

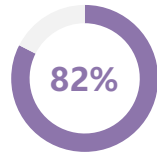


Alpha  
Hotel Group



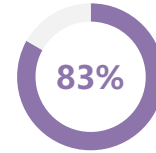
## Total Room Nights

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

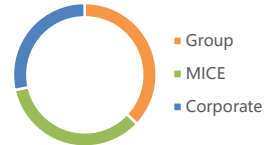
### Sales Dept.

Group  
MICE  
Corporate



## Revenue Distribution

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

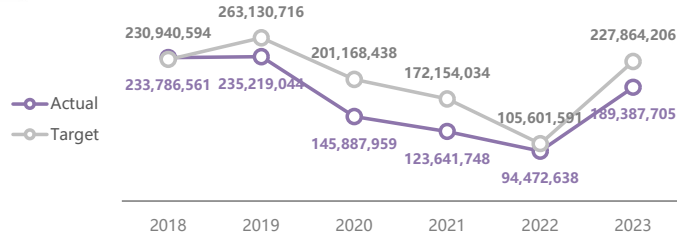


## Market Distribution

|                      |            |
|----------------------|------------|
| Group Tour           | 30,465,420 |
| Group Series         | 25,352,943 |
| Group Student        | 4,664,661  |
| Group Community      | 2,961,282  |
| Group Others         | 6,617,403  |
| MICE Meeting         | 25,824,563 |
| MICE Incentive       | 6,897,381  |
| MICE Exhibition      | 5,265,970  |
| MICE Conference      | 17,422,717 |
| MICE Banquet         | 10,059,955 |
| Corp Local Company   | 26,087,343 |
| Corp Association     | 3,267,383  |
| Corp Government      | 5,841,082  |
| Corp Foreign Company | 18,659,603 |



## 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



**16,512** RNS  
23,431  
**41,516,373** Rev  
57,265,172

### Science Park

|       |                         |     |
|-------|-------------------------|-----|
| Group | RNs                     | 57% |
|       | 3,468 / 6,054           |     |
|       | Revenue                 | 60% |
|       | 10,349,997 / 17,211,751 |     |
| MICE  | RNs                     | 69% |
|       | 1,877 / 2,730           |     |
|       | Revenue                 | 68% |
|       | 6,285,176 / 9,202,957   |     |
| Corp. | RNs                     | 76% |
|       | 11,167 / 14,646         |     |
|       | Revenue                 | 81% |
|       | 24,881,200 / 30,850,464 |     |



**20,148** RNS  
27,687  
**51,064,792** Rev  
70,500,918

### City Central

|       |                         |     |
|-------|-------------------------|-----|
| Group | RNs                     | 73% |
|       | 9,970 / 13,689          |     |
|       | Revenue                 | 73% |
|       | 23,976,844 / 32,879,677 |     |
| MICE  | RNs                     | 75% |
|       | 6,320 / 8,408           |     |
|       | Revenue                 | 73% |
|       | 17,225,058 / 23,603,129 |     |
| Corp. | RNs                     | 69% |
|       | 3,858 / 5,589           |     |
|       | Revenue                 | 70% |
|       | 9,862,890 / 14,018,112  |     |



**12,460** RNS  
15,146  
**28,447,159** Rev  
33,507,920

### Airport

|         |                         |     |
|---------|-------------------------|-----|
| Group   | RNs                     | 95% |
|         | 6,165 / 6,496           |     |
| Revenue | 102%                    |     |
|         | 14,005,475 / 13,767,057 |     |
| MICE    | RNs                     | 79% |
|         | 3,946 / 4,991           |     |
| Revenue | 78%                     |     |
|         | 9,225,058 / 11,804,662  |     |
| Corp.   | RNs                     | 64% |
|         | 2,348 / 3,658           |     |
| Revenue | 66%                     |     |
|         | 5,216,625 / 7,936,201   |     |



**26,927** RNS  
25,302  
**54,528,102** Rev  
49,873,177

### Convention Center

|       |                         |      |
|-------|-------------------------|------|
| Group | RNs                     | 102% |
|       | 8,444 / 8,312           |      |
|       | Revenue                 | 115% |
|       | 16,814,810 / 14,642,489 |      |
| MICE  | RNs                     | 117% |
|       | 12,971 / 11,121         |      |
|       | Revenue                 | 110% |
|       | 26,188,234 / 23,761,677 |      |
| Corp. | RNs                     | 94%  |
|       | 5,512 / 5,870           |      |
|       | Revenue                 | 100% |
|       | 11,525,058 / 11,469,011 |      |



**5,673** RNS  
7,538  
**13,825,569** Rev  
16,717,018

### University

|         |                       |     |
|---------|-----------------------|-----|
| Group   | RNs                   | 72% |
|         | 2,111 / 2,918         |     |
| Revenue | 75%                   |     |
|         | 4,885,184 / 6,513,455 |     |
| MICE    | RNs                   | 72% |
|         | 2,484 / 3,441         |     |
| Revenue | 84%                   |     |
|         | 6,547,058 / 7,840,217 |     |
| Corp.   | RNs                   | 92% |
|         | 1,078 / 1,178         |     |
| Revenue | 101%                  |     |
|         | 2,393,327 / 2,363,346 |     |



**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