Revenue Meeting Report_2026.06.30 [7월]

전체

	목표	전망	전년
Revenue	57,670	58,234	50,007
Occ	72.8%	72.5%	69.9%
Room Nights	261,914	260,369	236,732
ADR	220	224	211
Status	101.0%		

비발디

	목표	전망	전년
Revenue	12,051	12,312	11,243
Occ	58.6%	59.1%	56.6%
Room Nights	51,409	51,891	49,067
ADR	234	237	229
Status	102.2%		

한국 중부

	목표	전망	전년
Revenue	20,758	20,831	18,804
Occ	81.5%	82.7%	79.1%
Room Nights	97,020	97,946	91,739
ADR	214	213	205
Status	100.3%		

아시아 퍼시픽

	목표	전망	전년
Revenue	5,637	5,828	4,965
Occ	66.7%	66.9%	65.1%
Room Nights	33,610	33,820	31,527
ADR	168	172	157
Status	103.4%		

한국 남부

	목표	전망	전년
Revenue	19,224	19,263	14,996
Occ	77.8%	75.1%	73.6%
Room Nights	79,875	76,712	64,399
ADR	241	251	233
Status	100.2%		

소노벨 비발디 파크

	목표	전망	전년
Revenue	5,343	5,662	5,117
Occ	64.8%	67.7%	65.0%
Room Nights	28,100	29,379	27,470
ADR	190	193	186
Status	106.0%		

소노캄 비발디파크

	목표	전망	전년
Revenue	1,421	1,319	1,313
Occ	49.1%	45.0%	45.7%
Room Nights	5,525	5,064	5,140
ADR	257	260	255
Status	92.8%		

소노펫 비발디 파크

	목표	전망	전년
Revenue	1,130	1,147	1,018
Occ	62.4%	63.5%	57.3%
Room Nights	3,037	3,091	2,791
ADR	372	371	365
Status	101.5%		

소노 벨리체 비발디 파크

	목표	전망	전년
Revenue	2,399	2,401	2,184
Occ	49.4%	48.0%	46.1%
Room Nights	7,650	7,475	7,140
ADR	314	321	306
Status	100.1%		

소노 벨리치 비발디 파크

	목표	전망	전년
Revenue	1,241	1,266	1,156
Occ	51.4%	50.9%	48.1%
Room Nights	3,492	3,453	3,266
ADR	355	367	354
Status	102.1%		

소노벨 양평

	목표	전망	전년
Revenue	517	517	455
Occ	60.3%	57.3%	54.5%
Room Nights	3,605	3,429	3,260
ADR	143	151	139
Status	100.0%		

델피노

	목표	전망	전년
Revenue	6,796	6,824	6,260
Occ	74.7%	75.1%	72.0%
Room Nights	29,075	29,231	28,044
ADR	234	233	223
Status	100.4%		

쏠비치 양양

	목표	전망	전년
Revenue	3,214	3,222	3,087
Occ	96.0%	94.5%	93.9%
Room Nights	14,790	14,561	14,442
ADR	217	221	214
Status	100.3%		

소노문 해운대

	목표	전망	전년
Revenue	711	767	634
Occ	79.9%	77.5%	70.0%
Room Nights	5,820	5,644	5,098
ADR	122	136	124
Status	107.9%		

쏠비치 삼척

	목표	전망	전년
Revenue	5,037	5,048	4,860
Occ	97.2%	97.3%	96.0%
Room Nights	21,300	21,332	21,033
ADR	236	237	231
Status	100.2%		

소노벨 단양

	목표	전망	전년
Revenue	2,770	2,724	2,546
Occ	69.2%	75.1%	67.1%
Room Nights	18,080	19,170	17,329
ADR	153	142	147
Status	98.3%		

소노캄 경주

	목표	전망	전년
Revenue	2,705	2,781	-
Occ	82.6%	83.6%	0.0%
Room Nights	10,675	10,785	-
ADR	253	258	-
Status	102.8%		

소노벨 청송

	목표	전망	전년
Revenue	928	855	851
Occ	53.3%	47.7%	50.5%
Room Nights	5,290	4,613	5,013
ADR	175	185	170
Status	92.1%		

소노벨 천안

	목표	전망	전년
Revenue	2,188	2,201	2,051
Occ	82.2%	79.8%	78.1%
Room Nights	11,470	11,131	10,891
ADR	191	198	188
Status	100.6%		

소노벨 변산

	목표	전망	전년
Revenue	2,244	2,289	2,104
Occ	77.6%	76.2%	74.9%
Room Nights	12,080	11,885	11,653
ADR	186	193	181
Status	102.0%		

쏠비치 남해

	목표	전망	전년
Revenue	4,414	4,396	3,584
Occ	89.7%	87.1%	87.2%
Room Nights	12,490	11,940	10,488
ADR	353	368	342
Status	99.6%		

소노캄 여수

	목표	전망	전년
Revenue	1,570	1,511	1,487
Occ	56.4%	53.9%	54.3%
Room Nights	5,400	5,160	5,199
ADR	291	293	286
Status	96.2%		

소노캄 거제

	목표	전망	전년
Revenue	3,120	3,132	2,992
Occ	80.1%	78.8%	79.4%
Room Nights	12,610	12,410	12,501
ADR	247	252	239
Status	100.4%		

쏠비치 진도

	목표	전망	전년
Revenue	3,531	3,533	3,344
Occ	87.8%	80.8%	83.1%
Room Nights	15,510	14,275	14,447
ADR	228	248	231
Status	100.1%		

