WILLKOMMEN! BIENVENUE! WELCOME!

to the world of

MagicWorkbook**s**®

Hotel Benchmarker

This is a **Magic**Workbook: a controlling tool in the form of a Microsoft Excel file.

No macros, no write protection. All formulas used are visible.

All formats used are standard Excel which transform into your country's Excel formats.

You can import your DATA from any source that supports MS Excel.

You can also add your own worksheets as you see fit.

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System requirements

Platform: Windows 98 or later operating system
Microsoft Excel Version: 2007 or later
                                      (You need a xls format (excel 2003) – send us a
                                      short information after you placed the order –
                                      support@magicworkbooks.com - we'll send you
                                      the ordered xls MagicWorkbook by email)

Product Survey

HotelBenchmarker the fast and easy way to check hotel performance - rate, occupancy and revpar - against competitors.

HotelBenchmarker analyses these figures in two ways:

1. comparison with the average of up to five hotels of your choice (= my compset)

2. comparison with one specific hotel

3. comparison with an area benchmark such as the STR Global hotelbenchmarking

The following analyses are automatically generated from your data input:

- **Comparison to previous year**

- **Comparisons to STR Global benchmarking**

- **Comparisons to your competitors**

month to date and year to

HotelBenchmarker - to know how your hotel checks out!

Go for Gold ! CONTENTS Hotel Benchmarker

Sheet	Type	contains	click book to get to page
WELCOME	Text	**Introduction / Instructions**	📖
DATA	Spreadsheet	**DATA INPUT**	📖
ACT	graph	The Way It is	📖
RatesOneM	graph	Comparison with one hotel Average Room Rate	📖
RatesOneY	graph	Comparison with one hotel Average Room Rate cumulative	📖
OccOneM	graph	Comparison with one hotel Occupancy	📖
OccOneY	graph	Comparison with one hotel Occupancy cumulative	📖
RevParOneM	graph	Comparison with one hotel RevPar	📖
RevParOneY	graph	Comparison with one hotel Revpar cumulative	📖
RatesM	graph	Benchmarking Room Rates	📖
RatesY	graph	Benchmarking Room Rates	📖
OccM	graph	Benchmarking Occupancy	📖
OccY	graph	Benchmarking Occupancy	📖
RevParM	graph	Benchmarking RevPar	📖
RevParY	graph	Benchmarking RevPar	📖
LYrates	graph	Benchmarking Room Rates to Last Year	📖
LYocc	graph	Benchmarking Occupancy to Last Year	📖
LYrevpar	graph	Benchmarking RevPar zu Vorjahr	📖

Go for Gold !   Hotel Benchmarker

DATA INPUT

Input your general data in the yellow cells.

Do not delete rows or columns, do not add rows or columns, do not use drag&drop in the data input and do not overwrite formula cells as this may destroy the functionality of this tool.

Starting Date:	**Jan 2015**	3
Actual Month:	**May 2015**	always enter the first of the month!
Hotel:	**Paradise Island**	
Reporting currency:	**EUR**	

Choose the type of analysis you want: average of all competitors (my compset), area benchmark, or both.

Type of analysis	**2**	1 = my competitors only (My Compset)
		2 = my compset + area benchmark
		3 = area benchmark only

Now please input your data (Average Room Rate + Occupancy) for the actual and last year in the yellow cells below.
Benchmark data go in the blue cells.
Competitor data go in the orange cells. Please note that it's important not to change the number of competitors in the course of the year.

RATE	2015												2014											
	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
Paradise Island	95.01	67.75	85.20	61.09	59.63	63.14							90.78	79.25	59.53	60.12	56.33	50.96	41.32	51.96	85.16	82.47	59.70	54.70
B Area Benchmark	97.80	75.03	87.07	60.50	59.65	62.00							92.00	81.00	62.00	61.50	57.50	52.01	42.30	55.00	87.50	84.13	62.01	56.70
1 Hotel 1	78.55	67.68	73.52	59.76	58.90	57.75							68.37	72.46	58.96	64.59	60.10	59.02	51.16	53.31	72.00	68.72	57.43	55.84
2 Hotel 2	94.36	86.99	82.86	68.98	54.73	64.83							77.90	88.08	62.49	71.62	72.60	58.13	49.25	53.39	88.00	77.59	57.75	53.44
3 Hotel 3	92.74	82.63	88.53	65.03	49.05	63.35							79.72	78.35	65.28	80.55	69.35	55.00	52.20	53.53	78.00	82.09	64.53	64.37
4 Hotel 4	75.83	64.18	76.08	54.80	46.46	51.45							68.89	76.00	55.00	69.48	55.41	52.10	51.38	50.59	76.00	60.16	50.19	49.11
5 Hotel 5	88.33	77.99	81.89	68.02	50.72	70.13							83.41	80.70	60.60	72.95	60.72	54.78	49.26	50.34	81.00	77.09	58.86	59.62
My Compset	85.96	75.89	80.58	63.32	51.97	61.50	0.00	0.00	0.00	0.00	0.00	0.00	75.66	79.12	60.47	71.84	63.64	55.81	50.65	52.23	79.00	73.13	57.75	56.48

OCC	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
Paradise Island	55%	60%	47%	62%	39%	56%							49%	60%	53%	52%	54%	44%	50%	45%	59%	47%	54%	50%
Area Benchmark	56%	59%	49%	63%	38%	58%							55%	62%	54%	49%	55%	42%	51%	47%	57%	47%	54%	50%
Hotel 1	60%	66%	52%	73%	53%	61%							56%	70%	69%	56%	61%	49%	52%	44%	70%	58%	57%	45%
Hotel 2	66%	64%	60%	81%	72%	72%							62%	72%	72%	68%	80%	67%	66%	61%	72%	83%	75%	68%
Hotel 3	59%	62%	50%	68%	50%	67%							45%	59%	50%	42%	40%	60%	45%	42%	59%	59%	59%	40%
Hotel 4	62%	64%	60%	74%	67%	78%							58%	66%	64%	60%	66%	66%	63%	60%	64%	69%	58%	58%
Hotel 5	55%	63%	53%	75%	57%	66%							54%	61%	68%	69%	72%	76%	64%	58%	68%	64%	65%	45%
My Compset	60%	64%	55%	74%	60%	69%	0%	0%	0%	0%	0%	0%	55%	66%	65%	59%	64%	63%	58%	53%	67%	66%	63%	51%

