$0.00	\$0.00	1.00	0.0
GOVT	1	0.71%	2	0.43%	\$94.00	\$47.00	2.00	3.0
GRPSOC	1	0.71%	63	13.43%	\$11,600.00	\$184.13	63.00	0.0
MONTHLY	1	0.71%	30	6.40%	\$1,333.40	\$44.45	30.00	0.0
NWBRK	1	0.71%	3	0.64%	\$447.00	\$149.00	3.00	146.0
SHOPDROP	1	0.71%	1	0.21%	\$99.00	\$99.00	1.00	0.0
STPDREAM	1	0.71%	1	0.21%	\$124.00	\$124.00	1.00	4.0
Totals	141		469		\$48,295.88	\$102.98	3.17	8.0

- End Of Report -

Rate Type Analysis is a Crystal Reports version of the Marketing Analysis Report Rate Type Breakdown Report. As a marketing report it evaluates the whole of the reservation rather than evaluating on a night by night basis. It can be balanced against other marketing analysis reports but not against any management, statistics based reports