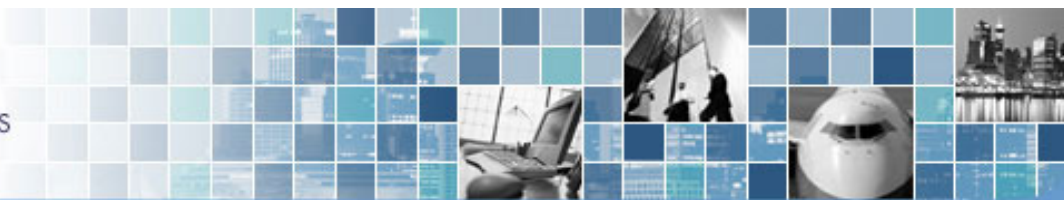


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MAXIMIZING PROFITABILITY
FROM ELECTRONIC CHANNELS



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[Revenue Mgr. Pace Analysis](#)

HotelligenceSM

FuturePACE

Prepared for: **THE PREMIERE HOTEL**

For Bookings Through: Saturday, April 02, 2005



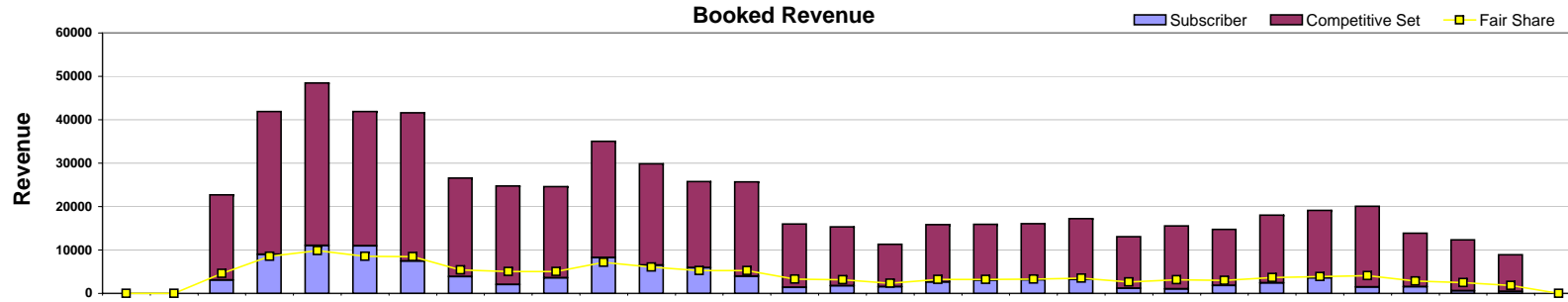
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(847) 969-0820
www.TravelCLICK.net

THE PREMIERE HOTEL

Stay Period: April

Booking Period: Current



April	Fri 1	Sat 2	Sun 3	Mon 4	Tue 5	Wed 6	Thu 7	Fri 8	Sat 9	Sun 10	Mon 11	Tue 12	Wed 13	Thu 14	Fri 15	Sat 16	Sun 17	Mon 18	Tue 19	Wed 20	Thu 21	Fri 22	Sat 23	Sun 24	Mon 25	Tue 26	Wed 27	Thu 28	Fri 29	Sat 30
--------------	-------	-------	-------	-------	-------	-------	-------	-------	-------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------