End of Data Input

The Way It is

Reporting currency: EUR

Hotel: *Paradise Island*

Actual Month: *May 2015*

ARR cumulative	Paradise Island	My Compset	Area Benchmark	compared to: My Compset	compared to: Area Benchmark
May-15	74.05	71.11	76.53	2.95	-2.48
May-14	68.98	69.74	71.13	-0.77	-2.16
Change	7%	2%	8%		

Occupancy cumulative	Paradise Island	My Compset	Area Benchmark	compared to: My Compset	compared to: Area Benchmark
May-15	52.3%	62.5%	52.6%	-10%	0%
May-14	53.6%	61.6%	54.9%	-8%	-1%
Change	-3%	1%	-4%		
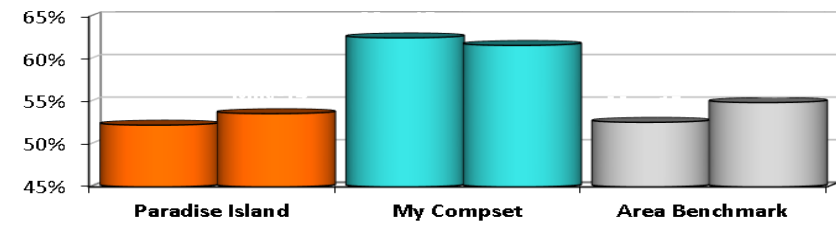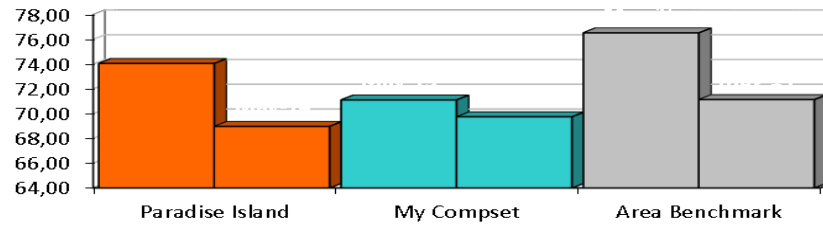
RevPar cumulative	Paradise Island	My Compset	Area Benchmark	compared to: My Compset	compared to: Area Benchmark
May-15	38.70	44.44	40.24	-5.75	-1.55
May-14	36.97	42.97	39.05	-6.00	-2.08
Change	5%	3%	3%		
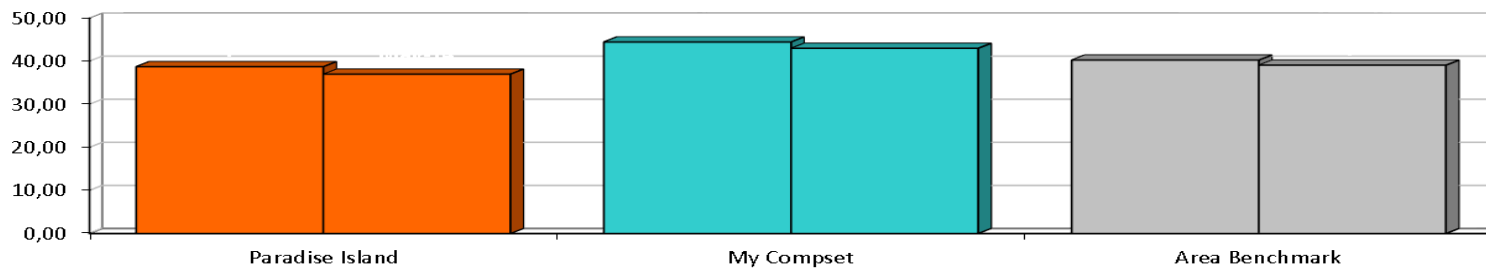
B   *Area Benchmark*

