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**MagicWorkbooks®**

# **HotelBookingAnalyser**

Hotel Revenue Management of Booking Channels

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](mailto:support@magicworkbooks.com) - we'll send you the ordered xls MagicWorkbook by email)

## Product Survey

**Hotel Booking** Analyser supplies a detailed analysis of your booking channels up to and including a year-end projection.

You need to know:


- what your hotel franchise / reservation system is actually worth ?
- how your different booking channels compare to each other ?
- whether your present rate of bookings will be enough to reach your budget ?

Then **Hotel Booking** Analyser is the tool for you.

This is what it does:

- compare up to 16 booking channels,
- compare direct bookings in up to 6 different segments,
- show the development of franchise bookings (system delivery) compared to direct bookings,
- detailed surveys of room night, ADR and revenue development,
- per month, year-to-date and year-to-year,
- plus a detailed year-end revenue projection.

And of course all surveys are supplemented by graphs.

Sheet	type	contains:	Buch anklicken um zur Seite zu gelangen!
WELCOME	Text	<b>Introduction</b>	
DATA	spreadsheet	<b>DATA INPUT</b>	
DATrooms	spreadsheet	<b>Data Input Rooms</b>	
DATrev	spreadsheet	<b>Data Input Revenue</b>	
ProgREVM	graph	<b>Projection Revenue</b>	
PrognREVy	graph	<b>Projection Revenue year - to - date</b>	
RP	graph	<b>Revenue Projection Variance to Last Year monthly</b>	
RPY	graph	<b>Revenue Projection Variance to Last Year cumulative</b>	
SysDir	graph	<b>System Delivery to Direct Bookings</b>	
SysDirvj	graph	<b>System Delivery to Direct Bookings LAST YEAR</b>	
SysComp	graph	<b>System Delivery and Direct Bookings Year-to-Year Comparison</b>	
STH	graph	<b>Systems / TPI / Direct Bookings</b>	
SurveyVJRNY	interactive	<b>Interactive Survey bookings year-to-year</b>	
SurveyVJrevy	interactive	<b>Interactive Survey Total Revenue year-to-year</b>	
SurveyVJratey	interactive	<b>Interactive Survey Average Daily Rate year-to-year</b>	
SurveyRNm	interactive	<b>Interactive Survey Bookings per month</b>	
SurveyRNY	interactive	<b>Interactive Survey Bookings Year-to-date</b>	
SurveyREVM	interactive	<b>Interactive Survey Revenue per month</b>	
SurveyREVy	interactive	<b>Interactive Survey Revenue year-to-date</b>	
SurveyRatem	interactive	<b>Interactive Survey Average Daily Rate per month</b>	
SurveyRatey	interactive	<b>Interactive Survey Average Daily Rate year-to-date</b>	
Survey	graph	<b>Survey Bookings year-to-date in % of Occupancy</b>	
SurveyRev	graph	<b>Survey Revenue Actual and Last Year</b>	
SurveyPC	graph	<b>Survey Bookings in %</b>	
SurveyRN	graph	<b>Survey Bookings (Roomnights) Actual and Last Year</b>	
Profit	graph	<b>System Revenue vs. System Costs</b>	
ProfitVJ	graph	<b>System Revenue vs. System Costs LAST YEAR</b>	
Profitcomp	graph	<b>System Revenue &amp; Costs Year-to-Year Comparison</b>	
COS	graph	<b>Cost of Sales</b>	
COSVJ	graph	<b>Cost of Sales LAST YEAR</b>	
COScomp	graph	<b>Cost of Sales Year-to-Year Comparison</b>	
RoomsVJ	spreadsheet	<b>Bookings Last Year</b>	
RevVJ	spreadsheet	<b>Revenue LAST YEAR</b>	
RevProg	spreadsheet	<b>Revenue Projection</b>	
ProgRNm	graph	<b>Bookings Development - basis for projection</b>	
ProgRatem	graph	<b>ADR Development - basis for projection</b>	

## Data input:

**Aces go Places!**

Please input your data only in the yellow / gray cells. A set of demo data has already been input which you can overwrite with your data.  
 Do not change formula cells. Do not delete cells, rows or columns. Do not add cells, rows or columns. Do not drag&drop cells.  
 All of this may destroy the functionality of this tool.

Year starting:

Hotel:

No. of rooms:

Reporting currency:

**Booking channels**

This is where you input your booking channels. Check the list below and add/substitute until you have a list of your major booking channels.  
 All the rest of your bookings can be summed up under "other TPI".  
 You can use one of two codes, 1 or 2, depending on whether the channel is connected to a franchise/reservation system or you have a direct connection via your hotel. So basically, "1" means the channel is connected to a franchise system and "2" means it isn't.

Since the connection may change from year to year, please enter the code for each booking channel and each year.

SYS = system delivery  
 HOTEL = direct bookings  
 TPI = Third Party Intermediaries - if connected to a franchise system: code 1  
 if not: code 2

For everything else which makes up your hotel revenue, you have the option of subdividing it into up to 6 separate areas.  
 You can use the ones we have suggested or different ones or you can just put "other revenue" in one cell and leave the rest empty.

Category	Code 2025	Code 2024	Booking Channel
SYS	1	1	System
TPI	1	2	HRS
TPI	1	1	Booking.com
TPI	1	1	Hotel.de
TPI	1	1	Hotelbeds
TPI	1	1	Travco
TPI	1	1	Tourico
TPI	1	1	Transhotel
TPI	1	1	Expedia
TPI	1	1	DETOUR
TPI	2	2	Ameropa
TPI	1	1	TUI
TPI	1	1	Gullivers
TPI	2	2	Unister
TPI	2	2	Hotwire
TPI	1	1	MIKI
TPI	2	2	other TPI
HOTEL	2	2	conference
HOTEL	2	2	local corporate
HOTEL	2	2	long-stay
HOTEL	2	2	tourists
HOTEL	2	2	convention
HOTEL	2	2	other direct bookings

**Reservation System / Franchise expenses**

Please input your system costs.

	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25
Franchise Fees or similar	33.751											
Agent fees	5.487											
other system expenses	3.244											

	Jan 24	Feb 24	Mrz 24	Apr 24	Mai 24	Jun 24	Jul 24	Aug 24	Sep 24	Okt 24	Nov 24	Dez 24
Franchise Fees or similar	22.785	23.643	29.259	28.990	27.994	34.960	20.830	17.602	18.658	19.778	20.965	22.223
Agent fees	3.135	13.079	5.074	1.026	8.276	9.329	1.576	17.367	18.409	19.513	20.684	21.925
other system expenses	0	0	0	0	0	0	0	0	0	0	0	0

**Data Input Rooms**
**Year: 2025**
**Please input your monthly rooms sold in the yellow cells. Use the gray cells starting in column AI to input last year's rooms sold.**

Category	Booking Channel	Code 2025	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25	Total	%
SYS	System	1	277												277	9%
TPI	HRS	1	100												100	3%
TPI	Booking.com	1	150												150	5%
TPI	Hotel.de	1	0												0	0%
TPI	Hotelbeds	1	33												33	1%
TPI	Travco	1	20												20	1%
TPI	Tourico	1	37												37	1%
TPI	Transhotel	1	0												0	0%
TPI	Expedia	1	0												0	0%
TPI	DERTOUR	1	0												0	0%
TPI	Ameropa	2	0												0	0%
TPI	TUI	1	17												17	1%
TPI	Gullivers	1	0												0	0%
TPI	Unister	2	0												0	0%
TPI	Hotwire	2	0												0	0%
TPI	MIKI	1	0												0	0%
TPI	other TPI	2	18												18	1%
HOTEL	conference	2	0												0	0%
HOTEL	local corporate	2	650												650	22%
HOTEL	long-stay	2	5												5	0%
HOTEL	tourists	2	100												100	3%
HOTEL	convention	2	850												850	29%
HOTEL	other direct book	2	700												700	24%
<b>TOTAL</b>			2.957	0	0	0	0	0	0	0	0	0	0	0	2.957	100%
<b>rooms sold</b>			<b>2.957</b>												<b>2.957</b>	100%
variance			0	0	0	0	0	0	0	0	0	0	0	0	0	0%

0181-01 HotelBookingAnalyser

**Data Input Revenue** **Year: 2025**

**Please input your monthly revenues in the yellow cells. Use the gray cells starting in column AI to input last year's revenues**

Category	Booking Channel	Code 2025	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25	Total	%
SYS	System	1	83.365												83.365	27%
TPI	HRS	1	15.074												15.074	5%
TPI	Booking.com	1	15.538												15.538	5%
TPI	Hotel.de	1	11.439												11.439	4%
TPI	Hotelbeds	1	0												0	0%
TPI	Travco	1	697												697	0%
TPI	Tourico	1	0												0	0%
TPI	Transhotel	1	1.802												1.802	1%
TPI	Expedia	1	0												0	0%
TPI	DERTOUR	1	0												0	0%
TPI	Ameropa	2	0												0	0%
TPI	TUI	1	100												100	0%
TPI	Gullivers	1	0												0	0%
TPI	Unister	2	0												0	0%
TPI	Hotwire	2	0												0	0%
TPI	MIKI	1	0												0	0%
TPI	other TPI	2	106												106	0%
HOTEL	conference	2	0												0	0%
HOTEL	local corporat	2	34.665												34.665	11%
HOTEL	long-stay	2	0												0	0%
HOTEL	tourists	2	44.135												44.135	14%
HOTEL	convention	2	96.340												96.340	31%
HOTEL	other direct bc	2	11.084												11.084	4%
<b>TOTAL</b>			314.346	0	0	0	0	0	0	0	0	0	0	0	314.346	100%
<b>Revenue</b>			<b>314.346</b>												<b>314.346</b>	100%
Variance			0	0	0	0	0	0	0	0	0	0	0	0	0	0%

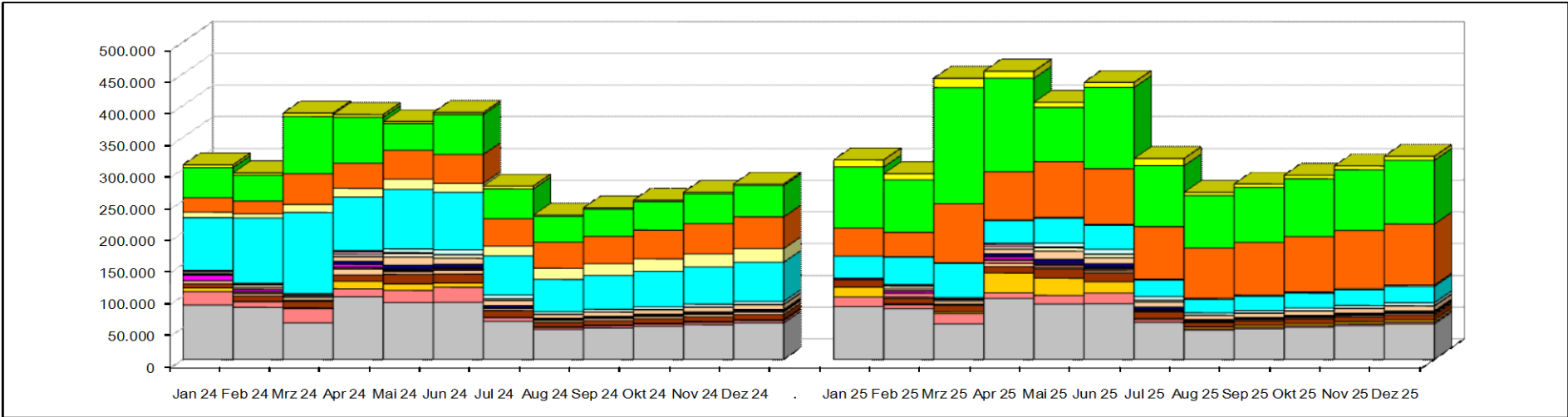
**This projection is based on last year's and on previous months' data - so the more data available the more reliable the projection will be.**

