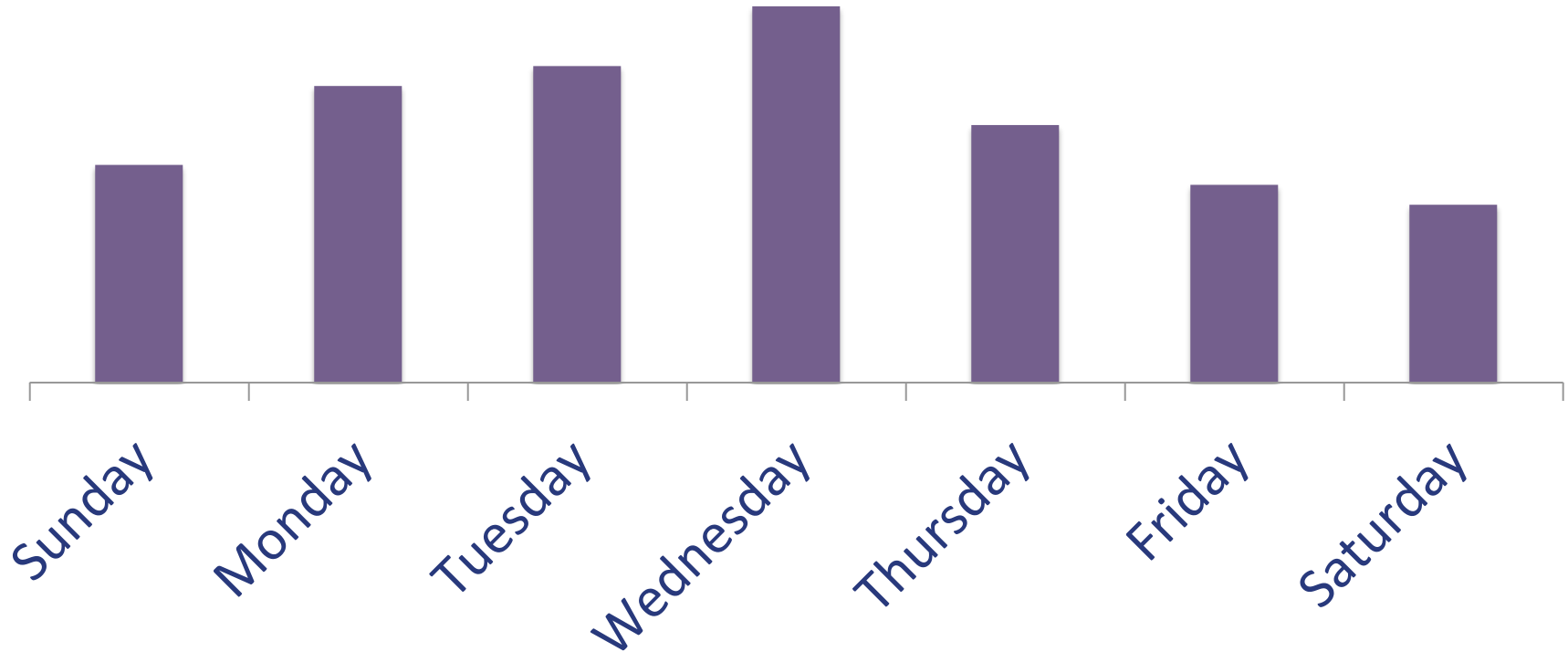


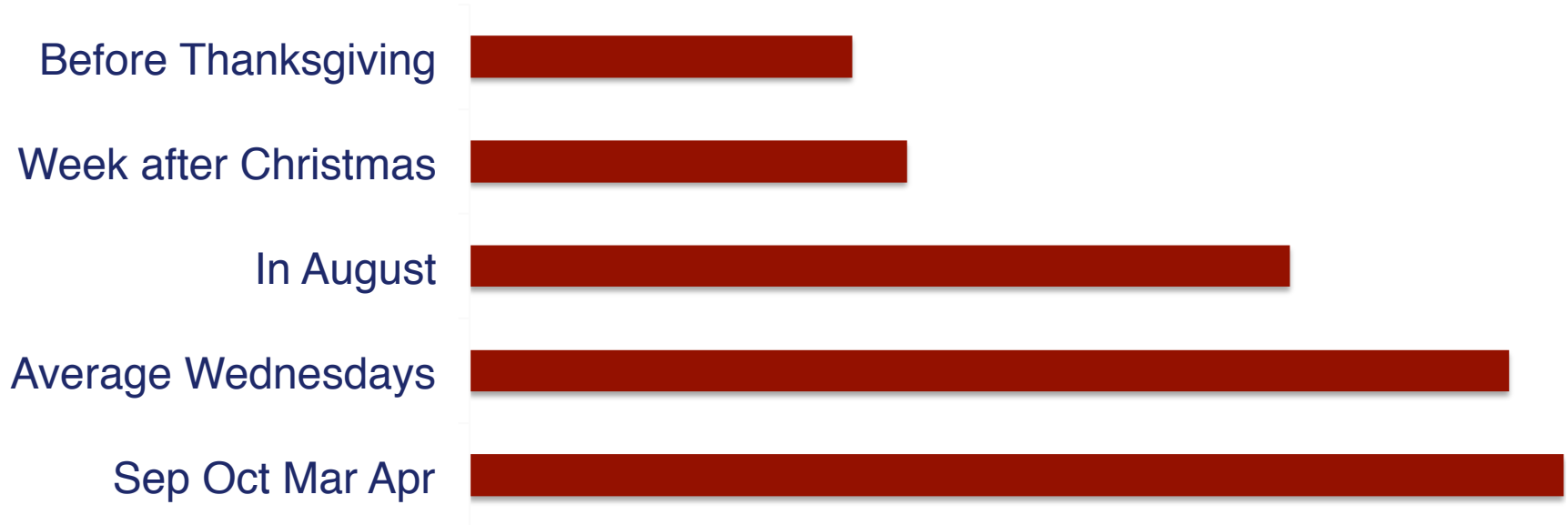
# Profitability/Efficiency Metrics: Hotel Room Occupancy

Daniel Egger

# Relative Occupancy Rates by Day of Week



# Relative Occupancy Rates Different Wednesdays



# Rates

- Rack price - no discount
- Intermediate - promotional rate
- Floor rate - no profit