Comparison with one hotel   *Average Room Rate*

Reporting currency: EUR

Hotel: *Paradise Island*
Actual Month: *May 2015*

actual per month	Paradise Island	Area Benchmark	compared to: Area Benchmark	in %
Jan-15	95.01	97.80	-2.79	-3%
Feb-15	67.75	75.03	-7.28	-11%
Mar-15	85.20	87.07	-1.87	-2%
Apr-15	61.09	60.50	0.59	1%
May-15	59.63	59.65	-0.02	0%
Jun-15	63.14	62.00	1.14	2%
Jul-15				
Aug-15				
Sep-15				
Oct-15				
Nov-15				
Dec-15				
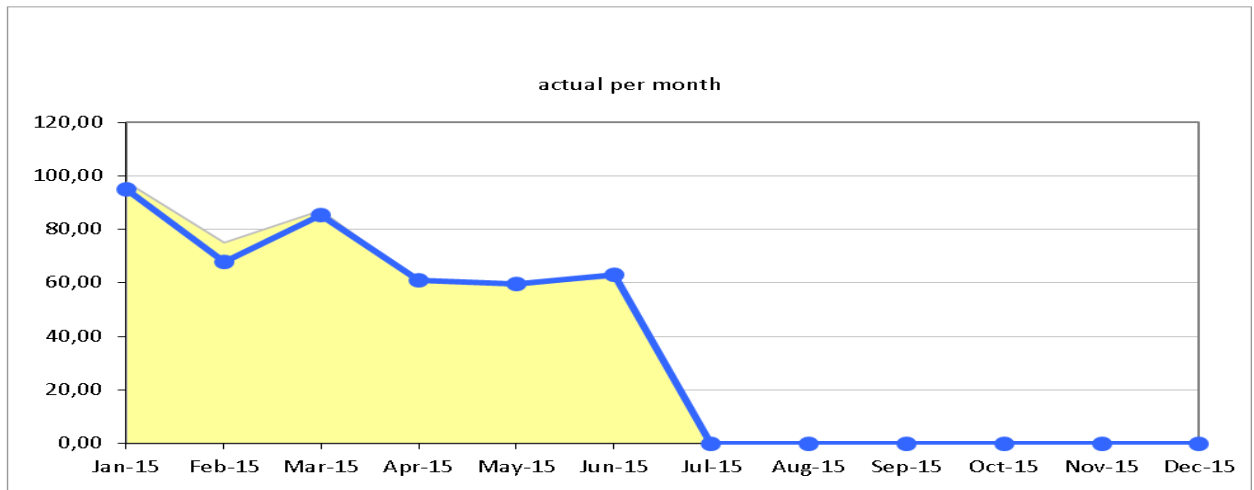
last year per month	Paradise Island	Area Benchmark	compared to	in %
Jan-14	90.78	92.00	-1.22	-1%
Feb-14	79.25	81.00	-1.75	-2%
Mar-14	59.53	62.00	-2.47	-4%
Apr-14	60.12	61.50	-1.38	-2%
May-14	56.33	57.50	-1.17	-2%
Jun-14	50.96	52.01	-1.05	-2%
Jul-14	41.32	42.30	-0.98	-2%
Aug-14	51.96	55.00	-3.04	-6%
Sep-14	85.16	87.50	-2.34	-3%
Oct-14	82.47	84.13	-1.66	-2%
Nov-14	59.70	62.01	-2.31	-4%
Dec-14	54.70	56.70	-2.00	-4%

actual per month

last year per month
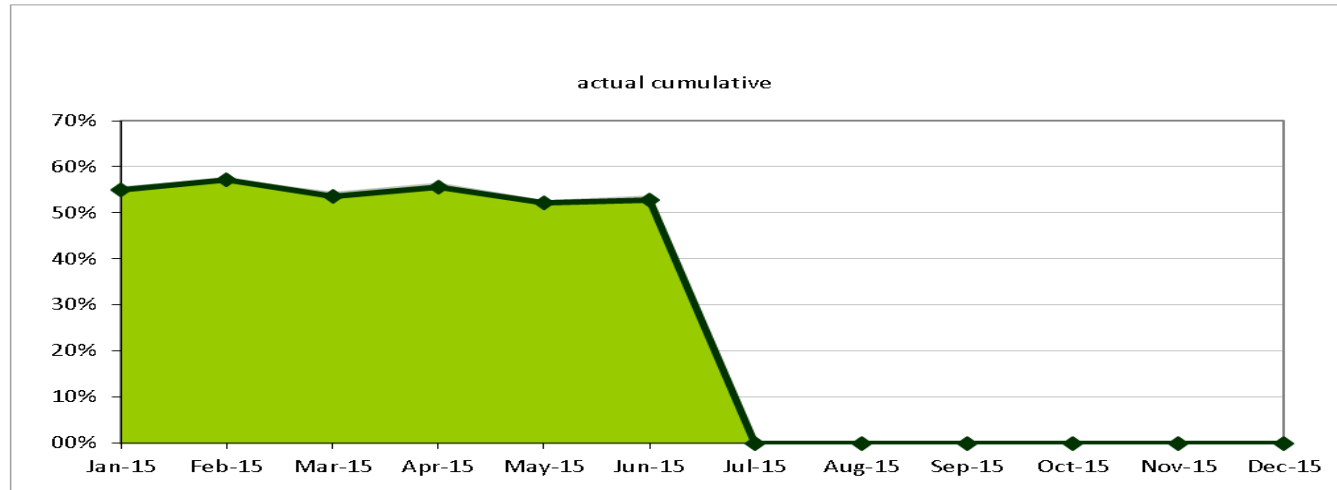
Area Benchmark   Paradise Island

MagicWorkbooks
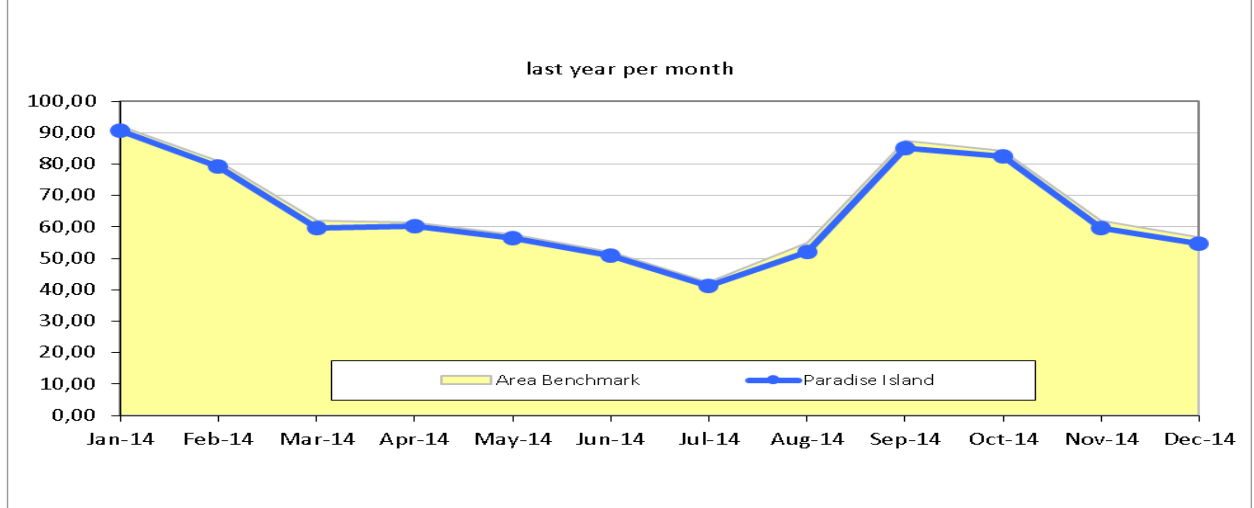
Want to change your benchmark-hotel? Data input in sheet "RatesOneM"