Revenue - Current																														TOTAL
Subscriber (EUR)	3,035	8,987	11,050	10,945	7,470	3,876	2,016	3,604	8,271	6,531	5,888	3,934	1,421	1,766	1,531	2,635	3,039	3,173	3,185	1,164	1,032	1,820	2,399	3,570	1,476	1,505	617	413	106,354	
Competitive Set (EUR)	19,663	32,898	37,388	30,969	34,114	22,730	22,716	21,022	26,776	23,301	19,885	21,777	14,580	13,551	9,786	13,223	12,877	12,871	14,059	11,923	14,483	12,916	15,646	15,588	18,585	12,378	11,706	8,493	525,903	
Market Penetration	66%	106%	112%	129%	88%	72%	40%	72%	116%	108%	113%	75%	44%	57%	67%	82%	94%	97%	91%	44%	33%	61%	65%	92%	36%	53%	25%	23%	83%	
1 Week Ago (Variance)																														VARIANCE
Subscriber (EUR)	752	3,426	4,443	4,283	2,326	401	(200)	1,219	3,435	2,431	2,414	2,599	655	590	1,013	1,753	1,334	1,599	1,472	930	593	1,640	1,251	1,772	846	875	437	233	44,522	
Competitive Set (EUR)	7,253	14,675	18,358	13,526	11,293	2,839	4,308	4,953	8,032	8,602	6,562	8,009	4,033	2,713	2,483	2,014	2,033	2,992	4,498	2,956	3,652	2,913	2,407	2,654	4,537	1,558	829	830	151,512	
Market Penetration	(11)	(9)	(15)	(8)	(2)	(1)	(13)	8	15	0	11	32	10	9	34	46	27	30	16	31	14	52	26	32	15	26	17	12	13	
Room Nights - Current																														TOTAL
Subscriber	14	42	49	47	32	16	8	16	37	29	26	17	6	8	7	13	16	16	17	6	5	9	11	16	7	7	3	2	482	
Competitive Set	77	138	163	136	147	86	82	74	105	92	81	93	56	51	35	53	49	49	54	43	51	48	55	56	62	41	40	31	2,048	
Market Penetration	76%	115%	114%	127%	88%	77%	44%	88%	131%	121%	121%	76%	48%	67%	82%	99%	125%	125%	121%	60%	44%	78%	82%	109%	50%	72%	34%	30%	94%	
1 Week Ago (Variance)																														VARIANCE
Subscriber	4	17	21	19	10	2	(1)	6	16	11	11	12	3	3	5	9	7	8	8	5	3	8	6	8	4	4	2	1	212	
CompetitiveSet	29	65	84	61	49	8	15	19	33	34	28	38	19	10	9	8	9	12	18	10	13	11	10	12	19	7	4	4	638	
Market Penetration	(9)	(11)	(15)	(7)	(2)	2	(15)	12	16	(0)	11	35	11	13	47	57	31	33	18	46	19	65	33	34	18	32	21	12	15	
Avg Daily Rate - Current																														AVERAGE
Subscriber (EUR)	217	214	226	233	233	242	252	225	224	225	226	231	237	221	219	203	190	198	187	194	206	202	218	223	211	215	206	206	217	
Competitive Set (EUR)	255	238	229	228	232	264	277	284	255	253	245	234	260	266	280	249	263	263	260	277	284	269	284	278	300	302	293	274	264	
Index	85%	90%	98%	102%	101%	92%	91%	79%	88%	89%	92%	99%	91%	83%	78%	81%	72%	76%	72%	70%	73%	75%	77%	80%	70%	71%	70%	75%	82%	
1 Week Ago (Variance)																														VARIANCE
Subscriber (EUR)	(12)	(8)	(10)	(5)	(0)	(6)	6	(13)	(7)	(3)	(5)	(36)	(18)	(14)	(40)	(18)	0	2	(3)	(40)	(13)	22	(11)	(2)	1	5	26	26	(6)	
Competitive Set (EUR)	(3)	(11)	(12)	(5)	(1)	9	2	(8)	(5)	(0)	(6)	(16)	(25)	1	(1)	0	(8)	(4)	(5)	6	(1)	(1)	(10)	(16)	(27)	(16)	(9)	(10)	(7)	
Index	(3)	1	0	(0)	0	(6)	1	(2)	(1)	(1)	0	(8)	1	(6)	(14)	(7)	2	2	0	(16)	(4)	9	(1)	4	6	5	11	12	(0)	
Revenue Premium/Shortfall vs. Fair Share (EUR)																														TOTAL
Current	(1,582)	468	1,197	2,420	(988)	(1,535)	(3,014)	(1,405)	1,142	463	646	(1,296)	(1,834)	(1,349)	(771)	(590)	(198)	(90)	(322)	(1,498)	(2,124)	(1,177)	(1,271)	(327)	(2,604)	(1,319)	(1,889)	(1,398)	(22,247)	
1 Week Ago (Variance)	(876)	(256)	(195)	661	(444)	(258)	(1,036)	(36)	1,103	187	588	441	(298)	(82)	302	987	649	665	258	140	(270)	714	507	872	(249)	380	179	17	4,649	