### Projection Revenue

### Crown Inn Winterville

Reporting currency: US \$

													Year: 2025											
	Jan 24	Feb 24	Mrz 24	Apr 24	Mai 24	Jun 24	Jul 24	Aug 24	Sep 24	Okt 24	Nov 24	Dez 24	Act	Proj	Proj	Proj	Proj	Proj	Proj	Proj	Proj	Proj	Proj	
System	85.601	81.959	57.462	98.639	89.588	89.927	59.740	47.232	49.594	52.073	54.677	57.411	83.365	79.818	55.961	96.062	87.248	87.578	58.180	45.998	48.298	50.713	53.249	55.911
HRS	21.157	8.708	22.606	12.559	19.034	23.686	5.960	3.125	3.281	3.445	3.618	3.798	15.074	6.204	16.107	8.948	13.562	16.876	4.246	2.227	2.338	2.455	2.578	2.706
Booking.com	5.943	602	1.123	11.836	10.356	6.831	772	1.125	1.181	1.240	1.302	1.367	15.538	1.574	2.936	30.949	27.079	17.862	2.019	2.942	3.089	3.243	3.405	3.575
Hotel.de	6.444	8.519	10.153	10.049	14.960	13.988	10.488	6.638	6.970	7.318	7.684	8.069	11.439	8.519	10.153	10.049	14.960	13.988	10.488	6.638	6.970	7.318	7.684	8.069
Hotelbeds	4.808	3.583	694	9.386	4.214	6.062	2.935	3.239	3.401	3.571	3.750	3.937		2.039	395	5.340	2.398	3.449	1.670	1.843	1.935	2.032	2.133	2.240
Travco	278	2.348	394	1.991	1.359	1.090	636						697	5.880	986	4.985	3.402	2.728	1.593					
Tourico		664	124	790	1.019	1.863	903	1.017	1.068	1.121	1.177	1.236		664	124	790	1.019	1.863	903	1.017	1.068	1.121	1.177	1.236
Transhotel	8.454	3.455	256	4.578	1.908	1.493	114	1.261	1.324	1.390	1.460	1.533	1.802	3.455	256	4.578	1.908	1.493	114	1.261	1.324	1.390	1.460	1.533
Expedia	1.473	624	363	4.822	5.927	4.898	3.182	1.027	1.078	1.132	1.189	1.248		624	363	4.822	5.927	4.898	3.182	1.027	1.078	1.132	1.189	1.248
DERTOUR	851	2.977	4.621	7.070	12.941	9.264	8.061	6.141	6.448	6.770	7.109	7.464		2.977	4.621	7.070	12.941	9.264	8.061	6.141	6.448	6.770	7.109	7.464
Ameropa																								
TUI	128	184	199	457	165	303							100	143	155	356	129	236						
Gullivers	2.965	3.630	1.961	3.750	5.097	5.135	2.625	550	578	606	637	669		3.630	1.961	3.750	5.097	5.135	2.625	550	578	606	637	669
Unister																								
Hotwire																								
MKI	1.684	1.604	1.586	3.620	1.685	671	348							1.604	1.586	3.620	1.685	671	348					
other TPI																								
conference	584	988	2.010	1.805	5.827	7.542	5.745	3.821	4.012	4.213	4.423	4.644		988	2.010	1.805	5.827	7.542	5.745	3.821	4.012	4.213	4.423	4.644
local corporate	82.998	102.889	127.888	84.633	93.722	90.471	61.641	50.779	53.318	55.984	58.783	61.722	34.665	42.973	53.414	35.348	39.144	37.786	25.745	21.208	22.269	23.382	24.551	25.779
long-stay	8.525	6.680	12.717	13.641	16.191	14.168	15.406	17.633	18.514	19.440	20.412	21.433		642	1.223	1.312	1.557	1.362	1.481	1.695	1.780	1.869	1.963	2.061
tourists	22.953	20.039	48.278	39.475	45.573	45.591	43.026	41.143	43.200	45.360	47.628	50.010	44.135	38.532	92.830	75.904	87.630	87.664	82.732	79.112	83.067	87.221	91.582	96.161
convention	47.382	40.635	90.079	72.484	42.102	62.955	47.207	40.653	42.686	44.820	47.061	49.414	96.340	82.622	183.155	147.380	85.605	128.006	95.985	82.660	86.793	91.132	95.689	100.473
other direct bookings	4.267	3.758	5.663	4.209	2.998	3.080	4.403	1.959	2.057	2.160	2.268	2.381	11.084	9.762	14.710	10.934	7.788	8.001	11.437	5.089	5.343	5.610	5.891	6.185
<b>TOTAL</b>	<b>306.495</b>	<b>293.844</b>	<b>388.176</b>	<b>385.793</b>	<b>374.665</b>	<b>389.019</b>	<b>273.191</b>	<b>227.343</b>	<b>238.711</b>	<b>250.646</b>	<b>263.178</b>	<b>276.337</b>	<b>314.346</b>	<b>292.648</b>	<b>442.946</b>	<b>454.001</b>	<b>404.905</b>	<b>436.404</b>	<b>316.554</b>	<b>263.228</b>	<b>276.390</b>	<b>290.209</b>	<b>304.720</b>	<b>319.956</b>



This projection is based on last year's and on previous months' data - so the more data available the more reliable the projection will be.

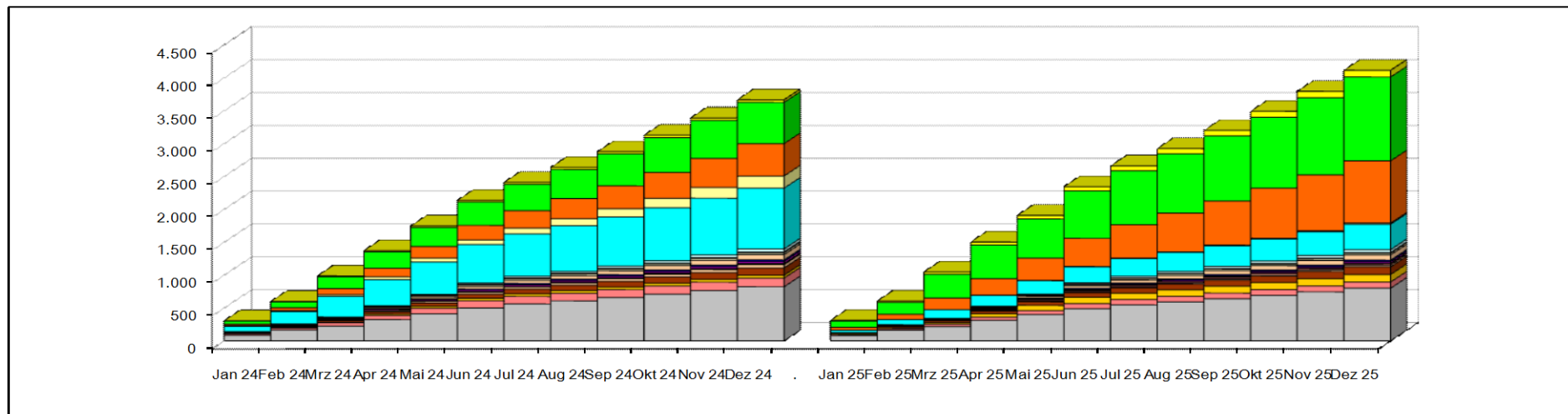
### Projection Revenue year - to - date

### Crown Inn Winterville

Reporting currency: US \$ in thousands

Year: 2025

	Jan 24	Feb 24	Mrz 24	Apr 24	Mai 24	Jun 24	Jul 24	Aug 24	Sep 24	Okt 24	Nov 24	Dez 24	Act	Proj	Proj	Proj	Proj	Proj	Proj	Proj	Proj	Proj	Proj	
													#####	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25
System	86	168	225	324	413	503	563	610	660	712	766	824	83	163	219	315	402	490	548	594	643	693	746	802
HRS	21	30	52	65	84	108	114	117	120	124	127	131	15	21	37	46	60	77	81	83	86	88	91	93
Booking.com	6	7	8	20	30	37	37	39	40	41	42	44	16	17	20	51	78	96	98	101	104	107	111	114
Hotel.de	6	15	25	35	50	64	75	81	88	96	103	111	11	20	30	40	55	69	80	86	93	101	108	116
Hotelbeds	5	8	9	18	23	29	32	35	38	42	46	50		2	2	8	10	14	15	17	19	21	23	25
Travco	0	3	3	5	6	7	8	8	8	8	8	8	1	7	8	13	16	19	20	20	20	20	20	20
Tourico		1	1	2	3	4	5	6	7	9	10	11		1	1	2	3	4	5	6	7	9	10	11
Transhotel	8	12	12	17	19	20	20	22	23	24	26	27	2	5	6	10	12	13	14	15	16	18	19	21
Expedia	1	2	2	7	13	18	21	22	23	25	26	27		1	1	6	12	17	20	21	22	23	24	25
DERTOUR	1	4	8	16	28	38	46	52	58	65	72	80		3	8	15	28	37	45	51	58	64	71	79
Ameropa																								
TUI	0	0	1	1	1	1	1	1	1	1	1	1	0	0	0	1	1	1	1	1	1	1	1	1
Gullivers	3	7	9	12	17	23	25	26	26	27	28	28		4	6	9	14	20	22	23	23	24	25	25
Unistler																								
Hotwire																								
MIK	2	3	5	8	10	11	11	11	11	11	11	11		2	3	7	8	9	10	10	10	10	10	10
other TPI													0	0	0	0	0	0	0	0	0	0	0	0
conference	1	2	4	5	11	19	25	28	32	37	41	46		1	3	5	11	18	24	28	32	36	40	45
local corporate	83	186	314	398	492	583	644	695	748	804	863	925	35	78	131	166	206	243	269	290	313	336	360	386
long-stay	9	15	28	42	58	72	87	105	123	143	163	185		1	2	3	5	6	8	9	11	13	15	17
tourists	23	43	91	131	176	222	265	306	349	395	442	492	44	83	175	251	339	427	509	589	672	759	850	947
convention	47	88	178	251	293	356	403	443	486	531	578	627	96	179	362	509	595	723	819	902	989	1.080	1.175	1.276
other direct bookings	4	8	14	18	21	24	28	30	32	35	37	39	11	21	36	46	54	62	74	79	84	90	96	102
<b>TOTAL</b>	<b>3.667</b>												<b>4.116</b>											





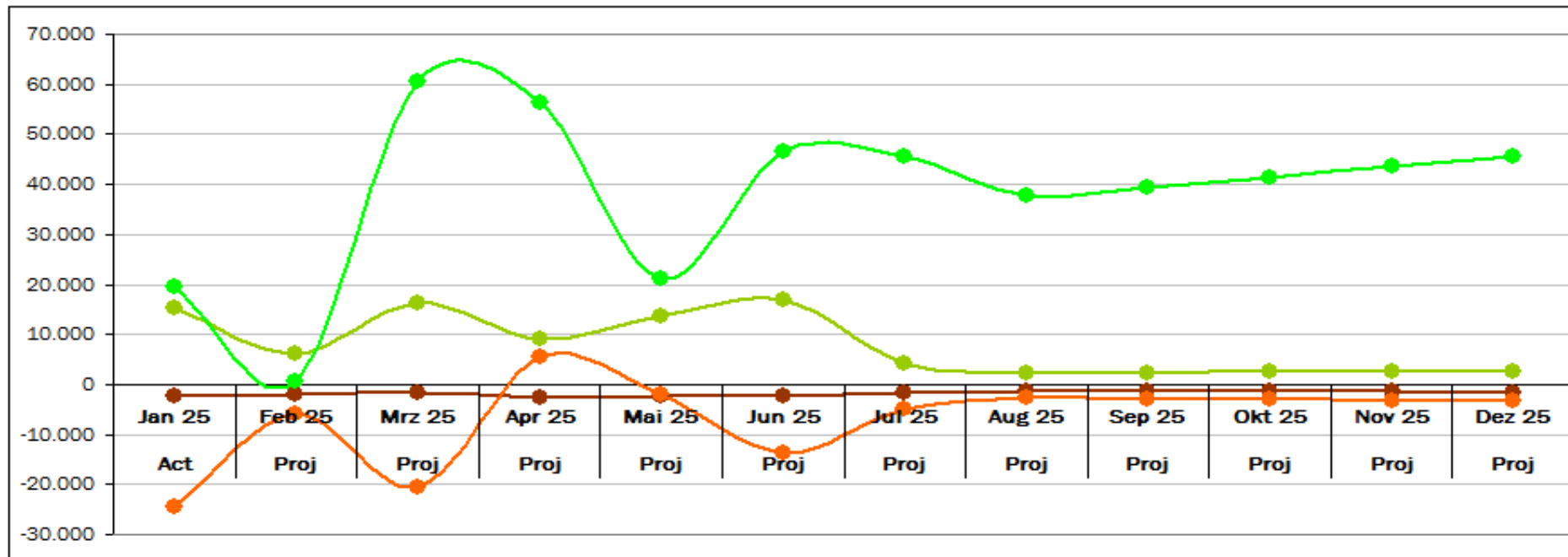
**Revenue Projection Variance to Last Year monthly**

Year: 2025

Crown Inn Winterville

Reporting currency: US \$

	Act	Proj	Proj	Proj	Proj	Proj	Proj	Proj	Proj	Proj	Proj	Proj	Total	per room
	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25		
<b>SYS Revenue</b>	-2.236	-2.141	-1.501	-2.577	-2.340	-2.349	-1.560	-1.234	-1.295	-1.360	-1.428	-1.500	-21.521	-142
<b>TPI SYS</b>	-24.609	-5.789	-20.544	5.401	-2.121	-13.697	-5.022	-2.705	-2.840	-2.982	-3.131	-3.287	-81.325	-535
<b>TPI Direct</b>	15.181	6.204	16.107	8.948	13.562	16.876	4.246	2.227	2.338	2.455	2.578	2.706	93.428	615
<b>DIRECT Revenue</b>	19.515	530	60.708	56.435	21.139	46.554	45.698	37.597	39.477	41.451	43.523	45.699	458.325	3.015
<b>Total</b>	7.851	-1.195	54.770	68.208	30.239	47.385	43.362	35.885	37.679	39.563	41.541	43.619	448.907	2.953



