

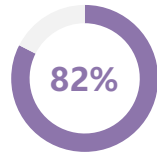


Alpha
Hotel Group



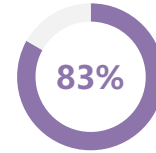
Total Room Nights

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

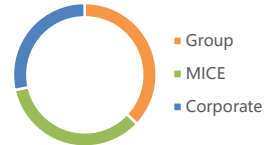
Sales Dept.

Group
MICE
Corporate

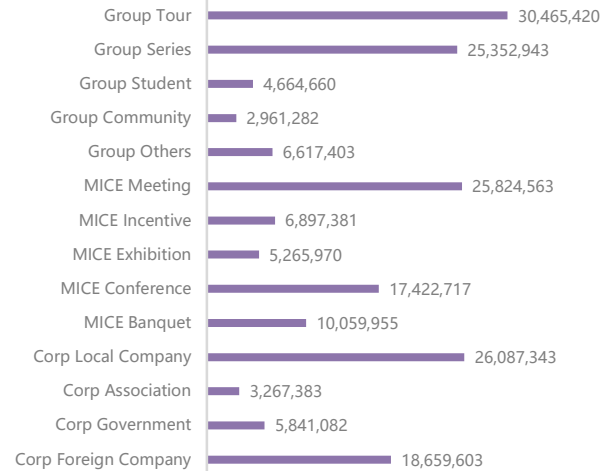


Revenue Distribution

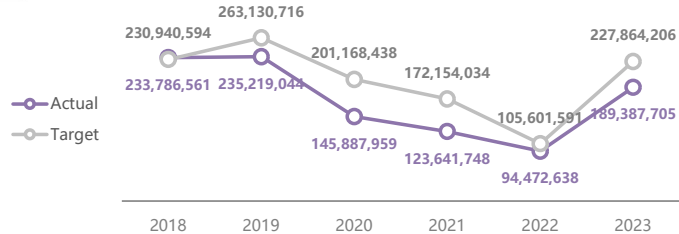
Group **70,061,70** 37%
MICE **65,470,58** 35%
Corporate **53,855,41** 28%



Market Distribution



Actual vs Target



Revenue **16,513**
Distribution 23,430
72%
41,516,373
Rev 57,265,172

Science Park

Group	RNs	57%
	3,469 / 6,054	
MICE	Revenue	60%
	10,349,997 / 17,211,751	
Corp.	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	



Revenue **20,147**
Distribution 27,686
73%
51,494,192
Rev 70,500,918

City Central

Group	RNs	73%
	9,970 / 13,689	
MICE	Revenue	73%
	24,006,242 / 32,879,677	
Corp.	RNs	75%
	6,319 / 8,408	
	Revenue	75%
	17,625,060 / 23,603,129	
Corp.	RNs	69%
	3,858 / 5,589	
	Revenue	70%
	9,862,890 / 14,018,112	



Revenue **12,459**
Distribution 15,145
85%
28,447,158
Rev 33,507,920

Airport

Group	RNs	95%
	6,165 / 6,496	
MICE	Revenue	102%
	14,005,475 / 13,767,057	
Corp.	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	



Revenue **26,927**
Distribution 25,304
109%
54,528,102
Rev 49,873,177

Convention Center

Group	RNs	102%
	8,444 / 8,313	
MICE	Revenue	115%
	16,814,810 / 14,642,489	
Corp.	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	



Revenue **5,673**
Distribution 7,538
80%
13,401,880
Rev 16,717,019

University

Group	RNs	72%
	2,111 / 2,918	
MICE	Revenue	75%
	4,885,184 / 6,513,455	
Corp.	RNs	72%
	2,484 / 3,441	
	Revenue	78%
	6,147,058 / 7,840,218	
Corp.	RNs	91%
	1,078 / 1,179	
	Revenue	100%
	2,369,638 / 2,363,346	



30,159 RNs
37,470 80%
70,061,708 Rev
85,014,429 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



27,597 RNs
30,691 90%
65,470,586 Rev
76,212,643 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 10,035
Rev 22,718,907

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

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