Your Fair Share: 20.34%
Competitive Set: PRESIDENTIAL TOWERS, EXECUTIVE SUITES, CAPITOL TOWERS, THE TOWER, BLUE RIBBON RESORT

THE PREMIERE HOTEL

For Bookings Through:
Saturday, April 2, 2005

Market Penetration Revenue ▼

April 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3 ▼	4 ▼	5 ▼	6 ▼	7	8	9 ▼
66%	106%	112%	129%	88%	72%	40%
10 ▲	11 ▲	12	13 ▲	14 ▲	15 ▲	16 ▲
72%	116%	108%	113%	75%	44%	57%
17 ▲	18 ▲	19 ▲	20 ▲	21 ▲	22 ▲	23 ▲
67%	82%	94%	97%	91%	44%	33%
24 ▲	25 ▲	26 ▲	27 ▲	28 ▲	29 ▲	30 ▲
61%	65%	92%	36%	53%	25%	23%

May 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 ▲	2 ▲	3	4	5 ▲	6	7
20%	13%	0%	0%	41%	0%	0%
8	9	10 ▲	11 ▼	12	13	14 ▲
29%	43%	162%	100%	0%	0%	37%
15	16	17	18	19 ▲	20 ▲	21 ▲
0%	0%	11%	11%	12%	12%	12%
22 ▲	23	24	25	26	27	28 ▲
26%	0%	0%	29%	23%	22%	21%
29 ▲	30	31				
20%	0%	0%				

June 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4 ▼
			0%	0%	0%	29%
5 ▼	6 ▼	7 ▼	8 ▲	9 ▲	10 ▲	11 ▲
66%	75%	52%	46%	55%	68%	57%
12 ▲	13	14	15	16	17	18
54%	49%	16%	20%	18%	0%	0%
19	20	21 ▲	22 ▲	23 ▲	24	25
0%	0%	12%	37%	20%	0%	0%
26	27	28	29	30		
0%	0%	0%	0%	0%		

Control Panel

Enter threshold for Alerts:

Minimum Room Nights in Market for Market Penetration Revenue ALERTS to Appear

High Market Penetration Revenue (with minimum of 15 Room Nights)

Low Market Penetration Revenue (with minimum of 15 Room Nights)

points ▲ Indicates GAIN since Last Week

points ▼ Indicates LOSS since Last Week

Your Fair Share: 20.34%
Competitive Set: PRESIDENTIAL TOWERS, EXECUTIVE SUITES, CAPITOL TOWERS, THE TOWER, BLUE RIBBON RESORT

THE PREMIERE HOTEL

GM Summary

For Bookings Through:
Saturday, April 2, 2005

Market Penetration

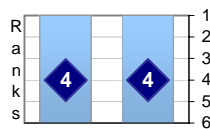
Total Revenue

Current April 3, 2005
1 Week Ago March 27, 2005

83%
70%

April 2005

3 - 30

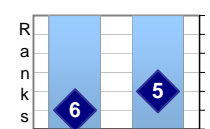


27-Mar 3-Apr

May 2005

1 - 31

21%
20%

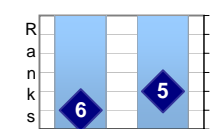


27-Mar 3-Apr

June 2005

1 - 30

20%
15%

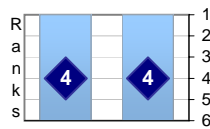


27-Mar 3-Apr

Weekday Revenue (Sun - Thu)

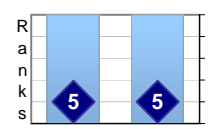
Current April 3, 2005
1 Week Ago March 27, 2005

93%
79%



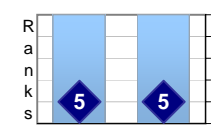
27-Mar 3-Apr

24%
24%



27-Mar 3-Apr

22%
17%

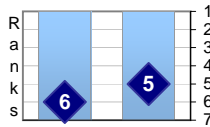


27-Mar 3-Apr

Weekend Revenue (Fri - Sat)