Area Benchmark
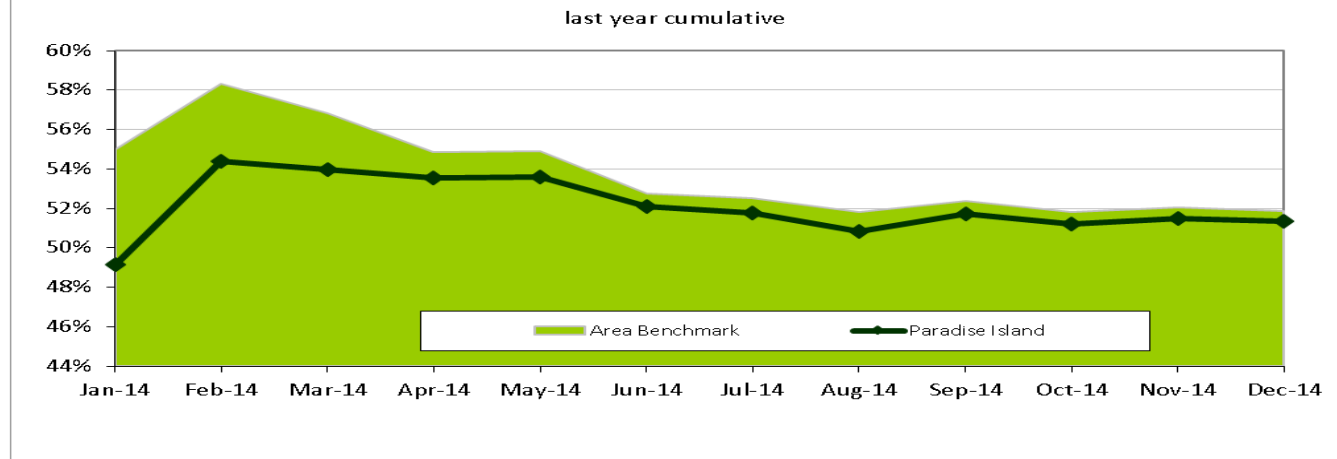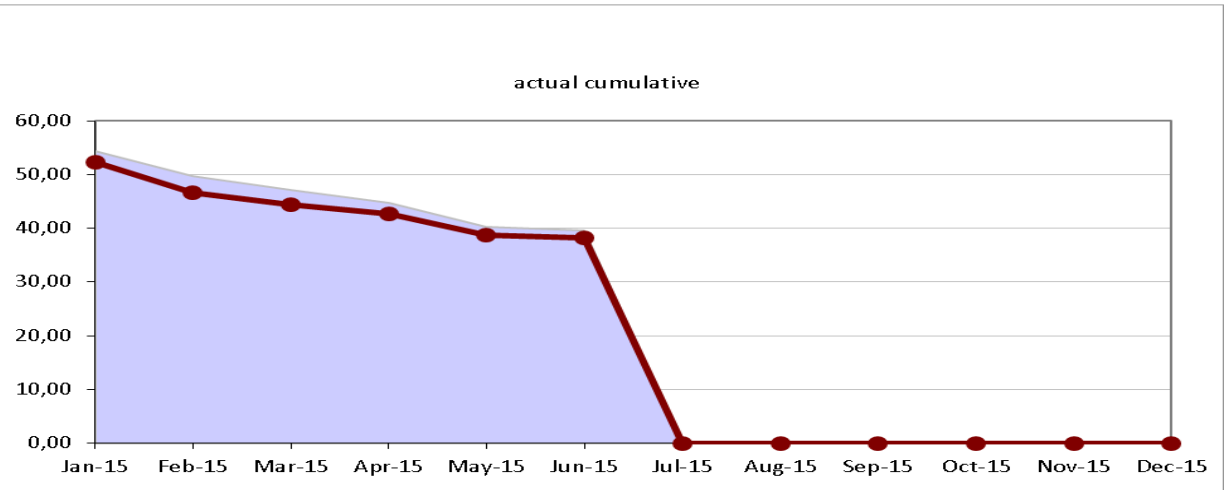
Comparison with one hotel   **Occupancy cumulative**

| | | | Hotel: | *Paradise Island* |
| *Reporting currency:* | *EUR* | | Actual Month: | *May 2015* |

cumulative	Paradise Island	Area Benchmark	compared to: Area Benchmark
Jan-15	55.0%	55.5%	-1%
Feb-15	57.2%	57.4%	0%
Mar-15	53.7%	54.3%	-1%
Apr-15	55.6%	56.4%	-1%
May-15	52.3%	52.6%	0%
Jun-15	52.8%	53.5%	-1%
Jul-15			
Aug-15			
Sep-15			
Oct-15			
Nov-15			
Dec-15			

actual cumulative

last year cumulative			
Jan-14	49.2%	55.0%	-6%
Feb-14	54.4%	58.3%	-4%
Mar-14	53.9%	56.8%	-3%
Apr-14	53.6%	54.9%	-1%
May-14	53.6%	54.9%	-1%
Jun-14	52.1%	52.8%	-1%
Jul-14	51.8%	52.5%	-1%
Aug-14	50.8%	51.8%	-1%
Sep-14	51.7%	52.4%	-1%
Oct-14	51.2%	51.8%	-1%
Nov-14	51.5%	52.0%	-1%
Dec-14	51.3%	51.8%	0%

last year cumulative

				Area Benchmark
Comparison with one hotel	**Revpar cumulative**		Hotel:	*Paradise Island*
Reporting currency:	*EUR*		*Actual Month:*	*May 2015*