소노벨 제주

	목표	전망	전년
Revenue	1,984	2,002	1,884
Occ	85.1%	82.8%	83.7%
Room Nights	10,450	10,162	10,156
ADR	190	197	186
Status	100.9%		

소노캄 제주

	목표	전망	전년
Revenue	1,432	1,461	1,000
Occ	49.0%	48.8%	50.4%
Room Nights	6,150	6,208	5,399
ADR	233	235	185
Status	102.0%		

소노캄 고양

	목표	전망	전년
Revenue	2,221	2,366	2,080
Occ	66.6%	68.3%	62.5%
Room Nights	17,010	17,450	15,972
ADR	131	136	130
Status	106.5%		

르네블루 바이 쏠비치

	목표	전망	전년
Revenue	754	811	-
Occ	85.5%	93.5%	0.0%
Room Nights	2,305	2,521	-
ADR	327	322	-
Status	107.6%		

● **Segment별 전년대비 OTB 현황 (R/N)**

Segment

기명

	26년	25년	증감율
Total	**25,050**	**25,799**	**▼2.9%**
쏠 비발디파크	2,024	1,881	7.6%
캄 비발디파크	360	294	22.4%
펫 비발디파크	195	171	14.0%
소노벨리체 비발디	674	615	9.6%
소노벨리치 비발디	400	386	3.6%
소노벨 양평	303	357	▼15.1%
델피노	4,348	4,236	2.6%
쏠비치 양양	2,124	2,161	▼1.7%
쏠비치 삼척	3,230	2,591	24.7%
소노벨 단양	576	573	0.5%
소노캄 경주	1,243	-	0.0
소노벨 청송	353	338	4.4%
소노벨 천안	703	704	▼0.1%
소노벨 변산	1,072	1,073	▼0.1%
소노캄 여수	400	491	▼18.5%
소노캄 거제	1,279	1,336	▼4.3%
쏠비치 진도	1,081	1,113	▼2.9%
소노벨 제주	1,294	1,233	4.9%
소노캄 제주	1,019	842	21.0%
소노캄 고양	229	240	▼4.6%
소노문 해운대	559	722	▼22.6%
쏠비치 남해	1,584	4,442	▼64.3%
르네블루	213	-	0.0

무기명

	26년	25년	증감율
Total	**93,882**	**83,752**	**12.1%**
쏠 비발디파크	9,295	9,147	1.6%
캄 비발디파크	1,319	942	40.0%
펫 비발디파크	624	503	24.1%
소노벨리체 비발디	1,879	1,671	12.4%
소노벨리치 비발디	1,062	1,081	▼1.8%
소노벨 양평	1,560	1,536	1.6%
델피노	11,944	10,760	11.0%
쏠비치 양양	7,246	6,314	14.8%
쏠비치 삼척	10,803	9,605	12.5%
소노벨 단양	3,460	3,512	▼1.5%
소노캄 경주	4,817	-	0.0
소노벨 청송	1,519	1,517	0.1%
소노벨 천안	2,896	2,725	6.3%
소노벨 변산	5,387	5,044	6.8%
소노캄 여수	2,163	2,577	▼16.1%
소노캄 거제	5,921	5,347	10.7%
쏠비치 진도	7,012	7,017	▼0.1%
소노벨 제주	4,332	4,178	3.7%
소노캄 제주	3,009	2,893	4.0%
소노캄 고양	556	438	26.9%
소노문 해운대	1,816	1,875	▼3.1%
쏠비치 남해	5,262	5,070	3.8%
르네블루	308	-	0.0

직 원

	26년	25년	증감율
Total	**664**	**704**	**▼5.7%**
쏠 비발디파크	34	59	▼42.4%
캄 비발디파크	25	26	▼3.8%
펫 비발디파크	6	14	▼57.1%
소노벨리체 비발디	33	39	▼15.4%
소노벨리치 비발디	17	19	▼10.5%
소노벨 양평	6	9	▼33.3%
델피노	68	92	▼26.1%
쏠비치 양양	32	34	▼5.9%
쏠비치 삼척	37	46	▼19.6%
소노벨 단양	22	17	29.4%
소노캄 경주	60	-	0.0
소노벨 청송	7	14	▼50.0%
소노벨 천안	13	17	▼23.5%
소노벨 변산	16	13	23.1%
소노캄 여수	27	35	▼22.9%
소노캄 거제	36	33	9.1%
쏠비치 진도	26	29	▼10.3%
소노벨 제주	49	36	36.1%
소노캄 제주	30	23	30.4%
소노캄 고양	33	36	▼8.3%
소노문 해운대	41	58	▼29.3%
쏠비치 남해	46	55	▼16.4%
르네블루	15	-	0.0

(회원) 기타

	26년	25년	증감율
Total	**3,039**	**4,915**	**▼38.2%**
쏠 비발디파크	563	740	▼23.9%
캄 비발디파크	167	92	81.5%
펫 비발디파크	20	53	▼62.3%
소노벨리체 비발디	123	144	▼14.6%
소노벨리치 비발디	58	131	▼55.7%
소노벨 양평	24	85	▼71.8%
델피노	448	826	▼45.8%
쏠비치 양양	254	271	▼6.3%
쏠비치 삼척	189	306	▼38.2%
소노벨 단양	125	283	▼55.8%
소노캄 경주	33	-	0.0
소노벨 청송	81	125	▼35.2%
소노벨 천안	100	280	▼64.3%
소노벨 변산	144	262	▼45.0%
소노캄 여수	46	81	▼43.2%
소노캄 거제	86	269	▼68.0%
쏠비치 진도	133	276	▼51.8%
소노벨 제주	171	319	▼46.4%
소노캄 제주	130	209	▼37.8%
소노캄 고양	68	108	▼37.0%
소노문 해운대	-	43	▼100.0%
쏠비치 남해	76	12	533.3%
르네블루	141	-	0.0

