

## Toronto

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## Vancouver

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## TRENDS IN THE HOTEL INDUSTRY NATIONAL MARKET REPORT

### ENROLMENT PACKAGE FOR PARTICIPATING PROPERTIES

After enrolment, participation in the TRENDS program requires five minutes or less a month. To start, please complete this enrolment package as indicated below:

- ❖ **TRENDS Information Form:** This form requests certain specific information that will be used to classify your property within the program and to provide certain data for special TRENDS statistical studies or for extra editions.
- ❖ **Monthly Data Sheet:** Please complete the monthly data sheet for each month of the current year to date with the statistics for both this year and last year. This data is normally available from your end of the month daily report. If the data is not available for each category, please provide your best estimate and mark it: "E". Where revenues are requested, please list only whole numbers, do not bother with cents.
- ❖ Please return the enrolment package (including both the information form and applicable monthly data form), and retain a copy for your records.
- ❖ We have also enclosed a data form for the following month. After enrolment, we will send you the remaining sheets. We would be most appreciative if you would fill out the requested forms and return them promptly. If you prefer, you may call, fax or email the data to us.

***ALL TRENDS CONTRIBUTIONS ARE STRICTLY CONFIDENTIAL***

***AND ARE ONLY PUBLISHED AS COMPOSITE AVERAGES***

## TRENDS INFORMATION FORM

*(Please type or print)*

Property: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/Province/Postal Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Manager: \_\_\_\_\_

If you wish to have the monthly questionnaire sent directly to the accounting department, or some other staff member, please indicate below:

### MONTHLY TRENDS CONTACT

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

*Address (if different from property address):*

\_\_\_\_\_

\_\_\_\_\_

## TRENDS INFORMATION FORM

### ROOMS

Year Opened: \_\_\_\_\_

Original Number of Rooms: \_\_\_\_\_

Current Number of Rooms: \_\_\_\_\_

#### **Additions:**

Year	No. of Rooms
_____	_____
_____	_____

Chain Affiliation: \_\_\_\_\_

Management Company: \_\_\_\_\_

Months of Operation: \_\_\_\_\_ to \_\_\_\_\_  
*month month*

### FOOD AND BEVERAGE OUTLETS

Name Food Outlet	No. Seats	Name Beverage Outlet	No. Seats
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

### BANQUET / MEETING SPACE

Total Square Footage: \_\_\_\_\_ Total Number of Meeting Rooms: \_\_\_\_\_

Largest Meeting Room: \_\_\_\_\_ sq. ft Maximum Banquet Capacity: \_\_\_\_\_

*(please record the total number of seats for food and beverage service)*

### ESTIMATED ROOM BUSINESS MIX

Year: \_\_\_\_\_

#### **Segment**

Corporate/Commercial

Group

Leisure/Tourist

Government/Other

**TOTAL**

#### **Ratio to Total**

\_\_\_\_\_ % (individual business persons)

\_\_\_\_\_ % (meetings, conferences, conventions, sports teams)

\_\_\_\_\_ % (tourists, families, tour groups)

\_\_\_\_\_ %

**100.0%**