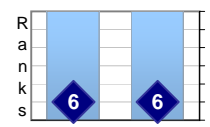
Current April 3, 2005
1 Week Ago March 27, 2005

46%
40%



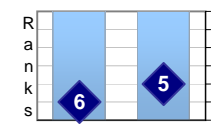
27-Mar 3-Apr

14%
8%



27-Mar 3-Apr

16%
6%



27-Mar 3-Apr

Revenue Premium/Shortfall vs. Fair Share (EUR)

Current April 3, 2005
1 Week Ago March 27, 2005

(22,247)
(26,896)

(44,768)
(40,228)

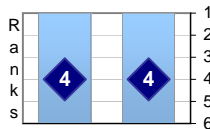
(32,246)
(30,797)

Market Volume, Revenue & ADR

Room Nights Booked

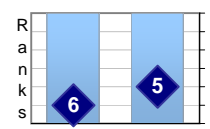
Subscriber
Competitive Set
Market Penetration

482
2,048
94%



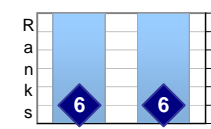
27-Mar 3-Apr

50
885
26%



27-Mar 3-Apr

31
612
24%

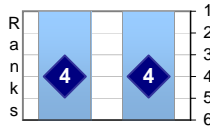


27-Mar 3-Apr

Average Daily Rate (EUR)

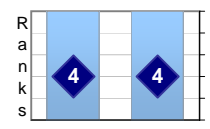
Subscriber
Competitive Set
Index

221
257
86%



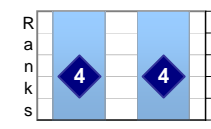
27-Mar 3-Apr

240
302
80%



27-Mar 3-Apr

266
312
85%



27-Mar 3-Apr

Revenue Booked (EUR)

Subscriber
Competitive Set

106,354
525,903

12,014
267,148

8,247
190,835

Your Fair Share: 20.34%
Competitive Set: PRESIDENTIAL TOWERS, EXECUTIVE SUITES, CAPITOL TOWERS, THE TOWER, BLUE RIBBON RESORT

THE PREMIERE HOTEL

For Bookings Through:
Saturday, April 2, 2005

Stay Period Beginning: Sunday : Apr 3, 2005 GDS Channel: ALL Summarize by: Week

Market Penetration - Revenue			Week of		Week of		Week of		Week of		Week of		Week of			
			3-Apr	Rank	10-Apr	Rank	17-Apr	Rank	24-Apr	Rank	1-May	Rank	8-May	Rank	15-May	Rank
A L L	Current	Subscriber	94%	4 of 6	90%	4 of 6	74%	4 of 6	54%	4 of 6	10%	5 of 6	56%	4 of 6	9%	6 of 6
	1 Week Ago	Subscriber	98%	4 of 6	77%	4 of 6	46%	4 of 6	28%	6 of 6	6%	6 of 6	60%	4 of 6	4%	6 of 6
	2 Weeks Ago	Subscriber	104%	4 of 6	61%	5 of 6	45%	4 of 6	25%	6 of 6	0%	6 of 6	62%	4 of 6	0%	6 of 6
	3 Weeks Ago	Subscriber	28%	5 of 6	9%	6 of 6	44%	4 of 6	20%	6 of 6	0%	6 of 6	94%	3 of 6	0%	6 of 6
	4 Weeks Ago	Subscriber	7%	6 of 6	8%	6 of 6	45%	4 of 6	24%	5 of 6	0%	6 of 6	97%	2 of 6	0%	6 of 6

Green: High Market Penetration (greater than 100%)

Red: Low Market Penetration (less than 100%)