G-MICE

	26년	25년	증감율
Total	**26,863**	**20,699**	**29.8%**
쏠 비발디파크	2,571	1,566	64.2%
캄 비발디파크	89	78	14.1%
펫 비발디파크	21	28	▼25.0%
소노벨리체 비발디	201	201	0.0
소노벨리치 비발디	95	6	1,483.3%
소노벨 양평	447	500	▼10.6%
델피노	2,700	2,950	▼8.5%
쏠비치 양양	334	705	▼52.6%
쏠비치 삼척	1,065	919	15.9%
소노벨 단양	7,891	5,342	47.7%
소노캄 경주	1,226	-	0.0
소노벨 청송	255	434	▼41.2%
소노벨 천안	1,533	1,856	▼17.4%
소노벨 변산	597	797	▼25.1%
소노캄 여수	815	830	▼1.8%
소노캄 거제	648	474	36.7%
쏠비치 진도	43	103	▼58.3%
소노벨 제주	259	677	▼61.7%
소노캄 제주	106	88	20.5%
소노캄 고양	5,468	2,889	89.3%
소노문 해운대	266	234	13.7%
쏠비치 남해	233	22	959.1%
르네블루	76	-	0.0

E-MICE

	26년	25년	증감율
Total	**259**	**40**	**547.5%**
쏠 비발디파크	259	26	896.2%
캄 비발디파크	-	-	0.0
펫 비발디파크	-	-	0.0
소노벨리체 비발디	-	-	0.0
소노벨리치 비발디	-	-	0.0
소노벨 양평	-	-	0.0
델피노	-	-	0.0
쏠비치 양양	-	-	0.0
쏠비치 삼척	-	-	0.0
소노벨 단양	-	-	0.0
소노캄 경주	-	-	0.0
소노벨 청송	-	-	0.0
소노벨 천안	-	-	0.0
소노벨 변산	-	-	0.0
소노캄 여수	-	-	0.0
소노캄 거제	-	14	▼100.0%
쏠비치 진도	-	-	0.0
소노벨 제주	-	-	0.0
소노캄 제주	-	-	0.0
소노캄 고양	-	-	0.0
소노문 해운대	-	-	0.0
쏠비치 남해	-	-	0.0
르네블루	-	-	0.0

Inbound

	26년	25년	증감율
Total	**4,812**	**4,712**	**2.1%**
쏠 비발디파크	70	142	▼50.7%
캄 비발디파크	-	-	0.0
펫 비발디파크	-	-	0.0
소노벨리체 비발디	-	-	0.0
소노벨리치 비발디	-	-	0.0
소노벨 양평	-	27	▼100.0%
델피노	34	21	61.9%
쏠비치 양양	-	-	0.0
쏠비치 삼척	-	3	▼100.0%
소노벨 단양	136	33	312.1%
소노캄 경주	-	-	0.0
소노벨 청송	18	16	12.5%
소노벨 천안	20	-	0.0
소노벨 변산	-	-	0.0
소노캄 여수	64	17	276.5%
소노캄 거제	-	-	0.0
쏠비치 진도	-	-	0.0
소노벨 제주	13	-	0.0
소노캄 제주	-	307	▼100.0%
소노캄 고양	3,471	3,456	0.4%
소노문 해운대	986	690	42.9%
쏠비치 남해	-	-	0.0
르네블루	-	-	0.0

홈페이지

	26년	25년	증감율
Total	**4,725**	**5,530**	**▼14.6%**
쏠 비발디파크	822	1,118	▼26.5%
캄 비발디파크	127	323	▼60.7%
펫 비발디파크	231	153	51.0%
소노벨리체 비발디	9	1	800.0%
소노벨리치 비발디	1	1	0.0
소노벨 양평	40	52	▼23.1%
델피노	410	400	2.5%
쏠비치 양양	397	379	4.7%
쏠비치 삼척	587	625	▼6.1%
소노벨 단양	226	425	▼46.8%
소노캄 경주	148	-	0.0
소노벨 청송	102	65	56.9%
소노벨 천안	197	157	25.5%
소노벨 변산	287	205	40.0%
소노캄 여수	76	103	▼26.2%
소노캄 거제	309	434	▼28.8%
쏠비치 진도	239	427	▼44.0%
소노벨 제주	132	97	36.1%
소노캄 제주	68	62	9.7%
소노캄 고양	93	207	▼55.1%
소노문 해운대	55	47	17.0%
쏠비치 남해	169	249	▼32.1%
르네블루	196	-	0.0

