



PRIMA CONSULTANT

Hotel Valuation Questionnaire:

Hotel Name: _____

Hotel Rating (Stars): 5 , 4 , 3 Other _____

Type of Hotel: Business , Leisure , Airport , Convention
, Boutique , Resort , Other _____

Completion Year: 19____ Last renovation completed in 19____

Last renovation included the following areas: (Please indicate) _____

Are you planning renovation and if so when? No renovation scheduled
Renovation scheduled for _____

Renovation to include: _____

Name of Owning Co: _____

Principal: _____

If several shareholders (they are): _____

Other hotel holdings of your company: _____

Name of Management Co (if any): _____

Length of Management Agreement: _____

Terms of Management Agreement (fee): _____

Nationality Mix:

Origin	% of Business	Total Room Night
United Kingdom		
Germany		
France		
Italy		
Spain		
Russia		
Other Europe		
Central America		
South America		
United States		
Other North America		
Africa		
Scandinavia		

Origin	% of Business	Total Room Night
Singapore		
Hong kong		
Malaysia		
Philippines		
Indonesia		
China		
South Korea		
Japan		
Thai		
Other Asia		
Australia/New Zealand		
Other		

Market Mix:

Origin	<i>Percent of business</i>	<i>Total room nights</i>	<i>Segment rate achieved</i>
Rack Rate (Full paying) Corporate Travelers MICE (Meetings, Incentive, Conference & Exhibition) FIT (Frequent Individual Travelers) LIT (Leisure Individual Travelers) Group Tour Leisure Travelers Airline Crew + Name of Crew: _____ Long Staying Guests (minimum 21 nights) Others			

Average Length of Stay	2017	2018	2019	2020 Projected
Days				

Source of Reservation: <i>Origin</i>	<i>Percent of business</i>	<i>Total room nights</i>	<i>Rate achieved</i>
Direct Inquiry (by guest) Own Reservation System Independent Reservation System Travel Agent Tour Operator Internet / Web site Other			
Total 100 %			

If you have an own reservation system, please indicate which?

If you utilise and independent reservation system, please indicate which?

Total number of hotel employees: _____

Number of Employees in Room Department: _____

Number of Employees in F & B Department: _____

HOTEL FINACIAL - MANAGEMENT DETAILS

	2015	2016	2017	2018	2019
total rooms					
ARR					
Occupancy					
Room Revenue					
F&B Revenue					
Other Revenue					
GOP					
GOP %					