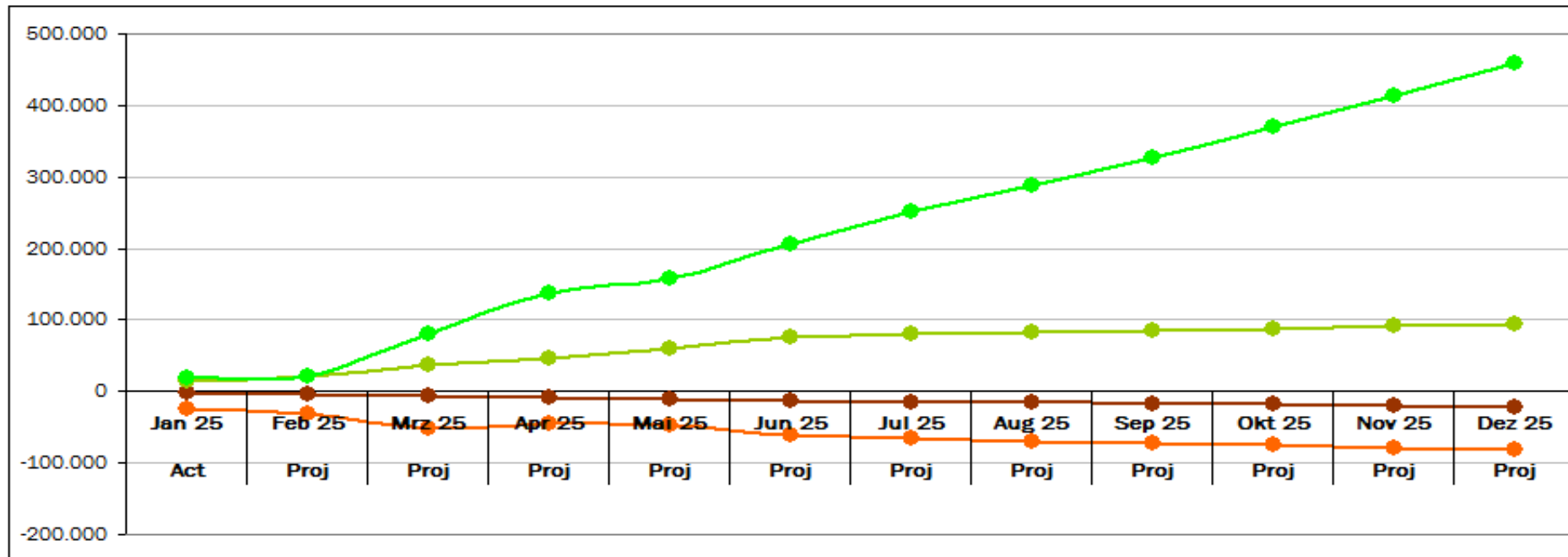
**Revenue Projection Variance to Last Year cumulative**

Year: 2025

**Crown Inn Winterville**

Reporting currency: US \$

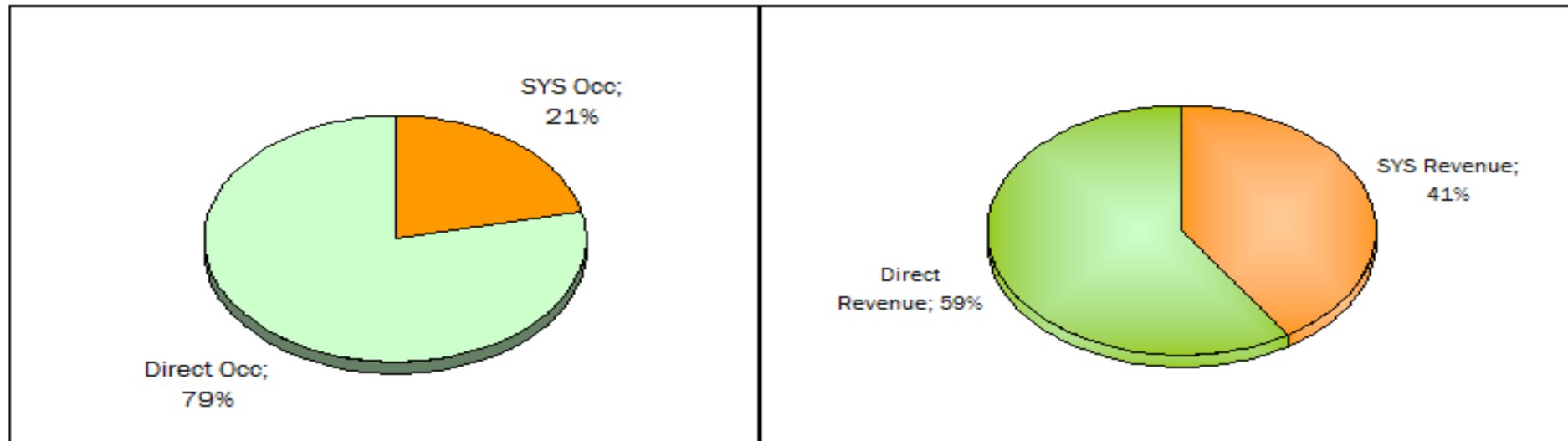
	Act	Proj	Proj	Proj	Proj	Proj	Proj	Proj	Proj	Proj	Proj	Proj	per room
	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25	
<b>SYS Revenue</b>	-2.236	-4.377	-5.878	-8.454	-10.795	-13.144	-14.704	-15.938	-17.233	-18.593	-20.022	-21.521	<b>-142</b>
<b>TPI SYS</b>	-24.609	-30.398	-50.942	-45.541	-47.662	-61.359	-66.380	-69.085	-71.925	-74.906	-78.037	-81.325	<b>-535</b>
<b>TPI Direct</b>	15.181	21.385	37.492	46.440	60.002	76.878	81.125	83.352	85.689	88.144	90.722	93.428	<b>615</b>
<b>DIRECT Revenue</b>	19.515	20.045	80.753	137.189	158.327	204.881	250.579	288.176	327.653	369.103	412.626	458.325	<b>3.015</b>
<b>Total</b>	<b>7.851</b>	<b>6.655</b>	<b>61.425</b>	<b>129.633</b>	<b>159.873</b>	<b>207.257</b>	<b>250.620</b>	<b>286.505</b>	<b>324.184</b>	<b>363.747</b>	<b>405.289</b>	<b>448.907</b>	<b>2.953</b>



**System Delivery to Direct Bookings**
**Crown Inn Winterville**
**Year: 2025**

	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25	Total
<b>SYS Occ</b>	<b>21%</b>												<b>21%</b>
Direct Occ	79%												79%

	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25	Total
<b>SYS Revenue</b>	<b>41%</b>												<b>41%</b>
Direct Revenue	59%												59%



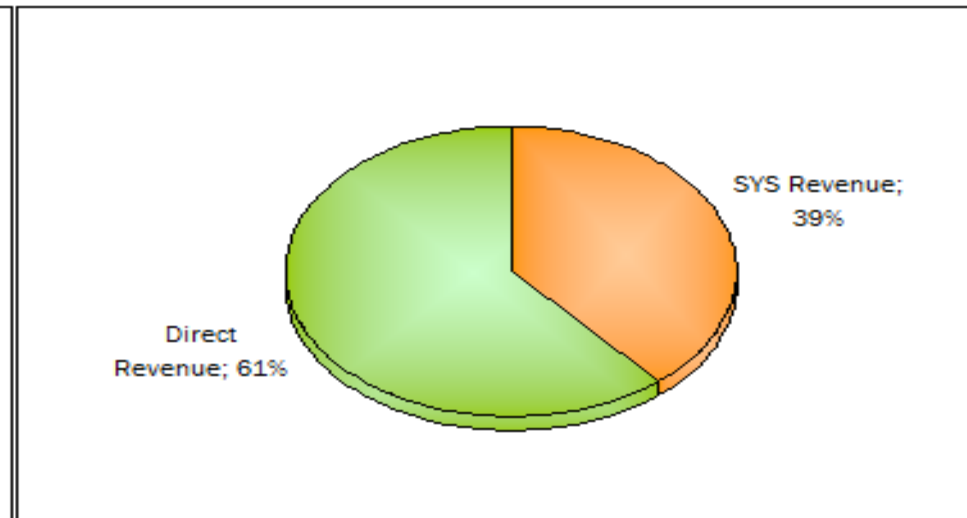
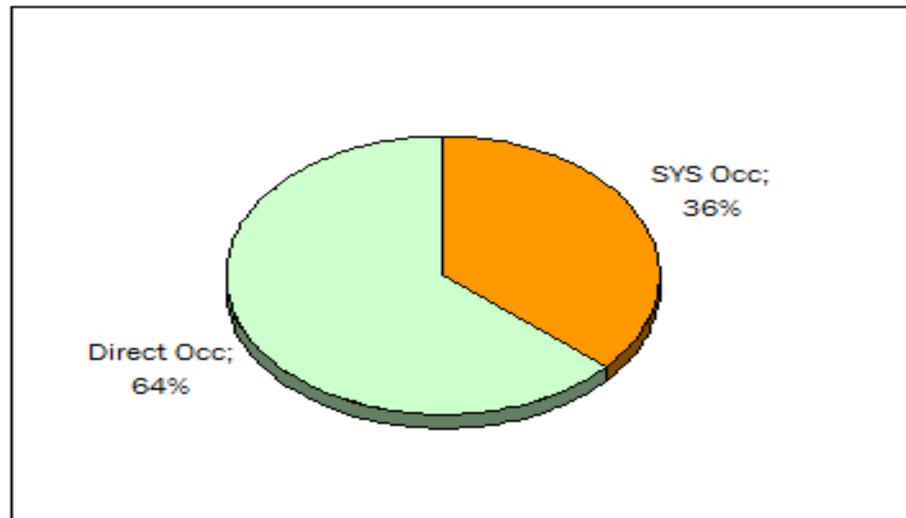
	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25	Total
<b>SYS Revenue to Occupancy</b>	<b>19%</b>												<b>19%</b>

**System ADR higher than Direct ADR**

**System Delivery to Direct Bookings LAST YEAR**
**Crown Inn Winterville**
**Year: 2024**

	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25	Total
<b>SYS Occ</b>	<b>36%</b>												<b>36%</b>
Direct Occ	64%												64%

	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25	Total
<b>SYS Revenue</b>	<b>39%</b>												<b>39%</b>
Direct Revenue	61%												61%



	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25	Total
<b>SYS Revenue to Occupancy</b>	<b>2%</b>												<b>2%</b>

**System ADR higher than Direct ADR**

**System Delivery and Direct Bookings Year-to-Year Comparison**
**Crown Inn Winterville**

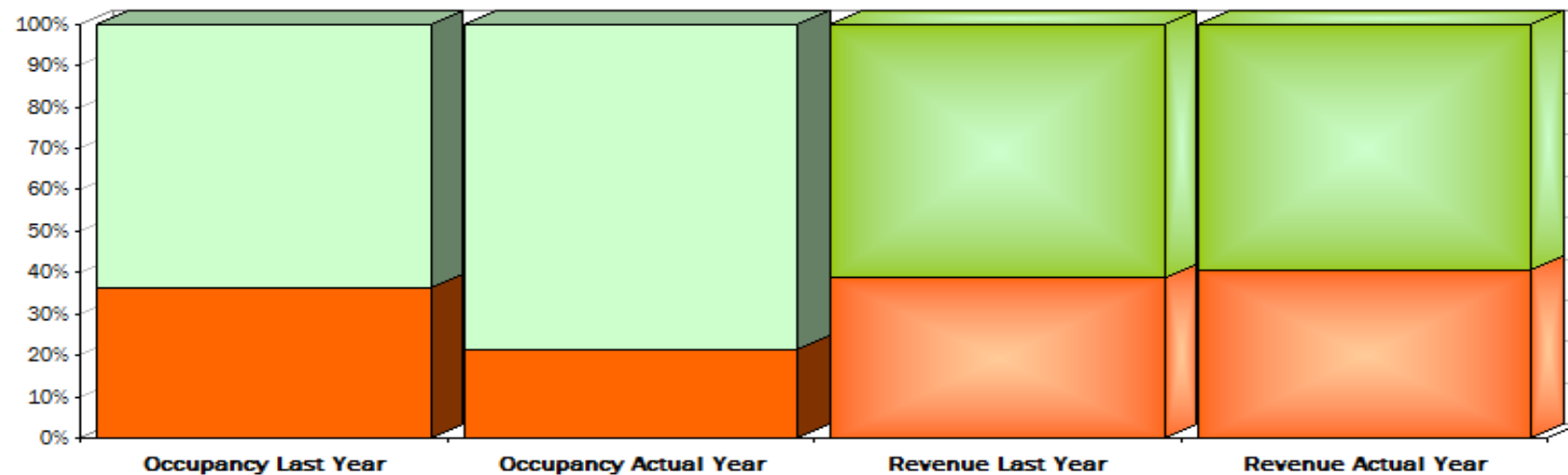
 Year: **2025**

	Occupancy Last Year	Occupancy Actual Year	Revenue Last Year	Revenue Actual Year
<b>System</b>	36%	21%	39%	41%
<b>Direct</b>	64%	79%	61%	59%

<b>Actual to Last Year</b>	<b>System</b>	<b>-15%</b>	<b>2%</b>
----------------------------	---------------	-------------	-----------

**System Occ sinking**
**System revenue rising**

<b>Revenue to Occupancy</b>	<b>System</b>	<b>Last Year</b>	<b>2%</b>	<b>Actual Year</b>	<b>19%</b>
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**System ADR higher than Direct ADR**