cumulative	Paradise Island	Area Benchmark	compared to: Area Benchmark	in %
Jan-15	52.26	54.28	-2.02	-4%
Feb-15	46.61	49.67	-3.06	-7%
Mar-15	44.34	47.11	-2.76	-6%
Apr-15	42.66	44.78	-2.12	-5%
May-15	38.70	40.24	-1.55	-4%
Jun-15	38.11	39.56	-1.45	-4%
Jul-15				
Aug-15				
Sep-15				
Oct-15				
Nov-15				
Dec-15				

last year cumulative				
Jan-14	44.62	50.60	-5.98	-13%
Feb-14	46.08	50.42	-4.33	-9%
Mar-14	41.10	44.58	-3.49	-8%
Apr-14	38.70	40.97	-2.28	-6%
May-14	36.97	39.05	-2.08	-6%
Jun-14	34.60	36.20	-1.60	-5%
Jul-14	32.55	34.06	-1.51	-5%
Aug-14	31.35	33.01	-1.66	-5%
Sep-14	33.42	34.87	-1.45	-4%
Oct-14	33.94	35.34	-1.40	-4%
Nov-14	33.80	35.19	-1.39	-4%
Dec-14	33.24	34.59	-1.35	-4%

actual cumulative

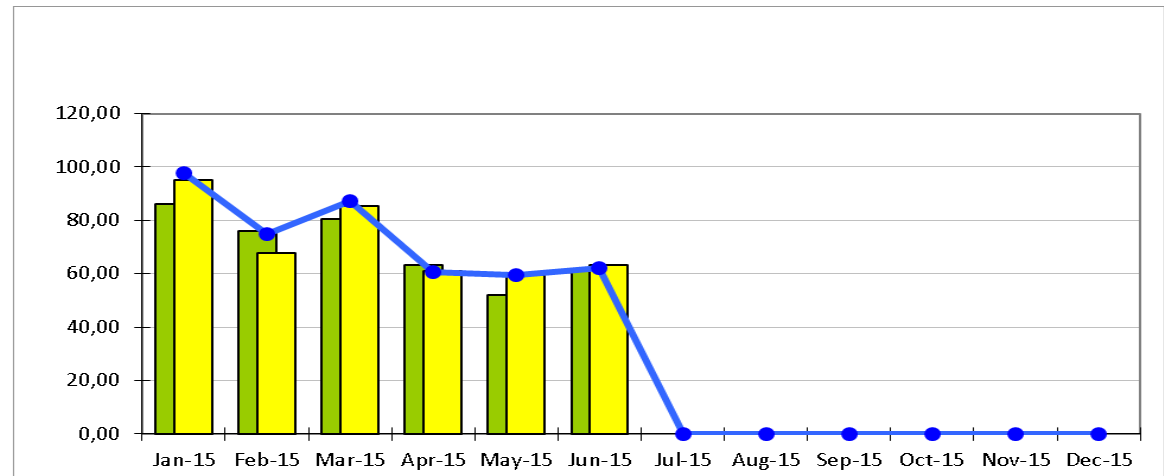last year cumulative
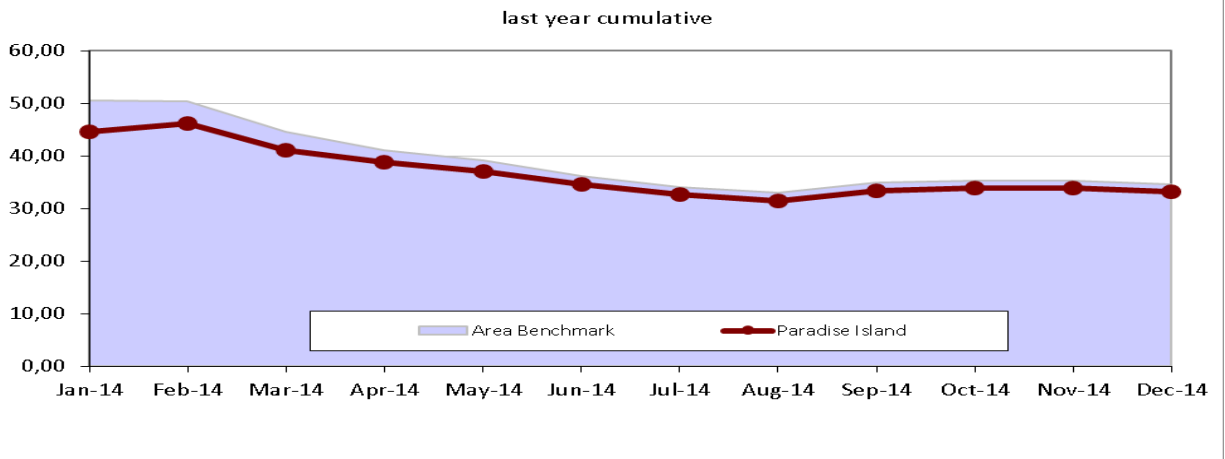
Benchmarking Room Rates   *monthly*
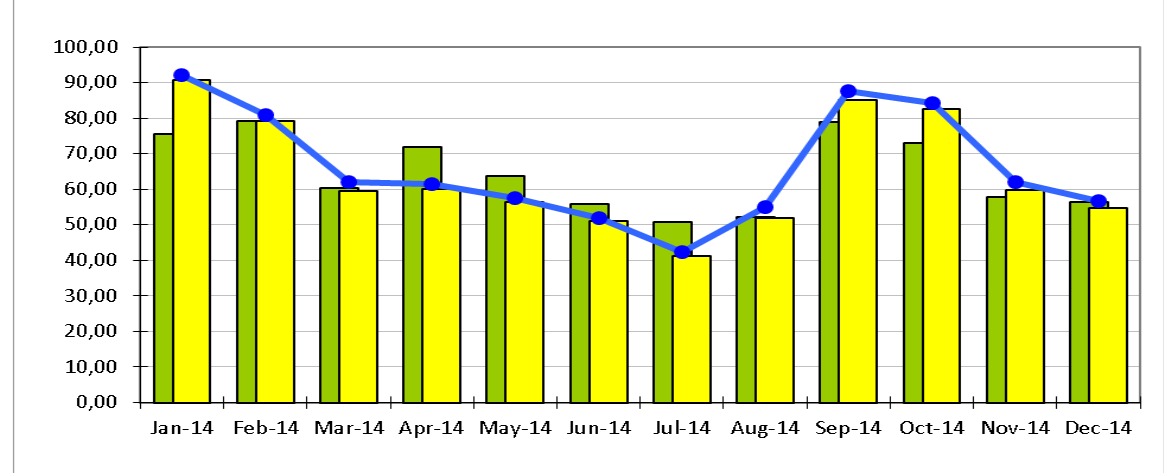
Reporting currency: EUR

