

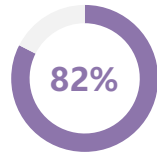


Alpha
Hotel Group



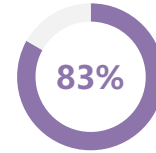
Total Room Nights

Actual **81,719**
Target **99,103**



Total Revenue

Actual **189,387,705**
Target **227,864,206**



Total ADR

Actual **2,318**
Target **2,299**

年度客房 業績與目標

Annual Room Performance

As of
Oct. 1st

業務部

團體業務
會展業務
商務業務

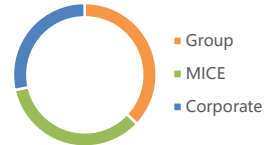
Sales Dept.

Group
MICE
Corporate

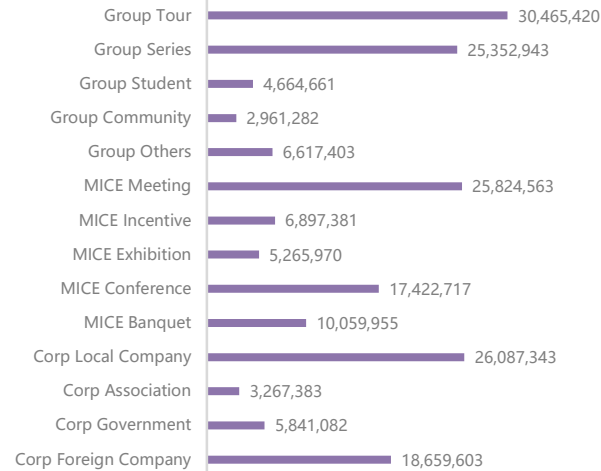


Revenue Distribution

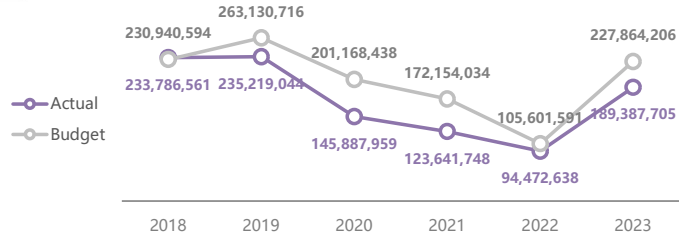
Group **70,061,70** 37%
MICE **65,470,58** 35%
Corporate **53,855,41** 28%



Market Distribution



Actual vs Target



30,158 RNS
37,469 80%
70,061,709 Rev
85,014,430 82%

GS Aria RNs 4,460
Rev 12,067,484

GS Bella RNs 6,327
Rev 14,890,519

GS Claire RNs 5,220
Rev 8,328,860

GS Daisy RNs 6,520
Rev 19,629,357

GS Elaine RNs 7,632
Rev 15,145,488



27,598 RNS
30,691 90%
65,470,585 Rev
76,212,642 86%

MS Frank RNs 11,285
Rev 29,273,458

MS Gary RNs 10,839
Rev 25,824,563

MS Helen RNs 5,473
Rev 10,372,565



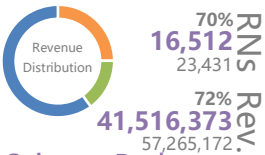
23,963 RNS
30,942 77%
53,855,411 Rev
66,637,134 81%

CS Iris RNs 6,854
Rev 13,968,903

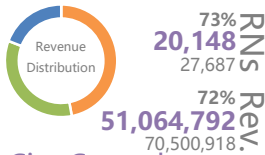
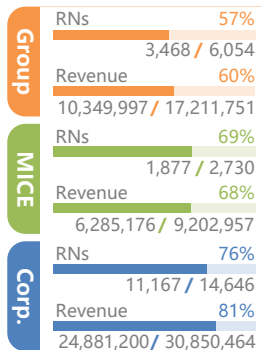
CS Jason RNs 10,036
Rev 22,718,907

CS Kevin RNs 3,837
Rev 10,660,653

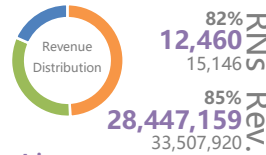
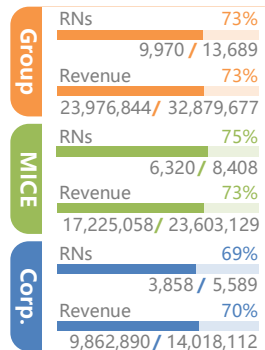
CS Lily RNs 3,237
Rev 6,506,948



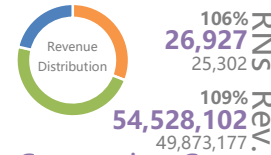
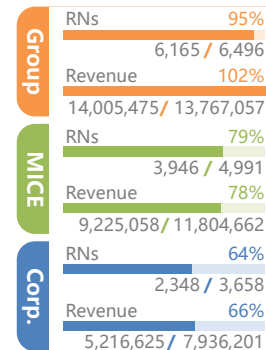
Science Park



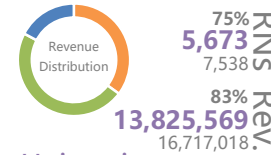
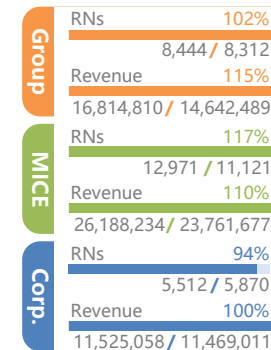
City Central



Airport



Convention Center



University