**Systems / TPI / Direct Bookings**

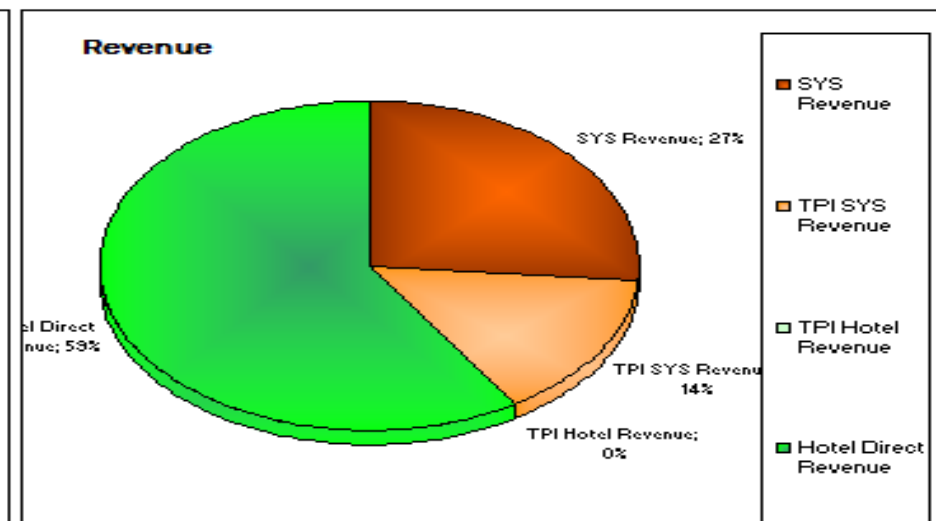
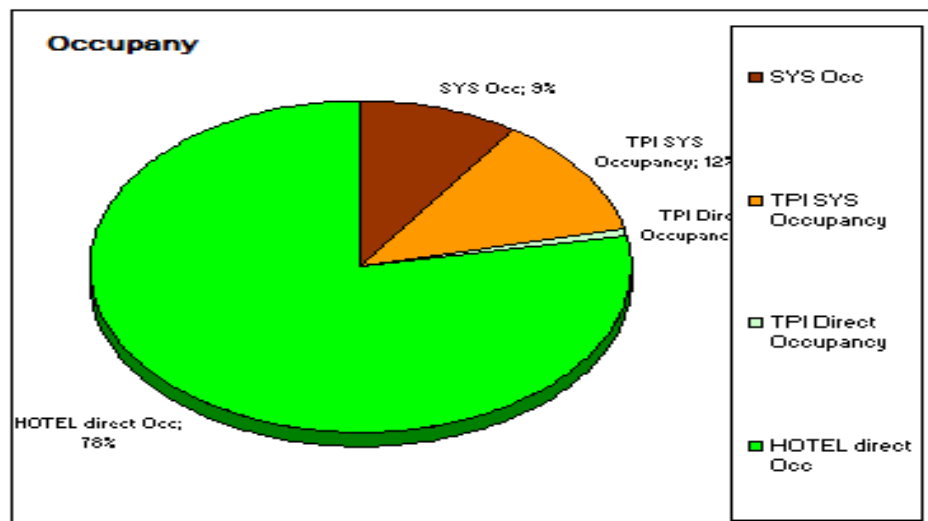
Year: 2025

**Crown Inn Winterville**

	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25	Total
SYS Occ	<b>9%</b>												<b>9%</b>
TPI SYS Occupancy	<b>12%</b>												<b>12%</b>
TPI Direct Occupancy	1%												1%
HOTEL direct Occ	78%												78%
SYS Revenue	<b>27%</b>												<b>27%</b>
TPI SYS Revenue	<b>14%</b>												<b>14%</b>
TPI Hotel Revenue	0%												0%
Hotel Direct Revenue	59%												59%

**Revenue to Occupancy: the higher the percentage the higher the ADR in that segment - and vice versa**

<b>SYS</b>	<b>17%</b>												<b>17%</b>
<b>TPI SYS</b>	<b>2%</b>												<b>2%</b>
<b>TPI HOTEL</b>	<b>-1%</b>												<b>-1%</b>
<b>HOTEL</b>	<b>-19%</b>												<b>-19%</b>



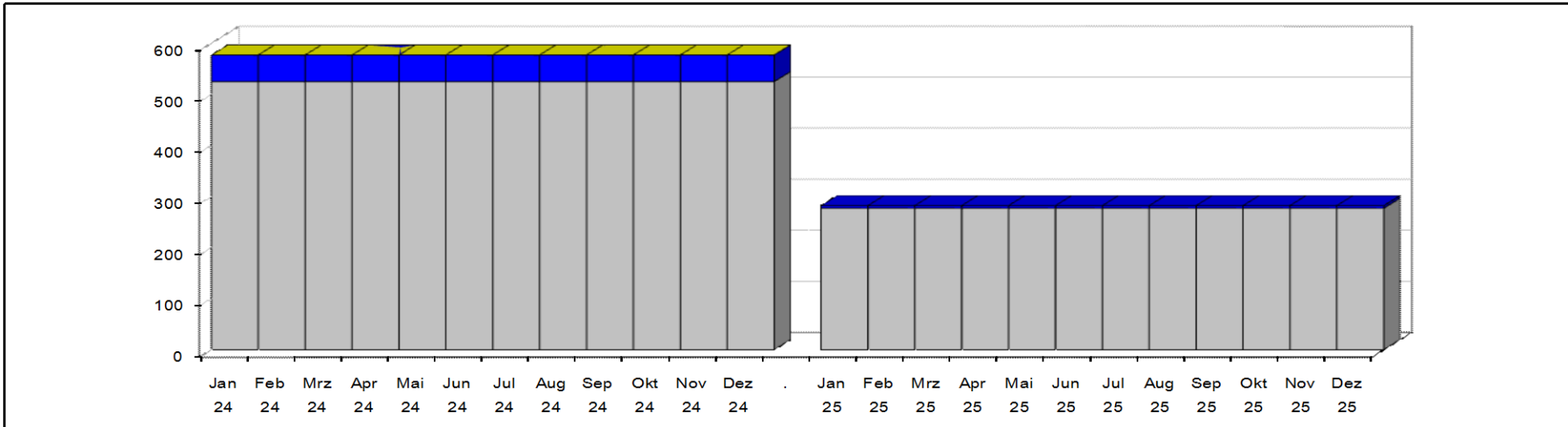
Enter " 1 " in the yellow column for each booking channel or channels you want to check!

### Interactive Survey bookings year-to-year

### Crown Inn Winterville

Year: 2025

	Jan 24	Feb 24	Mrz 24	Apr 24	Mai 24	Jun 24	Jul 24	Aug 24	Sep 24	Okt 24	Nov 24	Dez 24	Jan 25	Feb 25	Mrz 25	####	####	####	Jul 25	####	Sep 25	Okt 25	Nov 25	####
System	1	525	525	525	525	525	525	525	525	525	525	525	277	277	277	277	277	277	277	277	277	277	277	277
HRS																								
Booking.com																								
Hotel.de																								
Hotelbeds																								
Travco																								
Tourico																								
Transhotel																								
Expedia																								
DERTOUR																								
Ameropa																								
TUI																								
Gullivers																								
Unister																								
Hotwire																								
MIKI																								
other TPI																								
conference																								
local corporate																								
long-stay	1	52	52	52	52	52	52	52	52	52	52	52	5	5	5	5	5	5	5	5	5	5	5	5
tourists																								
convention																								
other direct bookings																								



Enter " 1 " in the yellow column for each booking channel or channels you want to check!

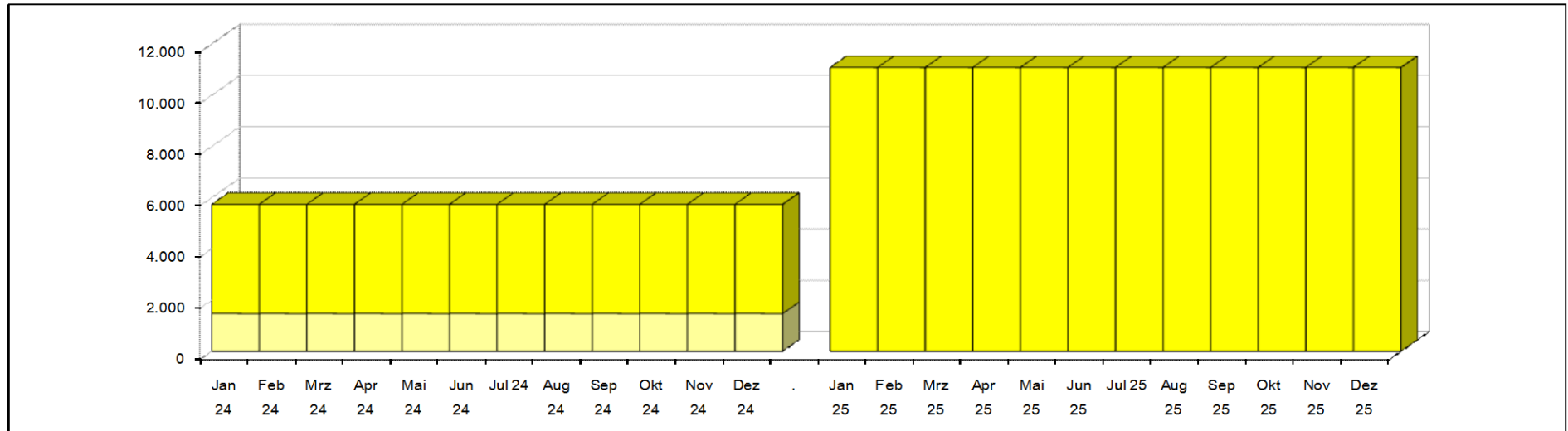
### Interactive Survey Total Revenue year-to-year

**Crown Inn Winterville**

Reporting currency: US \$

Year: 2025

	Jan 24	Feb 24	Mrz 24	Apr 24	Mai 24	Jun 24	Jul 24	Aug 24	Sep 24	Okt 24	Nov 24	Dez 24	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25
System																								
HRS																								
Booking.com																								
Hotel.de																								
Hotelbeds																								
Travco																								
Tourico																								
Transhotel																								
Expedia	1	1.473	1.473	1.473	1.473	1.473	1.473	1.473	1.473	1.473	1.473	1.473												
DERTOUR																								
Ameropa																								
TUI																								
Gullivers																								
Unister																								
Hotwire																								
MIK																								
other TPI																								
conference																								
local corporate																								
long-stay																								
tourists																								
convention																								
other direct book	1	4.267	4.267	4.267	4.267	4.267	4.267	4.267	4.267	4.267	4.267	4.267												
													11.084	11.084	11.084	11.084	11.084	11.084	11.084	11.084	11.084	11.084	11.084	





**Enter " 1 " in the yellow column for each booking channel or channels you want to check!**

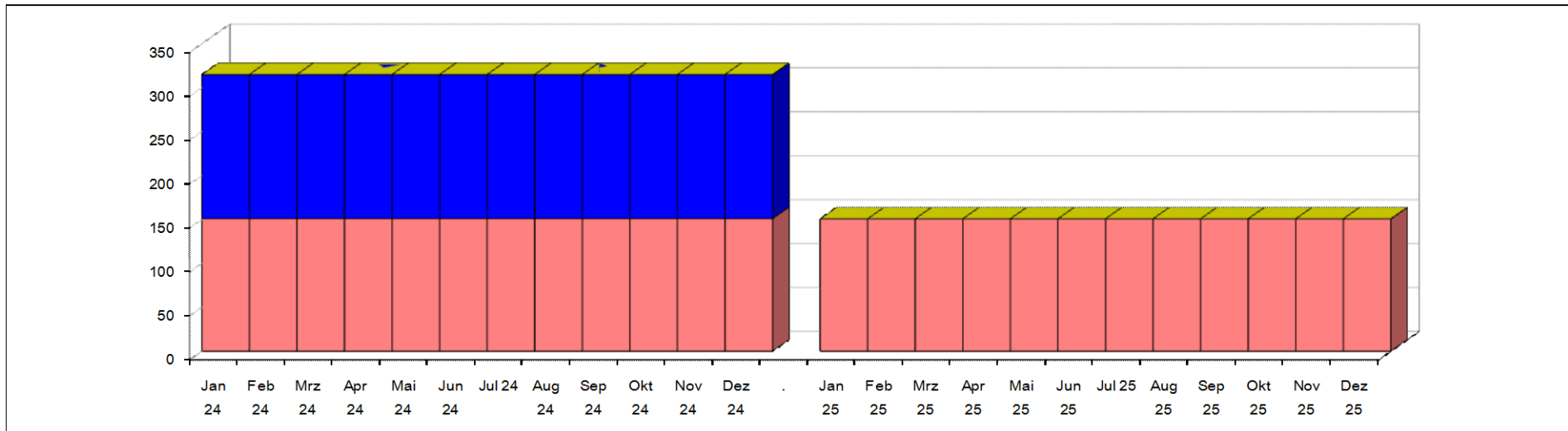
### Interactive Survey Average Daily Rate year-to-year

**Crown Inn Winterville**

Reporting currency: US \$

Year: 2025

System	1	Jan 24	Feb 24	Mrz 24	Apr 24	Mai 24	Jun 24	Jul 24	Aug 24	Sep 24	Okt 24	Nov 24	Dez 24	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25	
HRS	1	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	151	
Booking.com																										
Hotel.de																										
Hotelbeds																										
Travco																										
Tourico																										
Transhotel																										
Expedia																										
DERTOUR																										
Ameropa																										
TUI																										
Gullivers																										
Unister																										
Hotwire																										
MIK																										
other TPI																										
conference																										
local corporate																										
long-stay	1	164	164	164	164	164	164	164	164	164	164	164	164													
tourists																										
convention																										
other direct bookings																										