OTA

	26년	25년	증감율
Total	**31,825**	**24,684**	**28.9%**
쏠 비발디파크	6,683	5,182	29.0%
캄 비발디파크	672	951	▼29.3%
펫 비발디파크	387	362	6.9%
소노벨리체 비발디	1,352	937	44.3%
소노벨리치 비발디	610	382	59.7%
소노벨 양평	137	149	▼8.1%
델피노	3,496	2,248	55.5%
쏠비치 양양	1,837	1,598	15.0%
쏠비치 삼척	3,251	2,358	37.9%
소노벨 단양	1,543	2,258	▼31.7%
소노캄 경주	1,434	-	0.0
소노벨 청송	471	426	10.6%
소노벨 천안	1,960	1,358	44.3%
소노벨 변산	1,772	1,093	62.1%
소노캄 여수	171	197	▼13.2%
소노캄 거제	1,270	1,245	2.0%
쏠비치 진도	2,034	2,177	▼6.6%
소노벨 제주	635	651	▼2.5%
소노캄 제주	266	205	29.8%
소노캄 고양	254	274	▼7.3%
소노문 해운대	213	85	150.6%
쏠비치 남해	1,377	548	151.3%
르네블루	701	-	0.0

G-OTA

	26년	25년	증감율
Total	**19,675**	**17,240**	**14.1%**
쏠 비발디파크	1,145	1,670	▼31.4%
캄 비발디파크	239	316	▼24.4%
펫 비발디파크	312	432	▼27.8%
소노벨리체 비발디	575	848	▼32.2%
소노벨리치 비발디	276	414	▼33.3%
소노벨 양평	122	114	7.0%
델피노	2,017	1,563	29.0%
쏠비치 양양	1,208	811	49.0%
쏠비치 삼척	1,799	2,375	▼24.3%
소노벨 단양	653	636	2.7%
소노캄 경주	754	-	0.0
소노벨 청송	280	181	54.7%
소노벨 천안	907	572	58.6%
소노벨 변산	833	918	▼9.3%
소노캄 여수	353	372	▼5.1%
소노캄 거제	1,234	1,208	2.2%
쏠비치 진도	1,508	1,740	▼13.3%
소노벨 제주	1,427	1,256	13.6%
소노캄 제주	413	255	62.0%
소노캄 고양	1,644	1,325	24.1%
소노문 해운대	614	218	181.7%
쏠비치 남해	1,362	16	8,412.5%
르네블루	628	-	0.0

제휴사

	26년	25년	증감율
Total	**2,283**	**1,049**	**117.6%**
쏠 비발디파크	130	68	91.2%
캄 비발디파크	6	1	500.0%
펫 비발디파크	42	4	950.0%
소노벨리체 비발디	47	9	422.2%
소노벨리치 비발디	57	-	0.0
소노벨 양평	21	9	133.3%
델피노	185	164	12.8%
쏠비치 양양	88	62	41.9%
쏠비치 삼척	183	200	▼8.5%
소노벨 단양	79	28	182.1%
소노캄 경주	156	-	0.0
소노벨 청송	13	21	▼38.1%
소노벨 천안	100	15	566.7%
소노벨 변산	108	97	11.3%
소노캄 여수	40	17	135.3%
소노캄 거제	163	132	23.5%
쏠비치 진도	83	47	76.6%
소노벨 제주	94	67	40.3%
소노캄 제주	45	23	95.7%
소노캄 고양	415	84	394.0%
소노문 해운대	2	1	100.0%
쏠비치 남해	226	-	0.0
르네블루	51	-	0.0

(일반) 기타

	26년	25년	증감율
Total	**1,985**	**2,189**	**▼9.3%**
쏠 비발디파크	156	100	56.0%
캄 비발디파크	6	4	50.0%
펫 비발디파크	38	34	11.8%
소노벨리체 비발디	264	213	23.9%
소노벨리치 비발디	76	83	▼8.4%
소노벨 양평	41	12	241.7%
델피노	276	408	▼32.4%
쏠비치 양양	122	118	3.4%
쏠비치 삼척	133	178	▼25.3%
소노벨 단양	57	63	▼9.5%
소노캄 경주	87	-	0.0
소노벨 청송	16	498	▼96.8%
소노벨 천안	78	34	129.4%
소노벨 변산	69	104	▼33.7%
소노캄 여수	43	14	207.1%
소노캄 거제	79	74	6.8%
쏠비치 진도	141	117	20.5%
소노벨 제주	67	36	86.1%
소노캄 제주	56	27	107.4%
소노캄 고양	22	8	175.0%
소노문 해운대	11	29	▼62.1%
쏠비치 남해	147	35	320.0%
르네블루	2	-	0.0

Comp

	26년	25년	증감율
Total	**865**	**882**	**▼1.9%**
쏠 비발디파크	44	46	▼4.3%
캄 비발디파크	6	2	200.0%
펫 비발디파크	6	1	500.0%
소노벨리체 비발디	4	7	▼42.9%
소노벨리치 비발디	2	2	0.0
소노벨 양평	20	33	▼39.4%
델피노	90	62	45.2%
쏠비치 양양	11	17	▼35.3%
쏠비치 삼척	22	30	▼26.7%
소노벨 단양	20	86	▼76.7%
소노캄 경주	19	-	0.0
소노벨 청송	9	18	▼50.0%
소노벨 천안	18	44	▼59.1%
소노벨 변산	18	24	▼25.0%
소노캄 여수	16	16	0.0
소노캄 거제	20	13	53.8%
쏠비치 진도	1	2	▼50.0%
소노벨 제주	10	16	▼37.5%
소노캄 제주	2	12	▼83.3%
소노캄 고양	443	383	15.7%
소노문 해운대	76	56	35.7%
쏠비치 남해	8	12	▼33.3%
르네블루	-	-	0.0