Hotel: Paradise Island
Actual Month: May 2015

	Paradise Island	My Compset	Area Benchmark	compared to: My Compset	compared to: Area Benchmark
Jan-15	95.01	85.96	97.80	9.05	-2.79
Feb-15	67.75	75.89	75.03	-8.14	-7.28
Mar-15	85.20	80.58	87.07	4.62	-1.87
Apr-15	61.09	63.32	60.50	-2.23	0.59
May-15	59.63	51.97	59.65	7.66	-0.02
Jun-15	63.14	61.50	62.00	1.64	1.14
Jul-15					
Aug-15					
Sep-15					
Oct-15					
Nov-15					
Dec-15					

	Paradise Island	My Compset	Area Benchmark	compared to: My Compset	compared to: Area Benchmark
Jan-14	90.78	75.66	92.00	15.12	-1.22
Feb-14	79.25	79.12	81.00	0.13	-1.75
Mar-14	59.53	60.47	62.00	-0.94	-2.47
Apr-14	60.12	71.84	61.50	-11.72	-1.38
May-14	56.33	63.64	57.50	-7.31	-1.17
Jun-14	50.96	55.81	52.01	-4.85	-1.05
Jul-14	41.32	50.65	42.30	-9.33	-0.98
Aug-14	51.96	52.23	55.00	-0.27	-3.04
Sep-14	85.16	79.00	87.50	6.16	-2.34
Oct-14	82.47	73.13	84.13	9.34	-1.66
Nov-14	59.70	57.75	62.01	1.95	-2.31
Dec-14	54.70	56.48	56.70	-1.78	-2.00

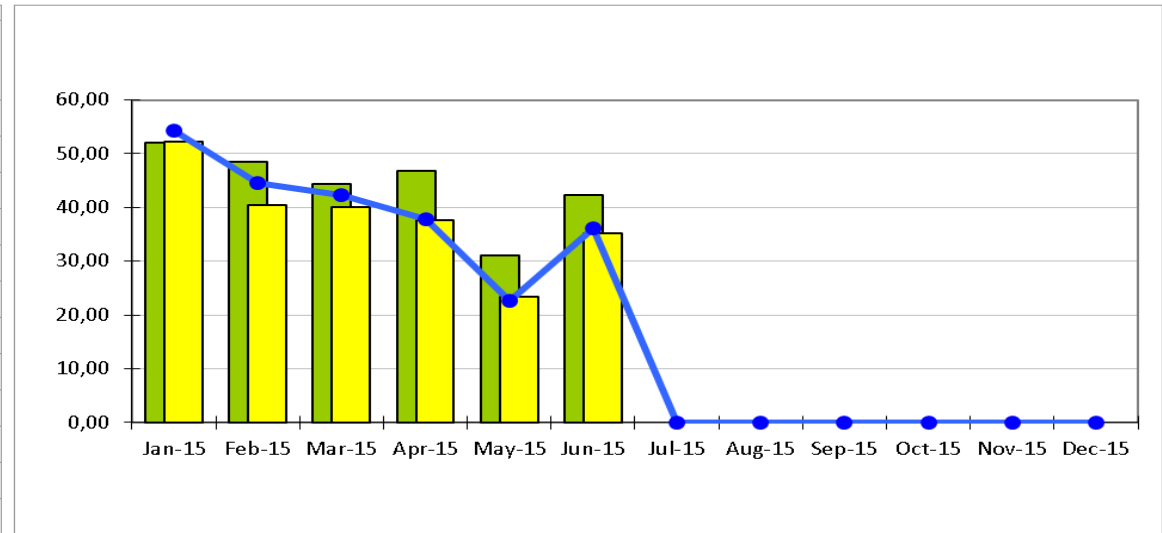# *Benchmarking Occupancy*   *cumulative*

Hotel: **Paradise Island**
Actual Month: **May 2015**

	Paradise Island	My Compset	Area Benchmark	compared to: My Compset	compared to: Area Benchmark
Jan-15	55.0%	60.5%	55.5%	-5%	-1%
Feb-15	57.2%	62.1%	57.4%	-5%	0%
Mar-15	53.7%	59.6%	54.3%	-6%	-1%
Apr-15	55.6%	63.2%	56.4%	-8%	-1%
May-15	52.3%	62.5%	52.6%	-10%	0%
Jun-15	52.8%	63.5%	53.5%	-11%	-1%
Jul-15					
Aug-15					
Sep-15					
Oct-15					
Nov-15					
Dec-15					

