

Holding period return = $\{[(\text{sales price} - \text{purchase price}) + \text{dividends}] * 100\} / \text{purchase price}$

Liquidity Ratios

Current ratio = Current assets / current liabilities

Quick ratio = $(\text{Cash} + \text{marketable securities} + \text{accts. rec}) / \text{current liabilities}$

Working capital = current assets less current liabilities

Turnover Ratios

Inventory turnover = Cost of sales / average inventory

Asset turnover = Revenue / total assets

Solvency Ratios

Debt ratio = Total debt / total assets

Debt to equity ratio = Total debt / total equity

Times interest earned = EBIT / interest expense

Profitability Ratios

Profit margin = Net income / total revenue

Return on assets = Net income / total assets

Return on equity = Net income / stockholder's equity

Activity Ratios

REVPAR = Occupancy x ADR

Food cost percentage = Cost of food sold / food revenue

Beverage cost percentage = Cost of beverage sold / beverage revenue

Investor Ratios