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전체

	목표	전망	전년
Revenue	66,195	66,542	58,892
Occ	78.9%	77.0%	76.4%
Room Nights	283,784	276,505	262,449
ADR	233	241	224
Status	100.5%		

비발디

	목표	전망	전년
Revenue	15,128	15,187	14,353
Occ	71.8%	69.3%	69.3%
Room Nights	62,999	60,861	60,819
ADR	240	250	236
Status	100.4%		

한국 중부

	목표	전망	전년
Revenue	23,517	23,511	21,578
Occ	85.8%	84.7%	83.6%
Room Nights	102,180	100,246	98,008
ADR	230	235	220
Status	100.0%		

아시아 퍼시픽

	목표	전망	전년
Revenue	5,869	6,065	5,110
Occ	64.5%	63.4%	62.4%
Room Nights	32,510	32,025	30,545
ADR	181	189	167
Status	103.3%		

한국 남부

	목표	전망	전년
Revenue	21,681	21,778	17,851
Occ	83.9%	81.6%	81.6%
Room Nights	86,095	83,373	73,077
ADR	252	261	244
Status	100.4%		

소노벨 비발디 파크

	목표	전망	전년
Revenue	6,866	7,066	6,608
Occ	82.0%	80.1%	80.1%
Room Nights	35,550	34,731	34,753
ADR	193	203	190
Status	102.9%		

소노캄 비발디파크

	목표	전망	전년
Revenue	1,757	1,699	1,670
Occ	55.7%	53.7%	53.2%
Room Nights	6,265	6,045	5,992
ADR	280	281	279
Status	96.7%		

소노펫 비발디 파크

	목표	전망	전년
Revenue	1,440	1,394	1,351
Occ	78.8%	76.3%	75.8%
Room Nights	3,837	3,712	3,687
ADR	375	376	366
Status	96.8%		

소노 델리체 비발디 파크

	목표	전망	전년
Revenue	2,866	2,868	2,672
Occ	57.8%	55.7%	55.1%
Room Nights	8,955	8,665	8,539
ADR	320	331	313
Status	100.1%		

소노 델리치 비발디 파크

	목표	전망	전년
Revenue	1,592	1,592	1,505
Occ	64.5%	61.3%	61.0%
Room Nights	4,382	4,162	4,141
ADR	363	383	363
Status	100.0%		

소노벨 양평

	목표	전망	전년
Revenue	607	568	547
Occ	67.0%	59.3%	62.0%
Room Nights	4,010	3,546	3,707
ADR	151	160	147
Status	93.6%		

델피노

	목표	전망	전년
Revenue	7,888	7,890	7,587
Occ	83.1%	83.3%	82.8%
Room Nights	32,350	32,442	32,247
ADR	244	243	235
Status	100.0%		

쏠비치 양양

	목표	전망	전년
Revenue	3,477	3,487	3,323
Occ	98.5%	95.9%	95.9%
Room Nights	15,180	14,769	14,753
ADR	229	236	225
Status	100.3%		

소노문 해운대

	목표	전망	전년
Revenue	884	886	837
Occ	88.8%	82.4%	85.0%
Room Nights	6,470	6,000	6,193
ADR	137	148	135
Status	100.3%		

쏠비치 삼척

	목표	전망	전년
Revenue	5,282	5,353	5,182
Occ	97.2%	97.2%	97.0%
Room Nights	21,305	21,305	21,257
ADR	248	251	244
Status	101.3%		

소노벨 단양

	목표	전망	전년
Revenue	3,424	3,346	2,900
Occ	70.0%	67.7%	65.2%
Room Nights	18,300	17,265	17,043
ADR	187	194	170
Status	97.7%		

소노캄 경주

	목표	전망	전년
Revenue	2,876	2,891	-
Occ	85.9%	83.4%	0.0%
Room Nights	11,100	10,750	-
ADR	259	269	-
Status	100.5%		

소노벨 청송

	목표	전망	전년
Revenue	1,066	1,076	996
Occ	55.9%	56.5%	53.2%
Room Nights	5,545	5,465	5,278
ADR	192	197	189
Status	100.9%		

소노벨 천안

	목표	전망	전년
Revenue	2,548	2,522	2,379
Occ	90.3%	85.9%	85.4%
Room Nights	12,590	11,990	11,911
ADR	202	210	200
Status	99.0%		

소노벨 변산

	목표	전망	전년
Revenue	2,657	2,692	2,544
Occ	87.8%	86.3%	86.2%
Room Nights	13,660	13,456	13,410
ADR	194	200	190
Status	101.3%		

쏠비치 남해

	목표	전망	전년
Revenue	4,493	4,586	4,141
Occ	88.4%	87.7%	84.7%
Room Nights	12,300	12,010	11,657
ADR	365	382	355
Status	102.1%		

소노캄 여수

	목표	전망	전년
Revenue	1,858	1,796	1,747
Occ	64.6%	62.1%	62.1%
Room Nights	6,190	5,947	5,946
ADR	300	302	294
Status	96.7%		

소노캄 거제

	목표	전망	전년
Revenue	3,700	3,655	3,588
Occ	89.7%	87.8%	90.6%
Room Nights	14,120	13,820	14,261
ADR	262	264	252
Status	98.8%		