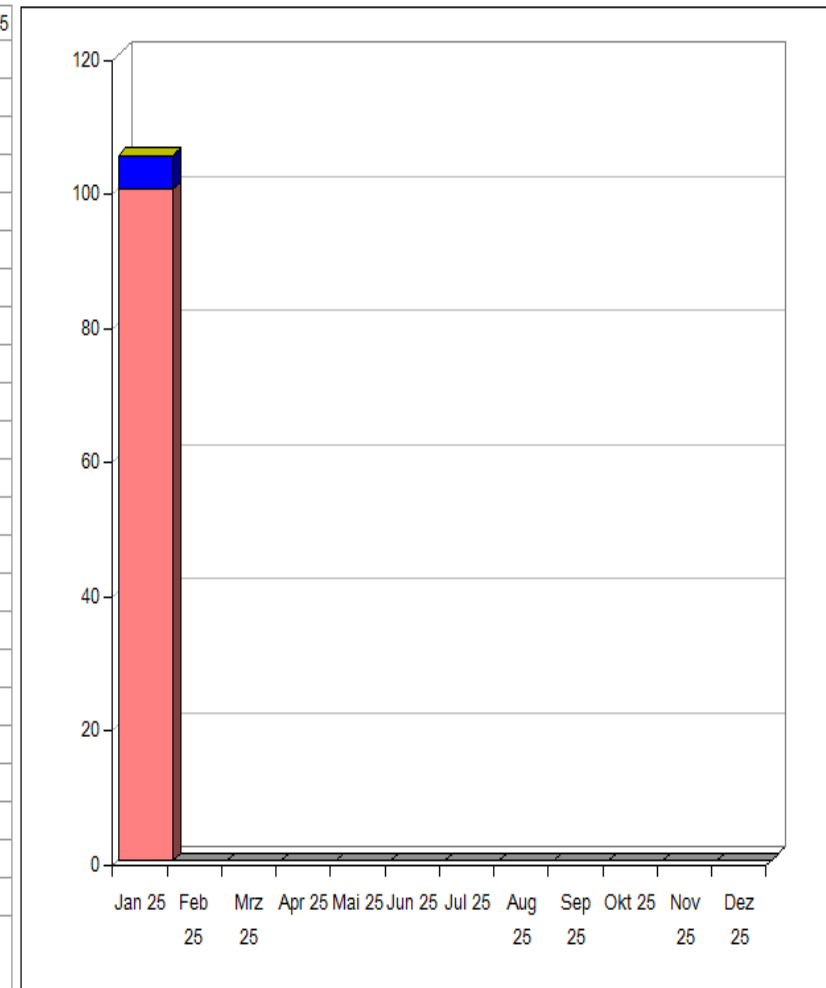
Enter " 1 " in the yellow column for each booking channel or channels you want to check!

### Interactive Survey Bookings per month

Crown Inn Winterville

Year: 2025

		Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25
System													
HRS	1	100											
Booking.com													
Hotel.de													
Hotelbeds													
Travco													
Tourico													
Transhotel													
Expedia	1												
DERTOUR													
Ameropa													
TUI													
Gullivers													
Unister													
Hotwire													
MIKI													
other TPI													
conference													
local corporate													
long-stay	1	5											
tourists													
convention													
other direct bookings													
<b>TOTAL</b>		105											



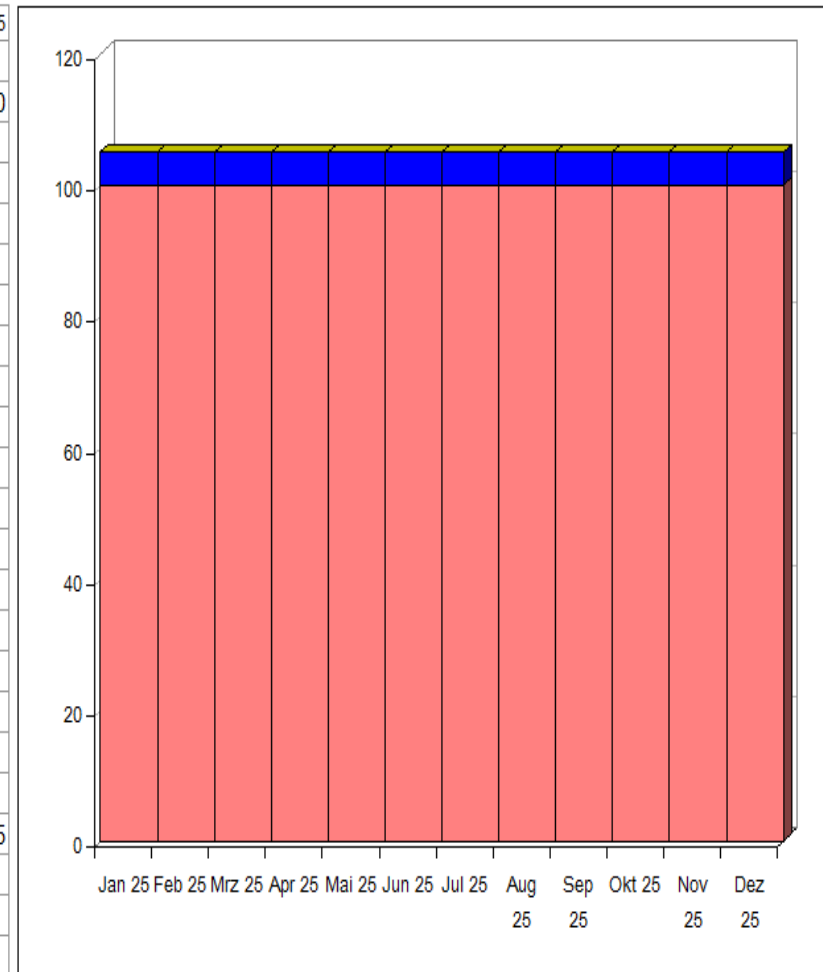
**Enter " 1 " in the yellow column for each booking channel or channels you want to check!**

### Interactive Survey Bookings Year-to-date

### Crown Inn Winterville

Year: 2025

		Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25
System													
HRS	1	100	100	100	100	100	100	100	100	100	100	100	100
Booking.com													
Hotel.de													
Hotelbeds													
Travco													
Tourico													
Transhotel													
Expedia	1												
DERTOUR													
Ameropa													
TUI													
Gullivers													
Unister													
Hotwire													
MIKI													
other TPI													
conference													
local corporate													
long-stay	1	5	5	5	5	5	5	5	5	5	5	5	5
tourists													
convention													
other direct bookings													



Enter " 1 " in the yellow column for each booking channel or channels you want to check!

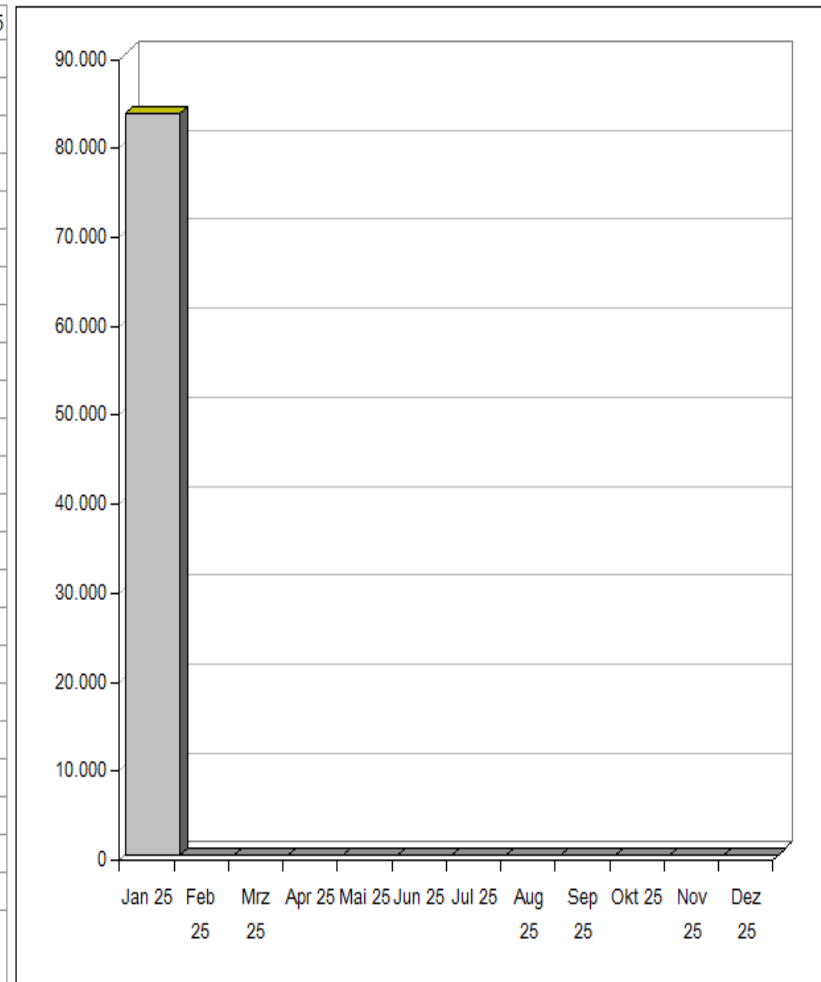
### Interactive Survey Revenue per month

Crown Inn Winterville

Reporting currency: US \$

Year: 2025

		Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25
System	1	83.365											
HRS													
Booking.com													
Hotel.de													
Hotelbeds													
Travco													
Tourico													
Transhotel													
Expedia	1												
DERTOUR													
Ameropa													
TUI													
Gullivers													
Unister													
Hotwire													
MIKI													
other TPI													
conference													
local corporate													
long-stay	1												
tourists													
convention													
other direct bookings													
<b>TOTAL</b>		83.365											



Enter " 1 " in the yellow column for each booking channel or channels you want to check!

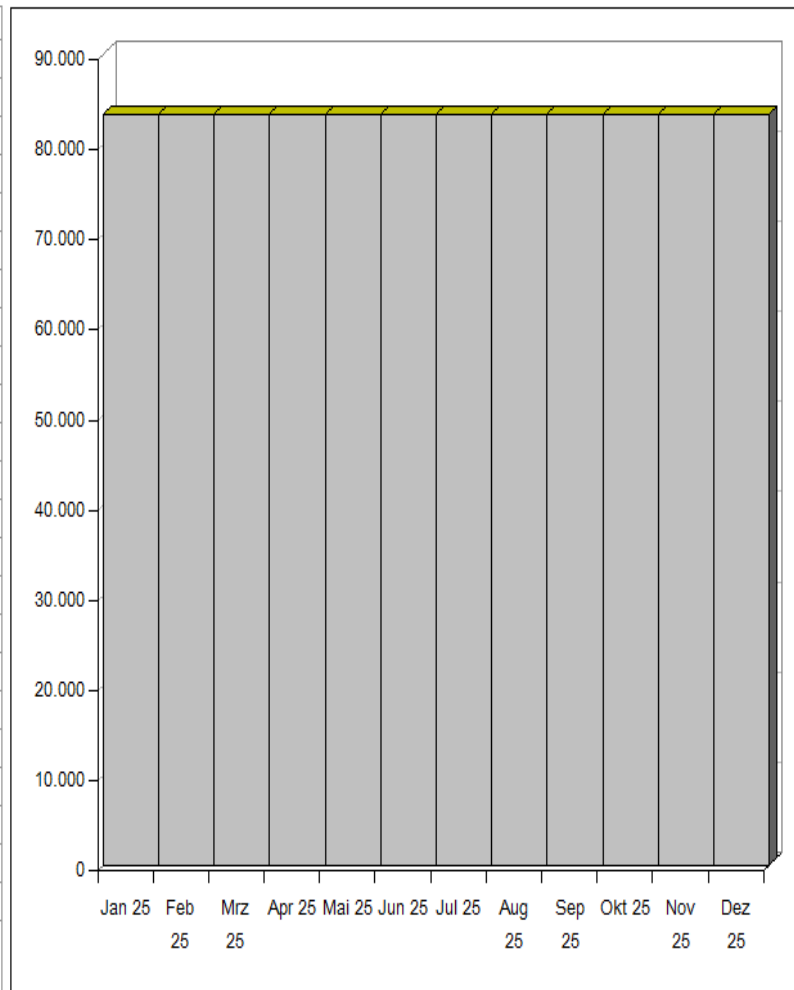
## Interactive Survey Revenue year-to-date

Crown Inn Winterville

Reporting currency: US \$

Year: 2025

		Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25
System	1	83.365	83.365	83.365	83.365	83.365	83.365	83.365	83.365	83.365	83.365	83.365	83.365
HRS													
Booking.com													
Hotel.de													
Hotelbeds													
Travco													
Tourico													
Transhotel													
Expedia	1												
DERTOUR													
Ameropa													
TUI													
Gullivers													
Unister													
Hotwire													
MIKI													
other TPI													
conference													
local corporate													
long-stay	1												
tourists													
convention													
other direct bookings													
<b>TOTAL</b>		83.365	83.365	83.365	83.365	83.365	83.365	83.365	83.365	83.365	83.365	83.365	83.365



Enter " 1 " in the yellow column for each booking channel or channels you want to check