	Paradise Island	My Compset	Area Benchmark	compared to: My Compset	compared to: Area Benchmark
Jan-14	49.2%	55.3%	55.0%	-6%	-6%
Feb-14	54.4%	60.1%	58.3%	-6%	-4%
Mar-14	53.9%	61.7%	56.8%	-8%	-3%
Apr-14	53.6%	61.1%	54.9%	-8%	-1%
May-14	53.6%	61.6%	54.9%	-8%	-1%
Jun-14	52.1%	61.9%	52.8%	-10%	-1%
Jul-14	51.8%	61.3%	52.5%	-10%	-1%
Aug-14	50.8%	60.3%	51.8%	-9%	-1%
Sep-14	51.7%	61.0%	52.4%	-9%	-1%
Oct-14	51.2%	61.5%	51.8%	-10%	-1%
Nov-14	51.5%	61.6%	52.0%	-10%	-1%
Dec-14	51.3%	60.8%	51.8%	-9%	0%
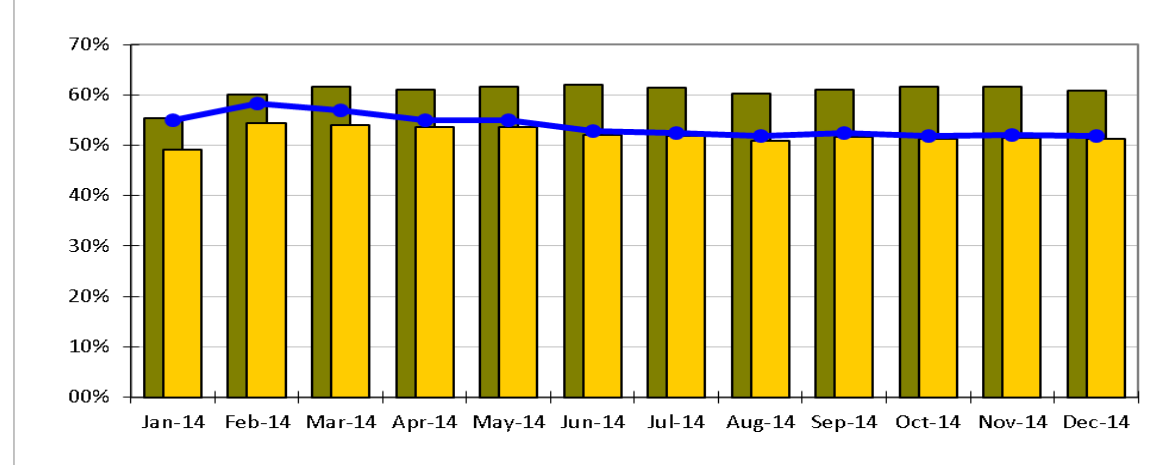
Benchmarking RevPar monthly Hotel: *Paradise Island*

Reporting currency: *EUR* Actual Month: *May 2015*

	Paradise Island	My Compset	Area Benchmark	compared to: My Compset	compared to: Area Benchmark
Jan-15	52.26	52.00	54.28	0.25	-2.02
Feb-15	40.35	48.40	44.57	-8.05	-4.22
Mar-15	40.04	44.31	42.23	-4.28	-2.19
Apr-15	37.61	46.88	37.81	-9.27	-0.20
May-15	23.35	31.02	22.67	-7.67	0.68
Jun-15	35.19	42.27	36.15	-7.08	-0.96
Jul-15					
Aug-15					
Sep-15					
Oct-15					
Nov-15					
Dec-15					