쏠비치 진도

	목표	전망	전년
Revenue	4,149	4,196	3,997
Occ	94.6%	90.1%	92.4%
Room Nights	16,710	15,925	16,332
ADR	248	264	245
Status	101.1%		

소노벨 제주

	목표	전망	전년
Revenue	2,063	2,132	1,953
Occ	82.5%	82.5%	80.0%
Room Nights	10,130	10,132	9,816
ADR	204	210	199
Status	103.3%		

소노캄 제주

	목표	전망	전년
Revenue	1,549	1,492	1,090
Occ	50.0%	46.4%	48.3%
Room Nights	6,280	5,893	5,388
ADR	247	253	202
Status	96.3%		

소노캄 고양

	목표	전망	전년
Revenue	2,257	2,442	2,066
Occ	63.0%	62.6%	60.1%
Room Nights	16,100	16,000	15,341
ADR	140	153	135
Status	108.2%		

르네블루 바이 쏠비치

	목표	전망	전년
Revenue	898	915	207
Occ	91.0%	91.8%	91.6%
Room Nights	2,455	2,475	797
ADR	366	370	260
Status	101.8%		

● **Segment별 전년대비 OTB 현황 (R/N)**

Segment

기명

	26년	25년	증감율
Total	**21,974**	**23,535**	**▼6.6%**
벨 비발디파크	1,706	1,819	▼6.2%
캄 비발디파크	363	322	12.7%
펫 비발디파크	178	193	▼7.8%
소노델리체 비발디	525	549	▼4.4%
소노델리치 비발디	388	402	▼3.5%
소노벨 양평	180	168	7.1%
델피노	3,920	4,194	▼6.5%
쏠비치 양양	1,695	2,006	▼15.5%
쏠비치 삼척	2,935	2,968	▼1.1%
소노벨 단양	569	670	▼15.1%
소노캄 경주	985	-	0.0
소노벨 청송	372	397	▼6.3%
소노벨 천안	635	644	▼1.4%
소노벨 변산	1,060	1,027	3.2%
소노캄 여수	383	472	▼18.9%
소노캄 거제	1,135	1,209	▼6.1%
쏠비치 진도	1,118	1,267	▼11.8%
소노벨 제주	966	932	3.6%
소노캄 제주	800	693	15.4%
소노캄 고양	142	105	35.2%
소노문 해운대	337	428	▼21.3%
쏠비치 남해	1,582	3,070	▼48.5%
르네블루	184	-	0.0

무기명

	26년	25년	증감율
Total	**87,929**	**84,857**	**3.6%**
벨 비발디파크	8,896	8,781	1.3%
캄 비발디파크	1,333	1,092	22.1%
펫 비발디파크	496	464	6.9%
소노델리체 비발디	1,680	1,536	9.4%
소노델리치 비발디	1,057	1,091	▼3.1%
소노벨 양평	1,420	1,663	▼14.6%
델피노	11,196	11,033	1.5%
쏠비치 양양	6,479	6,704	▼3.4%
쏠비치 삼척	10,769	10,148	6.1%
소노벨 단양	3,821	4,412	▼13.4%
소노캄 경주	4,516	-	0.0
소노벨 청송	1,629	1,883	▼13.5%
소노벨 천안	2,841	2,780	2.2%
소노벨 변산	5,241	5,009	4.6%
소노캄 여수	2,311	2,718	▼15.0%
소노캄 거제	5,385	5,197	3.6%
쏠비치 진도	6,468	7,230	▼10.5%
소노벨 제주	3,201	3,258	▼1.7%
소노캄 제주	2,387	2,414	▼1.1%
소노캄 고양	459	425	8.0%
소노문 해운대	1,167	2,043	▼42.9%
쏠비치 남해	5,177	4,976	4.0%
르네블루	245	-	0.0

직 원

	26년	25년	증감율
Total	**-**	**-**	**0.0**
벨 비발디파크	-	-	0.0
캄 비발디파크	-	-	0.0
펫 비발디파크	-	-	0.0
소노델리체 비발디	-	-	0.0
소노델리치 비발디	-	-	0.0
소노벨 양평	-	-	0.0
델피노	-	-	0.0
쏠비치 양양	-	-	0.0
쏠비치 삼척	-	-	0.0
소노벨 단양	-	-	0.0
소노캄 경주	-	-	0.0
소노벨 청송	-	-	0.0
소노벨 천안	-	-	0.0
소노벨 변산	-	-	0.0
소노캄 여수	-	-	0.0
소노캄 거제	-	-	0.0
쏠비치 진도	-	-	0.0
소노벨 제주	-	-	0.0
소노캄 제주	-	-	0.0
소노캄 고양	-	-	0.0
소노문 해운대	-	-	0.0
쏠비치 남해	-	-	0.0
르네블루	-	-	0.0

(회원) 기타

	26년	25년	증감율
Total	**502**	**1,270**	**▼60.5%**
벨 비발디파크	37	257	▼85.6%
캄 비발디파크	94	51	84.3%
펫 비발디파크	9	7	28.6%
소노델리체 비발디	106	87	21.8%
소노델리치 비발디	36	37	▼2.7%
소노벨 양평	-	7	▼100.0%
델피노	41	152	▼73.0%
쏠비치 양양	15	22	▼31.8%
쏠비치 삼척	3	99	▼97.0%
소노벨 단양	21	95	▼77.9%
소노캄 경주	4	-	0.0
소노벨 청송	20	42	▼52.4%
소노벨 천안	10	89	▼88.8%
소노벨 변산	-	55	▼100.0%
소노캄 여수	28	6	366.7%
소노캄 거제	-	37	▼100.0%
쏠비치 진도	-	69	▼100.0%
소노벨 제주	49	85	▼42.4%
소노캄 제주	27	58	▼53.4%
소노캄 고양	-	3	▼100.0%
소노문 해운대	-	5	▼100.0%
쏠비치 남해	2	7	▼71.4%
르네블루	-	-	0.0