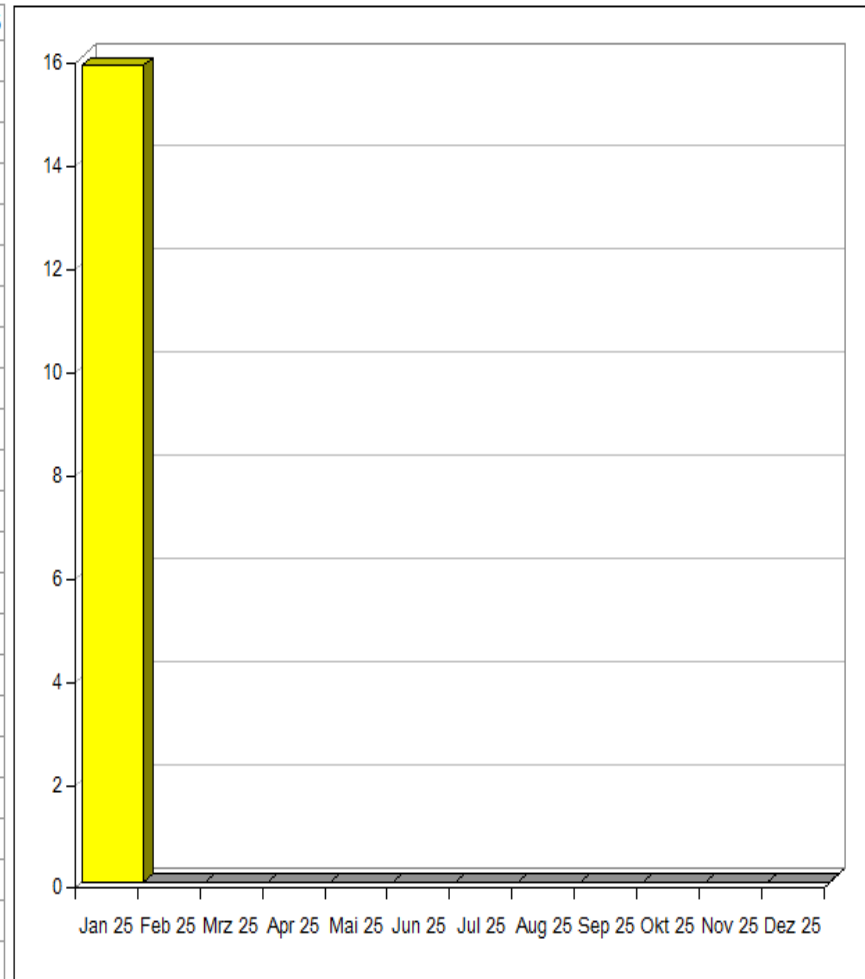
### Interactive Survey Average Daily Rate per month

Crown Inn Winterville

Reporting currency: US \$

Year: 2025

	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25
System												
HRS												
Booking.com												
Hotel.de	1											
Hotelbeds												
Travco												
Tourico												
Transhotel												
Expedia	1											
DERTOUR												
Ameropa												
TUI												
Gullivers												
Unister												
Hotwire												
MIKI												
other TPI												
conference												
local corporate												
long-stay	1											
tourists												
convention												
other direct boo	1	16										



**Enter " 1 " in the yellow column for each booking channel or channels you want to check!**

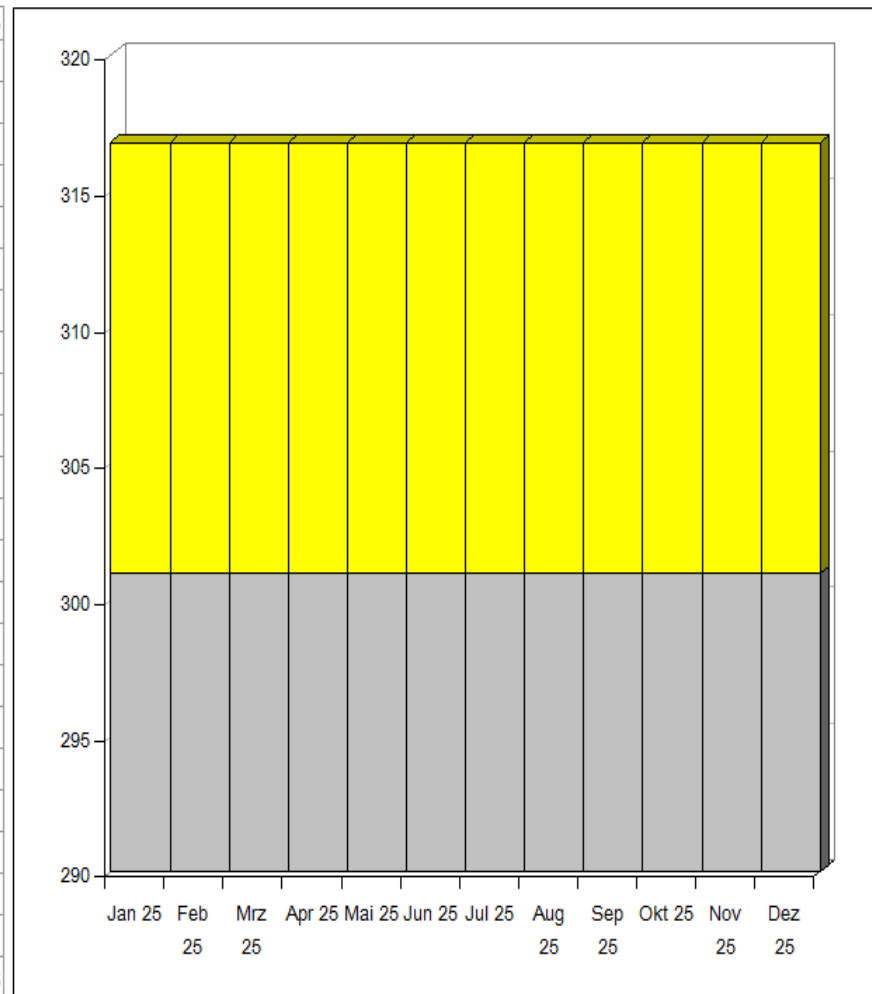
### Interactive Survey Average Daily Rate year-to-date

**Crown Inn Winterville**

Reporting currency: US \$

Year: 2025

		Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25
System	1	301	301	301	301	301	301	301	301	301	301	301	301
HRS													
Booking.com													
Hotel.de	1												
Hotelbeds													
Travco													
Tourico													
Transhotel													
Expedia	1												
DERTOUR													
Ameropa													
TUI													
Gullivers													
Unister													
Hotwire													
MIKI													
other TPI													
conference													
local corporate													
long-stay	1												
tourists													
convention													
other direct boo	1	16	16	16	16	16	16	16	16	16	16	16	16

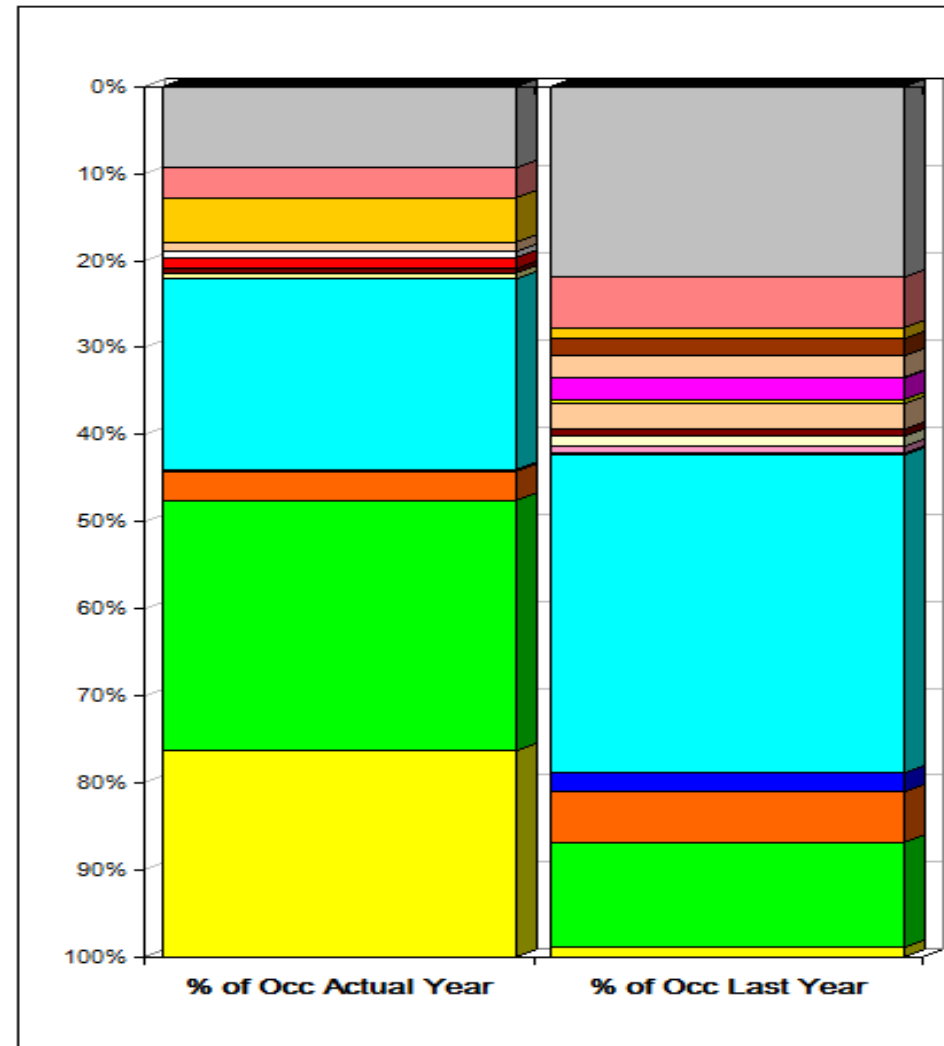


### Survey Bookings year-to-date in % of Occupancy

Crown Inn Winterville

Year: 2025

	% of Occ Actual Year	% of Occ Last Year
System	6%	11%
HRS	2%	3%
Booking.com	3%	1%
Hotel.de		1%
Hotelbeds	1%	1%
Travco	0%	0%
Tourico	1%	
Transhotel		1%
Expedia		0%
DERTOUR		2%
Ameropa		
TUI	0%	0%
Gullivers		1%
Unister		
Hotwire		
MIKI		0%
other TPI	0%	
conference		0%
local corporate	14%	19%
long-stay	0%	1%
tourists	2%	3%
convention	18%	6%
other direct bookings	15%	1%
<b>TOTAL</b>	<b>63%</b>	<b>51%</b>