Average Daily Rate (EUR)			Week of		Week of		Week of		Week of		Week of		Week of			
			3-Apr	Rank	10-Apr	Rank	17-Apr	Rank	24-Apr	Rank	1-May	Rank	8-May	Rank	15-May	Rank
A L L	Current	Subscriber	228	4 of 6	226	4 of 6	197	5 of 6	215	5 of 6	233	4 of 6	248	5 of 6	233	4 of 6
		Competitive Set	242		255		267		286		280		275		329	
	1 Week Ago	Subscriber	235	4 of 6	235	4 of 6	202	4 of 6	216	5 of 6	259	3 of 6	249	5 of 6	233	5 of 6
		Competitive Set	248		264		269		299		294		278		329	
	2 Weeks Ago	Subscriber	239	4 of 6	231	4 of 6	198	4 of 6	214	5 of 6	0	6 of 6	250	5 of 6	0	6 of 6
		Competitive Set	262		269		273		308		299		287		338	
	3 Weeks Ago	Subscriber	231	4 of 6	199	5 of 6	190	5 of 6	204	6 of 6	0	6 of 6	250	4 of 6	0	6 of 6
		Competitive Set	272		273		283		313		302		299		346	
4 Weeks Ago	Subscriber	279	3 of 6	195	4 of 6	184	6 of 6	204	5 of 6	0	6 of 6	250	4 of 6	0	6 of 6	
	Competitive Set	274		266		289		311		320		300		342		

Green: Above Comp Set Average

Red: Below Comp Set Average

Room Nights			Week of		Week of		Week of		Week of		Week of		Week of			
			3-Apr	Rank	10-Apr	Rank	17-Apr	Rank	24-Apr	Rank	1-May	Rank	8-May	Rank	15-May	Rank
A L L	Current	Subscriber	208	3 of 6	139	4 of 6	80	4 of 6	55	4 of 6	5	6 of 6	25	4 of 6	5	6 of 6
		Competitive Set	829		552		334		333		191		175		188	
	1 Week Ago	Subscriber	136	3 of 6	77	5 of 6	35	4 of 6	22	6 of 6	2	6 of 6	24	4 of 6	2	6 of 6
		Competitive Set	518		371		255		266		156		154		167	
	2 Weeks Ago	Subscriber	104	3 of 6	49	5 of 6	30	4 of 6	17	5 of 6	0	6 of 6	23	3 of 6	0	6 of 6
		Competitive Set	355		299		214		218		140		138		152	
	3 Weeks Ago	Subscriber	20	5 of 6	6	6 of 6	23	4 of 6	11	6 of 6	0	6 of 6	23	2 of 6	0	6 of 6
		Competitive Set	280		240		159		167		109		81		117	
	4 Weeks Ago	Subscriber	3	6 of 6	4	6 of 6	21	4 of 6	11	5 of 6	0	6 of 6	23	2 of 6	0	6 of 6
		Competitive Set	199		177		132		142		83		78		110	

Revenue (EUR)			Week of		Week of		Week of		Week of		Week of		Week of			
			3-Apr	Variance	10-Apr	Variance	17-Apr	Variance	24-Apr	Variance	1-May	Variance	8-May	Variance	15-May	Variance
A L L	Current	Subscriber	47,380	15,430	31,414	13,343	15,759	8,694	11,800	7,054	1,163	645	6,206	234	1,166	699
		Competitive Set	200,477		140,892		89,221		95,312		53,450		48,039		61,815	
	1 Week Ago	Subscriber	31,949	7,131	18,071	6,748	7,065	1,130	4,746	1,110	518	518	5,972	225	466	466
		Competitive Set	128,225		97,989		68,593		79,584		45,804		42,816		54,978	
	2 Weeks Ago	Subscriber	24,818	20,194	11,323	10,127	5,935	1,556	3,636	1,392	0	-	5,747	-	0	-
		Competitive Set	92,881		80,542		58,475		67,057		41,924		39,581		51,413	
	3 Weeks Ago	Subscriber	4,624	3,787	1,196	416	4,379	518	2,244	-	0	-	5,747	-	0	-
		Competitive Set	76,180		65,593		44,948		52,225		32,877		24,238		40,508	
4 Weeks Ago	Subscriber	837		780		3,861		2,244		0		5,747		0		
	Competitive Set	54,506		47,136		38,138		44,198		26,568		23,391		37,648		

Your Fair Share: 20.34%
Competitive Set: PRESIDENTIAL TOWERS, EXECUTIVE SUITES, CAPITOL TOWERS, THE TOWER, BLUE RIBBON RESORT