G-MICE

	26년	25년	증감율
Total	**7,293**	**6,191**	**17.8%**
벨 비발디파크	1,377	1,153	19.4%
캄 비발디파크	9	63	▼85.7%
펫 비발디파크	19	68	▼72.1%
소노델리체 비발디	18	28	▼35.7%
소노델리치 비발디	16	-	0.0
소노벨 양평	4	-	0.0
델피노	837	1,466	▼42.9%
쏠비치 양양	122	82	48.8%
쏠비치 삼척	177	20	785.0%
소노벨 단양	265	103	157.3%
소노캄 경주	237	-	0.0
소노벨 청송	2	-	0.0
소노벨 천안	466	277	68.2%
소노벨 변산	281	10	2,710.0%
소노캄 여수	449	103	335.9%
소노캄 거제	351	181	93.9%
쏠비치 진도	37	5	640.0%
소노벨 제주	94	185	▼49.2%
소노캄 제주	12	264	▼95.5%
소노캄 고양	2,458	2,183	12.6%
소노문 해운대	58	-	0.0
쏠비치 남해	4	-	0.0
르네블루	44	-	0.0

E-MICE

	26년	25년	증감율
Total	**171**	**-**	**0.0**
벨 비발디파크	171	-	0.0
캄 비발디파크	-	-	0.0
펫 비발디파크	-	-	0.0
소노델리체 비발디	-	-	0.0
소노델리치 비발디	-	-	0.0
소노벨 양평	-	-	0.0
델피노	-	-	0.0
쏠비치 양양	-	-	0.0
쏠비치 삼척	-	-	0.0
소노벨 단양	-	-	0.0
소노캄 경주	-	-	0.0
소노벨 청송	-	-	0.0
소노벨 천안	-	-	0.0
소노벨 변산	-	-	0.0
소노캄 여수	-	-	0.0
소노캄 거제	-	-	0.0
쏠비치 진도	-	-	0.0
소노벨 제주	-	-	0.0
소노캄 제주	-	-	0.0
소노캄 고양	-	-	0.0
소노문 해운대	-	-	0.0
쏠비치 남해	-	-	0.0
르네블루	-	-	0.0

Inbound

	26년	25년	증감율
Total	**670**	**659**	**1.7%**
벨 비발디파크	46	18	155.6%
캄 비발디파크	-	-	0.0
펫 비발디파크	-	-	0.0
소노델리체 비발디	-	-	0.0
소노델리치 비발디	-	-	0.0
소노벨 양평	-	-	0.0
델피노	34	-	0.0
쏠비치 양양	-	3	▼100.0%
쏠비치 삼척	-	-	0.0
소노벨 단양	13	10	30.0%
소노캄 경주	-	-	0.0
소노벨 청송	-	-	0.0
소노벨 천안	-	11	▼100.0%
소노벨 변산	9	-	0.0
소노캄 여수	17	-	0.0
소노캄 거제	-	-	0.0
쏠비치 진도	-	-	0.0
소노벨 제주	17	-	0.0
소노캄 제주	-	-	0.0
소노캄 고양	440	533	▼17.4%
소노문 해운대	94	84	11.9%
쏠비치 남해	-	-	0.0
르네블루	-	-	0.0

홈페이지

	26년	25년	증감율
Total	**2,250**	**3,092**	**▼27.2%**
벨 비발디파크	289	777	▼62.8%
캄 비발디파크	69	116	▼40.5%
펫 비발디파크	92	77	19.5%
소노델리체 비발디	-	4	▼100.0%
소노델리치 비발디	-	-	0.0
소노벨 양평	20	9	122.2%
델피노	242	316	▼23.4%
쏠비치 양양	95	127	▼25.2%
쏠비치 삼척	320	368	▼13.0%
소노벨 단양	133	155	▼14.2%
소노캄 경주	99	-	0.0
소노벨 청송	35	24	45.8%
소노벨 천안	139	187	▼25.7%
소노벨 변산	138	137	0.7%
소노캄 여수	29	39	▼25.6%
소노캄 거제	114	167	▼31.7%
쏠비치 진도	155	230	▼32.6%
소노벨 제주	84	41	104.9%
소노캄 제주	31	34	▼8.8%
소노캄 고양	52	16	225.0%
소노문 해운대	41	20	105.0%
쏠비치 남해	73	248	▼70.6%
르네블루	127	-	0.0