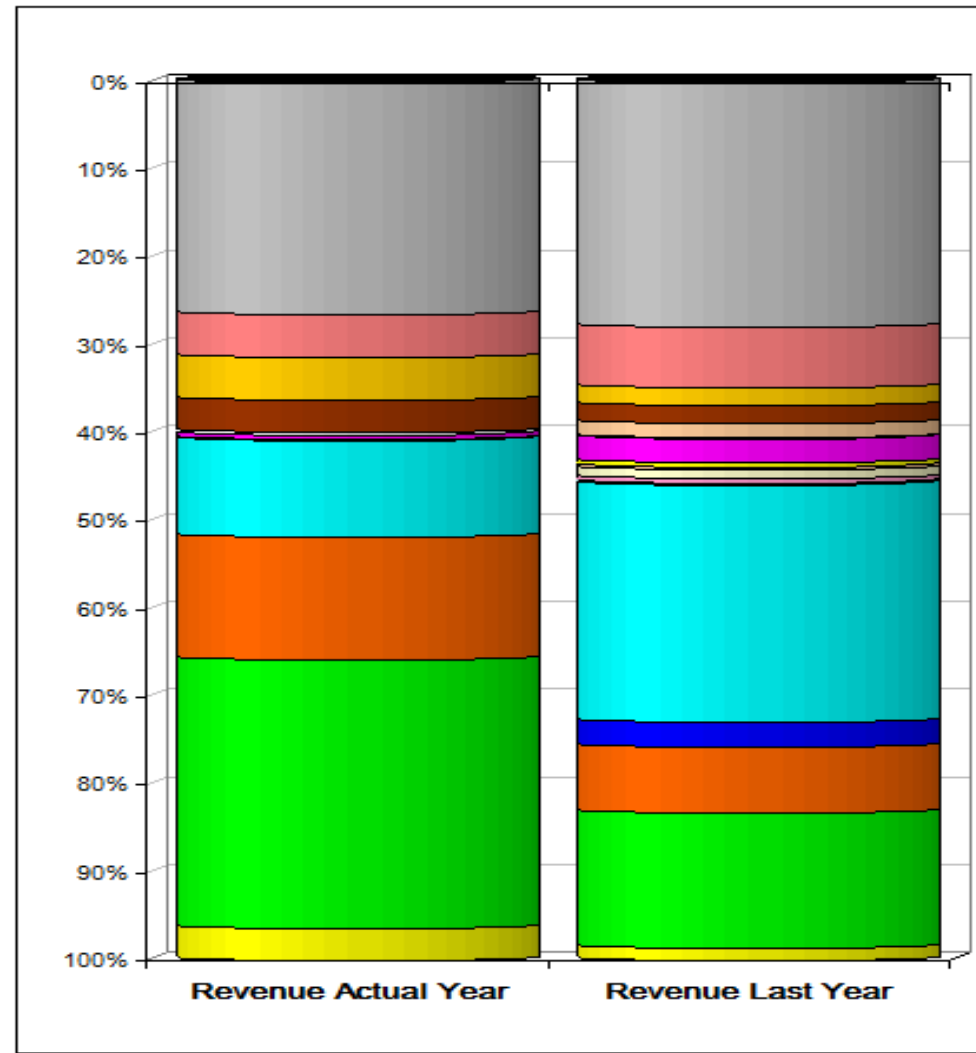
### Survey Revenue Actual and Last Year

Crown Inn Winterville

Reporting currency: US \$

Year: 2025

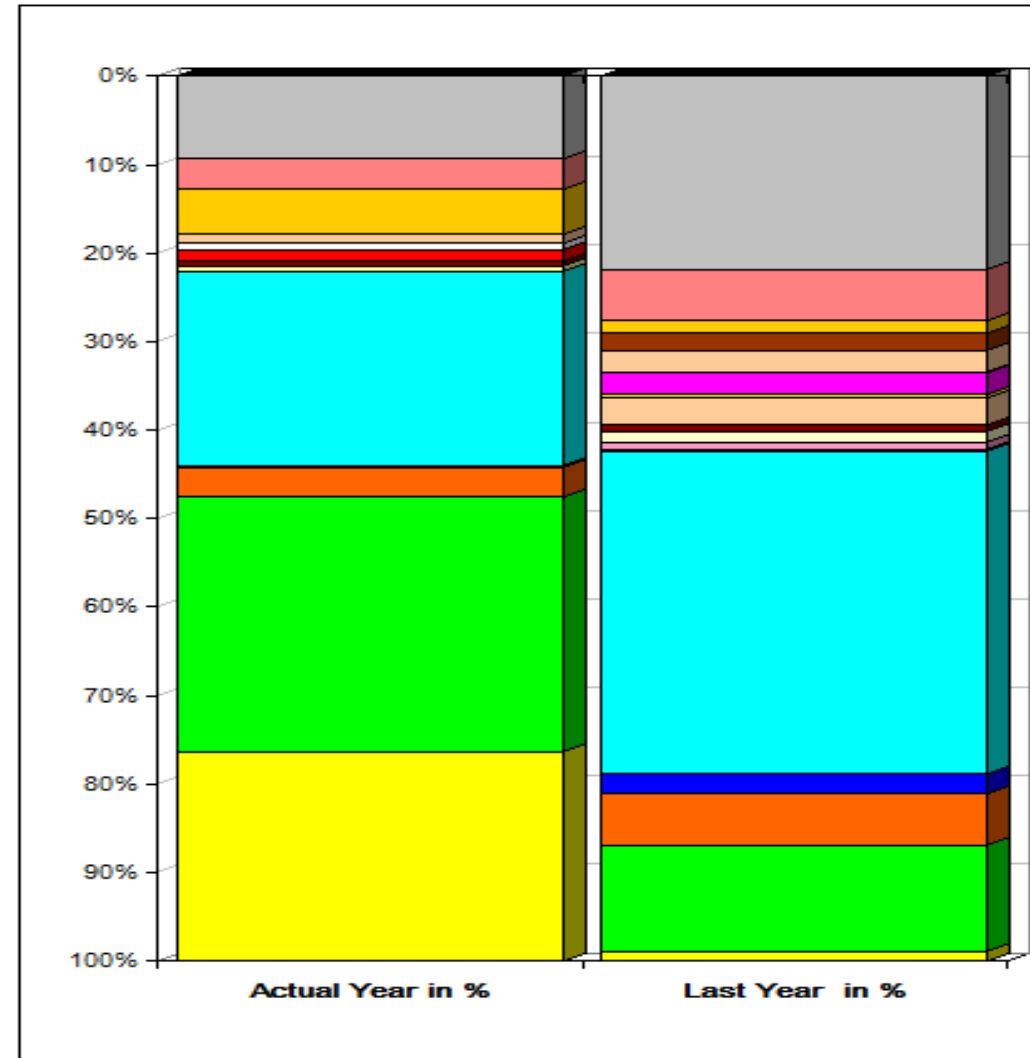
	Revenue Actual Year	Revenue Last Year
<b>System</b>	83.365	85.601
<b>HRS</b>	15.074	21.157
<b>Booking.com</b>	15.538	5.943
<b>Hotel.de</b>	11.439	6.444
<b>Hotelbeds</b>		4.808
<b>Travco</b>	697	278
<b>Tourico</b>		
<b>Transhotel</b>	1.802	8.454
<b>Expedia</b>		1.473
<b>DERTOUR</b>		851
<b>Ameropa</b>		
<b>TUI</b>	100	128
<b>Gullivers</b>		2.965
<b>Unister</b>		
<b>Hotwire</b>		
<b>MIKI</b>		1.684
<b>other TPI</b>	106	
<b>conference</b>		584
<b>local corporate</b>	34.665	82.998
<b>long-stay</b>		8.525
<b>tourists</b>	44.135	22.953
<b>convention</b>	96.340	47.382
<b>other direct bookings</b>	11.084	4.267
<b>TOTAL</b>	<b>314.346</b>	<b>306.495</b>



**Survey Bookings in %**
**Crown Inn Winterville**

Year: 2025

	Actual Year in %	Last Year in %
<b>System</b>	9%	22%
<b>HRS</b>	3%	6%
<b>Booking.com</b>	5%	1%
<b>Hotel.de</b>		2%
<b>Hotelbeds</b>	1%	2%
<b>Travco</b>	1%	0%
<b>Tourico</b>	1%	
<b>Transhotel</b>		2%
<b>Expedia</b>		0%
<b>DERTOUR</b>		3%
<b>Ameropa</b>		
<b>TUI</b>	1%	1%
<b>Gullivers</b>		1%
<b>Unister</b>		
<b>Hotwire</b>		
<b>MIKI</b>		1%
<b>other TPI</b>	1%	
<b>conference</b>		0%
<b>local corporate</b>	22%	37%
<b>long-stay</b>	0%	2%
<b>tourists</b>	3%	6%
<b>convention</b>	29%	12%
<b>other direct bookings</b>	24%	1%
<b>TOTAL</b>	100%	100%

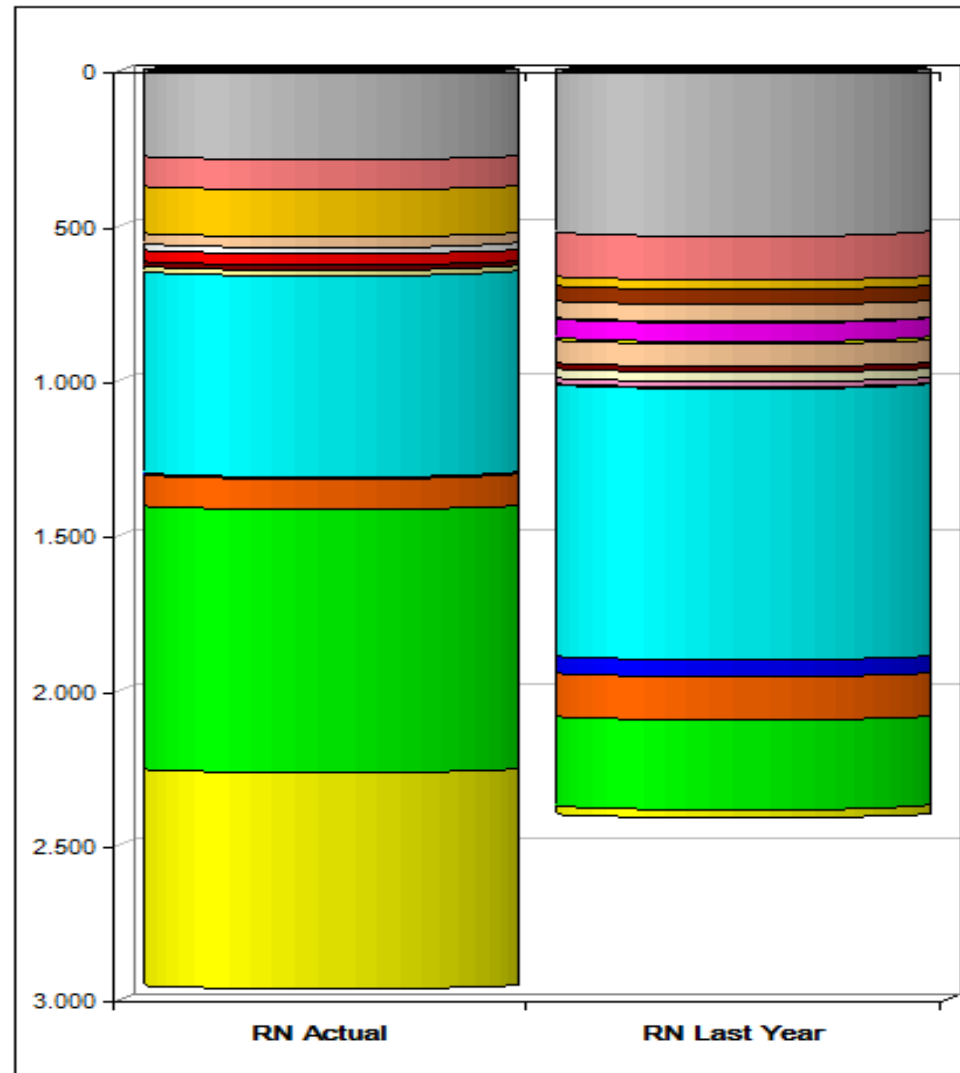


### Survey Bookings (Roomnights) Actual and Last Year

Crown Inn Winterville

Year: 2025

	RN Actual	RN Last Year
System	277	525
HRS	100	140
Booking.com	150	32
Hotel.de		47
Hotelbeds	33	58
Travco	20	2
Tourico	37	
Transhotel		60
Expedia		11
DERTOUR		71
Ameropa		
TUI	17	18
Gullivers		29
Unister		
Hotwire		
MIKI		19
other TPI	18	
conference		5
local corporate	650	878
long-stay	5	52
tourists	100	140
convention	850	289
other direct bookings	700	26
<b>TOTAL</b>	<b>2.957</b>	<b>2.402</b>



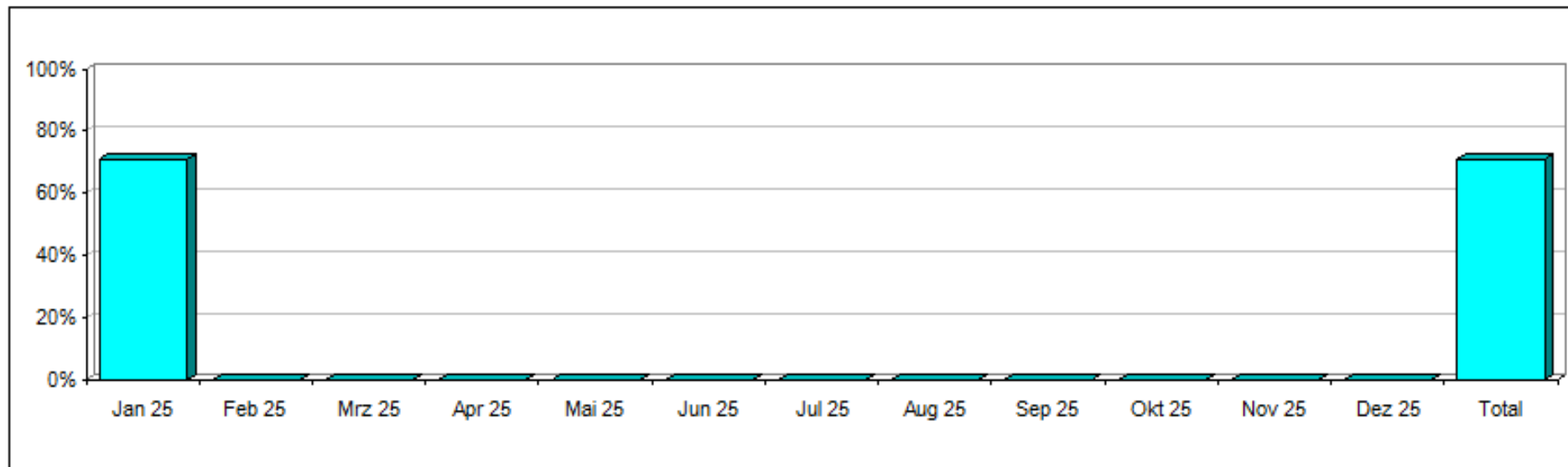
**System Revenue vs. System Costs**

Year: 2025

Crown Inn Winterville

Reporting currency: US \$

	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25	Total	per room
Revenue Systems	128.016												128.016	842
Cost Systems	36.995												36.995	243
Margin Systems	91.021												91.021	599
<b>Margin Systems %</b>	<b>71%</b>												<b>71%</b>	



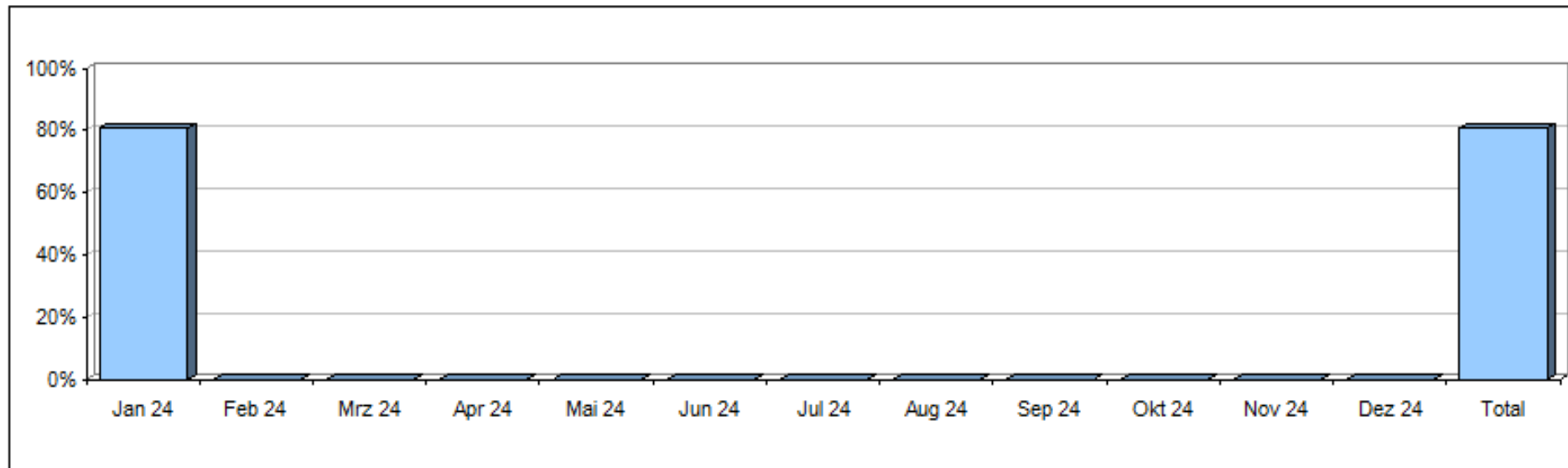
**System Revenue vs. System Costs LAST YEAR**

