

Market Segment Report

| Market Code | Description | DAY | | | | | MONTH | | | | | YEAR | | | | |
|-------------|-------------------------|-------|--------------|----------|--------|------|-------|--------------|----------|--------|------|-------|--------------|----------|--------|-------|
| | | Rooms | Room Revenue | ADR | % Occ. | Prs. | Rooms | Room Revenue | ADR | % Occ. | Prs. | Rooms | Room Revenue | ADR | % Occ. | Prs. |
| CMP | Complimentary | 8 | 0.00 | 0.00 | 3.23% | 17 | 44 | 0.00 | 0.00 | 2.96% | 97 | 1204 | - 5,858.01 | - 4.87 | 1.95% | 2588 |
| CNT | Contract | 45 | 0.00 | 0.00 | 18.15% | 159 | 277 | 0.00 | 0.00 | 18.62% | 996 | 4374 | 2,600.50 | 0.59 | 7.08% | 15499 |
| COM | Commercial | 39 | 62,702.58 | 1,607.76 | 15.73% | 106 | 227 | 424,450.07 | 1,869.82 | 15.26% | 641 | 6723 | 6,303,750.27 | 937.64 | 10.89% | 17290 |
| GCP | Group-Corporate | 0 | 0.00 | 0.00 | 0.00% | 0 | 0 | 0.00 | 0.00 | 0.00% | 0 | 320 | 125,791.68 | 393.10 | 0.52% | 382 |
| HSU | House Use | 8 | 0.00 | 0.00 | 3.23% | 13 | 50 | 0.00 | 0.00 | 3.36% | 77 | 1456 | - 0.01 | 0.00 | 2.36% | 2004 |
| PKG | Package | 8 | 7,562.59 | 945.32 | 3.23% | 25 | 29 | 21,684.21 | 747.73 | 1.95% | 97 | 943 | 410,533.50 | 435.35 | 1.53% | 2768 |
| WEDD | Weeding | 0 | - 12.33 | 0.00 | 0.00% | 0 | 12 | 17,941.98 | 1,495.17 | 0.81% | 20 | 12 | 17,941.98 | 1,495.17 | 0.02% | 20 |
| WHD | Wholesale-N Am | 16 | 25,884.33 | 1,617.77 | 6.45% | 37 | 54 | 90,573.52 | 1,677.29 | 3.63% | 151 | 1616 | 1,257,318.76 | 778.04 | 2.62% | 4123 |
| WHI | Wholesale International | 0 | 0.00 | 0.00 | 0.00% | 0 | 1 | 1,881.71 | 1,881.71 | 0.07% | 2 | 1696 | 828,104.31 | 488.27 | 2.75% | 3462 |
| Group Total | | 124 | 96,137.17 | 775.30 | 50.00% | 357 | 694 | 556,531.49 | 801.92 | 46.64% | 2081 | 18344 | 8,940,182.98 | 487.36 | 29.71% | 48136 |
| Grand Total | | 124 | 96,137.17 | 775.30 | 50.00% | 357 | 694 | 556,531.49 | 801.92 | 46.64% | 2081 | 18344 | 8,940,182.98 | 487.36 | 29.71% | 48136 |