



HOTEL MANAGEMENT CONSULTANCY ENROLLMENT FORM

PERSONAL ASSESSMENT OF HOTEL /PERSONNEL

1. Briefly describe your hotel: Is it independent or nationally franchised? (If franchised, provide franchise name & # of remaining years in franchise agreement.) Number of rooms? Full service or limited/select service? Hotel rating ("stars")? Guest rating (stars) on TripAdvisor? List major amenities (banquet/meeting rooms; pool; fitness center; restaurant/bar, business center; etc). Do you have a hotel management software program? Do you have your own website & online booking capability (in addition to any such capability provided via a franchise)? *(Feel free to attach an additional sheet if you want to expand on this information.)*

2. Briefly describe your hotel's performance in your market? Occupancy? ADR? RevPAR? How does you hotel compare to the competitive set? *(Please attach recent monthly STR Report.) In the last year, has the performance of your property improved, declined, remained stable?*

3. Provide a summary of the makeup of your staff: Do you have a general manager in addition to yourself? Full-time marketing person? # of housekeepers? Maintenance, laundry, landscaping & "houseman" personnel in addition to housekeepers? Breakfast &/or F&B staff? Are you or any other staff certificated/diploma'd in hospitality/tourism/F&B services?

4. What is your “Trailing Twelve” Gross Rooms Revenue, Total Revenue, Net Operating Income (adding back mtg interest & depreciation)

5. Briefly describe 3 Major Goals you are working toward and would like to achieve for your hotel:

#1: _____

#2: _____

#3: _____

6. Describe 3 major challenges that your hotel faces right now that prevents you from achieving your hotel’s goals, objectives and performance within your specific market.

#1: _____

#2: _____

#3: _____

7. What are doing to market your property & what is your marketing budget? What have your done, of planned to do, to increase your revenues to costs ratio? Please share what is working for you and also not working?

8. What else do you think would be helpful for us to know?

Name: _____ Hotel Name: _____

Property Address: _____

E-Mail: _____ Phone: _____