Year: 2024

Crown Inn Winterville

Reporting currency: US \$

	Jan 24	Feb 24	Mrz 24	Apr 24	Mai 24	Jun 24	Jul 24	Aug 24	Sep 24	Okt 24	Nov 24	Dez 24	Total	per room
Revenue Systems	118.630												118.630	780
Cost Systems	22.785												22.785	150
Margin Systems	95.845												95.845	631
<b>Margin Systems %</b>	<b>81%</b>												<b>81%</b>	



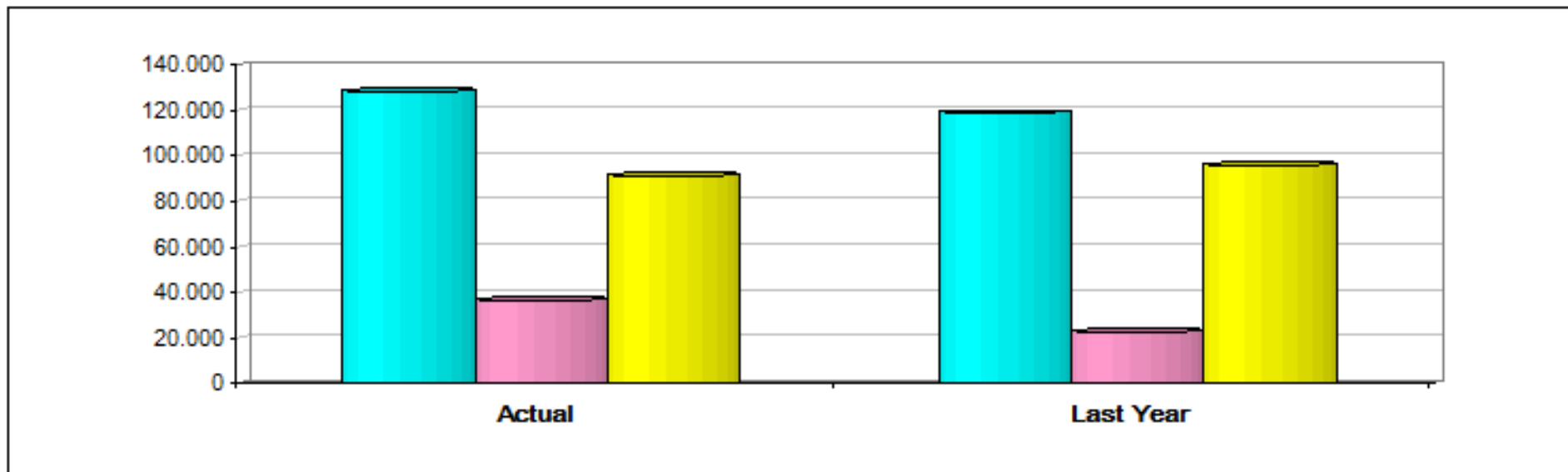
## System Revenue & Costs Year-to-Year Comparison

**Crown Inn Winterville**

Reporting currency: US \$

Year: 2025

	Actual	Last Year	Variance	Trend
<b>Revenue Systems</b>	128.016	118.630	9.386	▲
<b>System Expenses</b>	36.995	22.785	14.210	▼
<b>Margin Systems</b>	91.021	95.845	-4.824	▼
<b>Margin Systems %</b>	<b>71%</b>	<b>81%</b>	<b>-10%</b>	▼



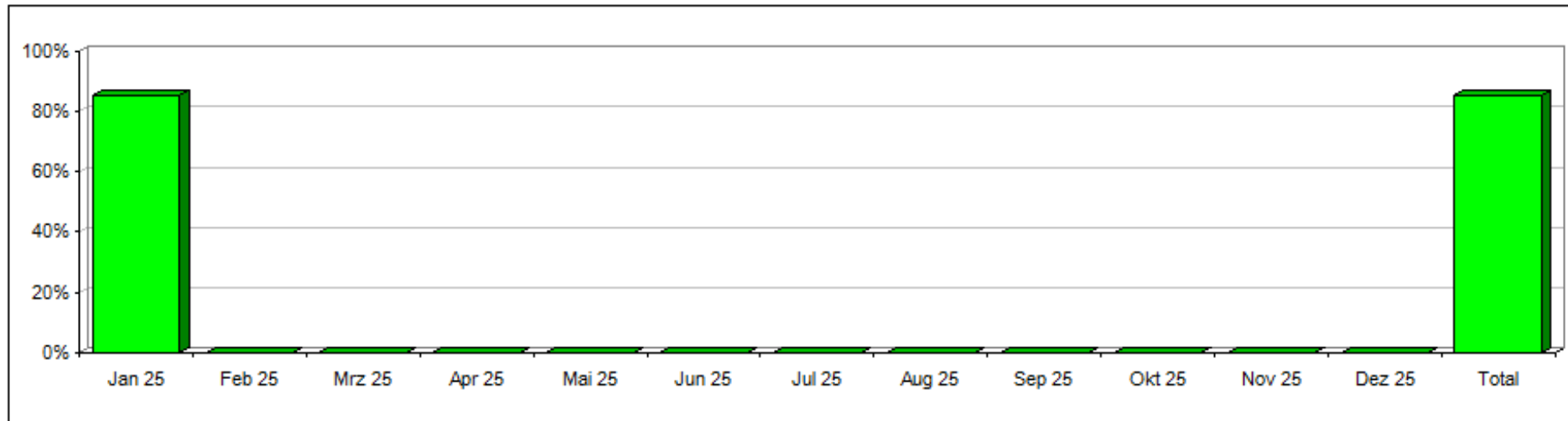
**Cost of Sales**

Year: 2025

**Crown Inn Winterville**

Reporting currency: US \$

	Jan 25	Feb 25	Mrz 25	Apr 25	Mai 25	Jun 25	Jul 25	Aug 25	Sep 25	Okt 25	Nov 25	Dez 25	Total	per room
Revenue	314.346	0	0	0	0	0	0	0	0	0	0	0	314.346	<b>2.068</b>
Franchise Fees or similar	36.995	0	0	0	0	0	0	0	0	0	0	0	36.995	<b>243</b>
Agent fees	5.487	0	0	0	0	0	0	0	0	0	0	0	5.487	<b>36</b>
other system expenses	3.244	0	0	0	0	0	0	0	0	0	0	0	3.244	<b>21</b>
Gross Margin	268.620	0	0	0	0	0	0	0	0	0	0	0	268.620	<b>1.767</b>
<b>Gross Margin %</b>	<b>85%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>85%</b>	



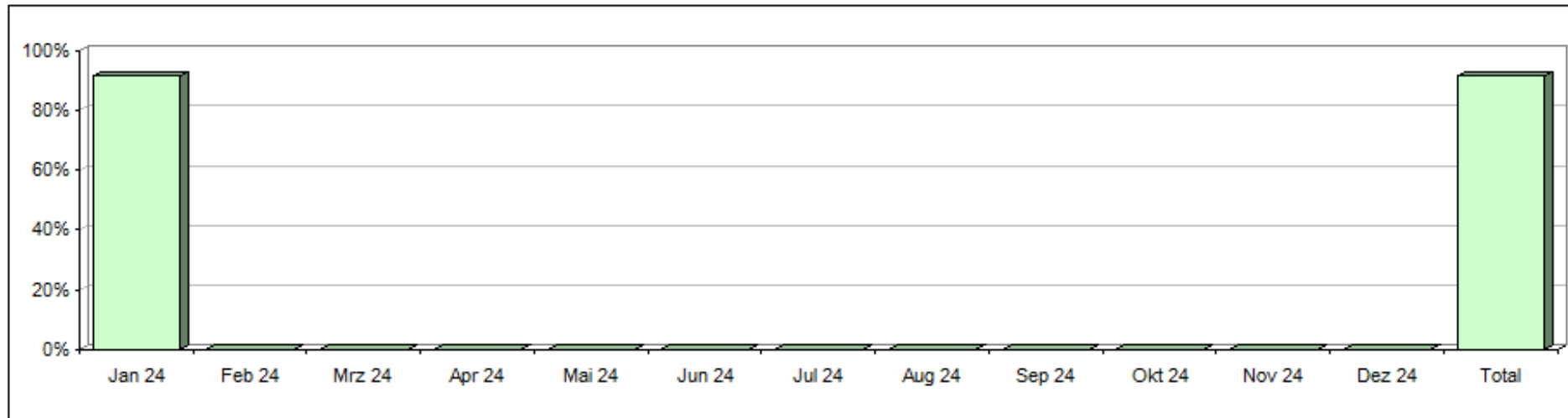
**Cost of Sales LAST YEAR**

Year: 2024

**Crown Inn Winterville**

Reporting currency: US \$

	Jan 24	Feb 24	Mrz 24	Apr 24	Mai 24	Jun 24	Jul 24	Aug 24	Sep 24	Okt 24	Nov 24	Dez 24	Total	per room
Revenue	306.496	0	0	0	0	0	0	0	0	0	0	0	306.496	<b>2.016</b>
Franchise Fees or similar	22.785	0	0	0	0	0	0	0	0	0	0	0	22.785	<b>150</b>
Agent fees	3.135	0	0	0	0	0	0	0	0	0	0	0	3.135	<b>21</b>
other system expenses	0	0	0	0	0	0	0	0	0	0	0	0	0	<b>0</b>
Gross Margin	280.575	0	0	0	0	0	0	0	0	0	0	0	280.575	<b>1.846</b>
<b>Gross Margin %</b>	<b>92%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>92%</b>	





**Cost of Sales Year-to-Year Comparison**
**Crown Inn Winterville**

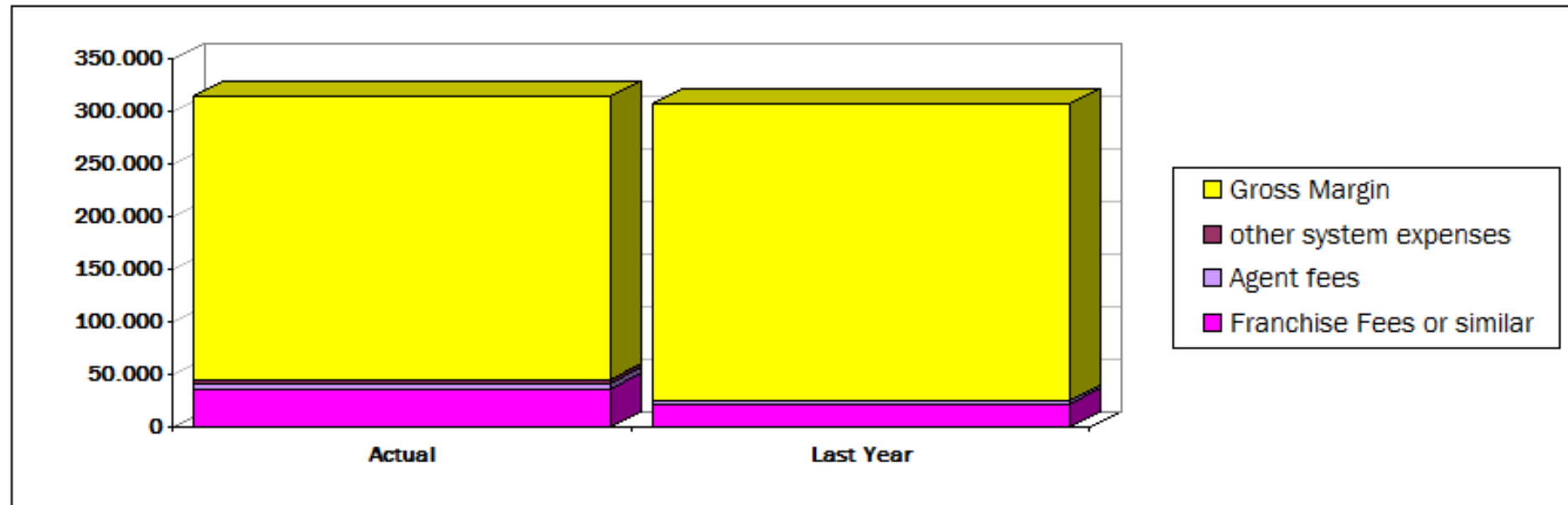
Reporting currency:

US \$

Year:

2025

	Actual	Last Year	Variance	Actual %	Last Year %	Variance
<b>Revenue</b>	314.346	306.496	7.850	100%	100%	▲
<b>Franchise Fees or similar</b>	36.995	22.785	14.210	11,8%	7,4%	▼
<b>Agent fees</b>	5.487	3.135	2.352	1,7%	1,0%	▼
<b>other system expenses</b>	3.244		3.244	1,0%		▼
<b>Gross Margin</b>	268.620	280.575	-11.955	<b>85%</b>	<b>92%</b>	▼



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