Jan-14	44.62	41.82	50.60	2.80	-5.98
Feb-14	47.71	51.85	50.22	-4.14	-2.51
Mar-14	31.60	39.09	33.48	-7.49	-1.88
Apr-14	31.49	42.49	30.14	-11.00	1.36
May-14	30.29	40.58	31.63	-10.28	-1.33
Jun-14	22.66	35.37	21.84	-12.71	0.81
Jul-14	20.59	29.37	21.57	-8.78	-0.99
Aug-14	23.17	27.70	25.85	-4.53	-2.68
Sep-14	50.16	52.61	49.88	-2.45	0.28
Oct-14	38.57	48.60	39.54	-10.03	-0.97
Nov-14	32.33	36.27	33.61	-3.95	-1.28
Dec-14	27.24	29.04	28.18	-1.80	-0.94
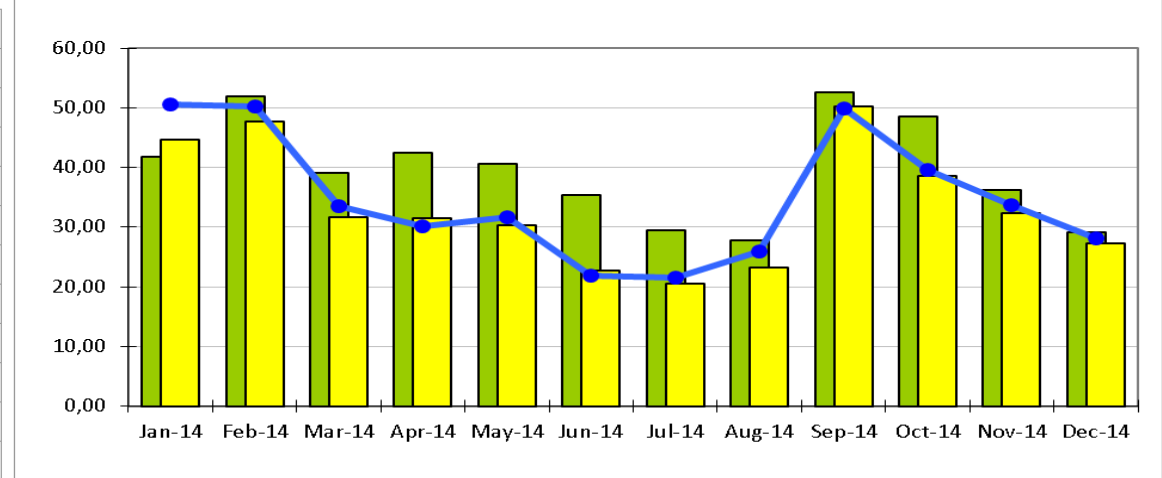
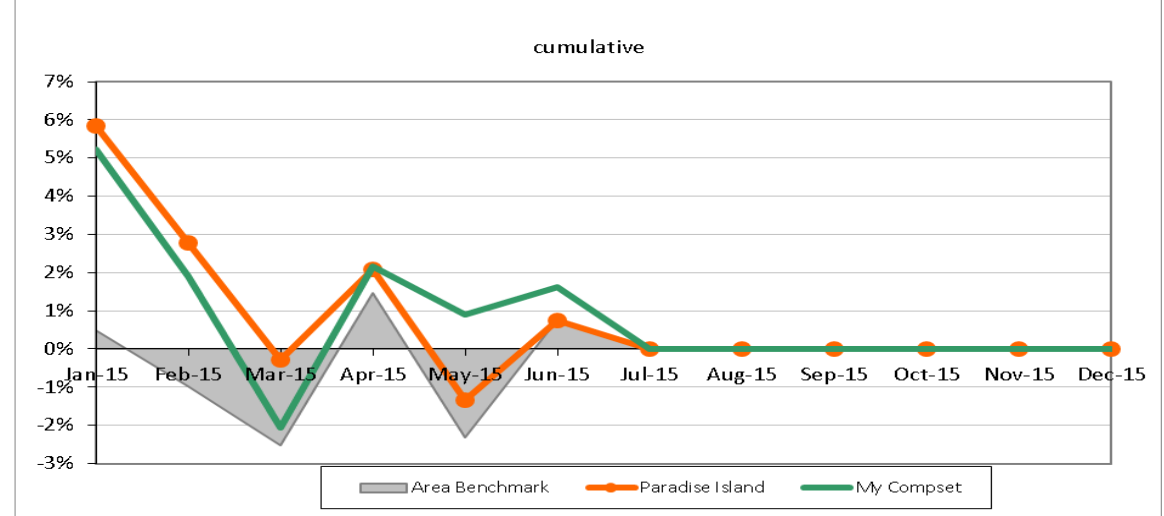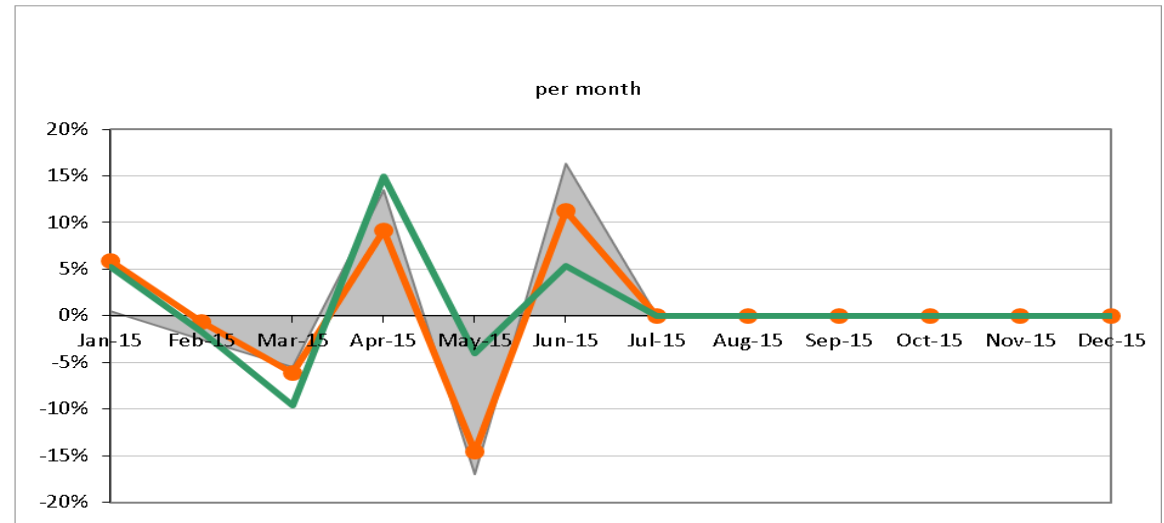## Benchmarking Occupancy to Last Year

Hotel: *Paradise Island*

Actual Month: *May 2015*

per month	Paradise Island	My Compset	Benchmark	compared to: My Compset	compared to: Area Benchmark
Jan-15	6%	5%	1%	1%	5%
Feb-15	-1%	-2%	-3%	1%	2%
Mar-15	-6%	-10%	-6%	4%	-1%
Apr-15	9%	15%	14%	-6%	-4%
May-15	-15%	-4%	-17%	-11%	2%
Jun-15	11%	5%	16%	6%	-5%
Jul-15					
Aug-15					
Sep-15					
Oct-15					
Nov-15					
Dec-15					

cumulative	Paradise Island	My Compset	Benchmark	compared to: My Compset	compared to: Area Benchmark
Jan-15	6%	5%	1%	1%	5%
Feb-15	3%	2%	-1%	1%	4%
Mar-15	0%	-2%	-3%	2%	2%
Apr-15	2%	2%	1%	0%	1%
May-15	-1%	1%	-2%	-2%	1%
Jun-15	1%	2%	1%	-1%	0%
Jul-15					
Aug-15					
Sep-15					
Oct-15					
Nov-15					
Dec-15					

per month

cumulative

Legend: Area Benchmark — Paradise Island — My Compset

In what way do **Magic**Workbooks® differ from normal Excel workbooks?

MagicWorkbooks are easier to use:

- ■ Easy-to-handle data input with demo data for orientation

- ■ All data to be entered only once

- ■ No programming knowledge required

- ■ No detailed knowledge of Microsoft Excel required

- ■ No work on spreadsheets or charts required

- ■ No scrolling for sheets thanks to a Hyperlink-table of contents

MagicWorkbooks are faster:

- ■ A monthly report with 20 spreadsheets and 20 charts in 20 minutes?

- ■ Calculate year-end liquid reserves with changes in revenue prediction for every month in half an hour?

- ■ Compute balance sheets for the next five years in one hour?

- ■ Decision on a $ 50 million sale-and-lease-back operation: Prepare all relevant data in one hour?

- ■ Determine capital re-investment requirements (fixed assets) for the next year in 10 minutes?

- ■ Prepare a comprehensive company presentation for your bank in one hour?

With **Magic**Workbooks all that is „business as usual"!

This was just a brief survey ...

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