OTA

	26년	25년	증감율
Total	**13,993**	**12,407**	**12.8%**
벨 비발디파크	2,587	2,911	▼11.1%
캄 비발디파크	445	194	129.4%
펫 비발디파크	161	179	▼10.1%
소노델리체 비발디	675	509	32.6%
소노델리치 비발디	291	274	6.2%
소노벨 양평	47	29	62.1%
델피노	1,799	1,458	23.4%
쏠비치 양양	568	470	20.9%
쏠비치 삼척	1,198	1,101	8.8%
소노벨 단양	999	1,061	▼5.8%
소노캄 경주	649	-	0.0
소노벨 청송	143	127	12.6%
소노벨 천안	1,057	844	25.2%
소노벨 변산	661	585	13.0%
소노캄 여수	84	91	▼7.7%
소노캄 거제	797	595	33.9%
쏠비치 진도	774	1,249	▼38.0%
소노벨 제주	274	115	138.3%
소노캄 제주	61	42	45.2%
소노캄 고양	153	56	173.2%
소노문 해운대	67	12	458.3%
쏠비치 남해	503	505	▼0.4%
르네블루	499	-	0.0

G-OTA

	26년	25년	증감율
Total	**10,597**	**8,074**	**152.3%**
벨 비발디파크	856	763	12.2%
캄 비발디파크	146	104	40.4%
펫 비발디파크	235	366	▼35.8%
소노델리체 비발디	330	664	▼50.3%
소노델리치 비발디	96	214	▼55.1%
소노벨 양평	67	33	103.0%
델피노	1,173	931	26.0%
쏠비치 양양	583	182	220.3%
쏠비치 삼척	484	1,405	▼65.6%
소노벨 단양	622	421	47.7%
소노캄 경주	457	-	0.0
소노벨 청송	148	46	221.7%
소노벨 천안	799	339	135.7%
소노벨 변산	334	379	▼11.9%
소노캄 여수	126	123	2.4%
소노캄 거제	1,082	607	78.3%
쏠비치 진도	959	759	26.4%
소노벨 제주	370	486	▼23.9%
소노캄 제주	124	70	77.1%
소노캄 고양	615	125	392.0%
소노문 해운대	446	32	1,293.8%
쏠비치 남해	545	25	2,080.0%
르네블루	257	-	0.0

제휴사

	26년	25년	증감율
Total	**1,105**	**438**	**152.3%**
벨 비발디파크	61	23	165.2%
캄 비발디파크	-	-	0.0
펫 비발디파크	19	2	850.0%
소노델리체 비발디	54	5	980.0%
소노델리치 비발디	36	-	0.0
소노벨 양평	3	2	50.0%
델피노	66	82	▼19.5%
쏠비치 양양	52	19	173.7%
쏠비치 삼척	113	100	13.0%
소노벨 단양	11	18	▼38.9%
소노캄 경주	108	-	0.0
소노벨 청송	-	4	▼100.0%
소노벨 천안	75	13	476.9%
소노벨 변산	66	42	57.1%
소노캄 여수	14	9	55.6%
소노캄 거제	99	76	30.3%
쏠비치 진도	34	14	142.9%
소노벨 제주	44	21	109.5%
소노캄 제주	-	2	▼100.0%
소노캄 고양	1	-	0.0
소노문 해운대	-	6	▼100.0%
쏠비치 남해	249	-	0.0
르네블루	50	-	0.0

(일반) 기타

	26년	25년	증감율
Total	**1,217**	**773**	**57.4%**
벨 비발디파크	125	65	92.3%
캄 비발디파크	1	7	▼85.7%
펫 비발디파크	19	4	375.0%
소노델리체 비발디	207	133	55.6%
소노델리치 비발디	6	9	▼33.3%
소노벨 양평	18	6	200.0%
델피노	105	119	▼11.8%
쏠비치 양양	50	19	163.2%
쏠비치 삼척	115	101	13.9%
소노벨 단양	48	38	26.3%
소노캄 경주	48	-	0.0
소노벨 청송	5	31	▼83.9%
소노벨 천안	56	25	124.0%
소노벨 변산	64	49	30.6%
소노캄 여수	39	11	254.5%
소노캄 거제	62	40	55.0%
쏠비치 진도	118	52	126.9%
소노벨 제주	31	16	93.8%
소노캄 제주	21	6	250.0%
소노캄 고양	7	1	600.0%
소노문 해운대	3	5	▼40.0%
쏠비치 남해	69	36	91.7%
르네블루	-	-	0.0

Comp

	26년	25년	증감율
Total	**166**	**164**	**1.2%**
벨 비발디파크	39	35	11.4%
캄 비발디파크	2	3	▼33.3%
펫 비발디파크	-	-	0.0
소노델리체 비발디	-	-	0.0
소노델리치 비발디	-	-	0.0
소노벨 양평	-	-	0.0
델피노	3	2	50.0%
쏠비치 양양	-	1	▼100.0%
쏠비치 삼척	10	5	100.0%
소노벨 단양	1	3	▼66.7%
소노캄 경주	6	-	0.0
소노벨 청송	-	-	0.0
소노벨 천안	9	2	350.0%
소노벨 변산	1	-	0.0
소노캄 여수	10	-	0.0
소노캄 거제	10	15	▼33.3%
쏠비치 진도	1	-	0.0
소노벨 제주	1	-	0.0
소노캄 제주	3	-	0.0
소노캄 고양	61	92	▼33.7%
소노문 해운대	7	6	16.7%
쏠비치 남해	2	-	0.0
르네블루	-	-	0.0

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■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	28,385	10.8%	213	6,035	10.5%	26,290	10.1%	225	5,927	10.2%	▼2,095	92.6%	13	▼107	98.2%	1,186	104.7%	16	666	112.7%	25,104	10.6%	210	5,262	10.5%	26,446	12.0%	180	4,755	11.3%
		무기명	83,140	31.7%	237	19,672	34.1%	86,115	33.1%	241	20,758	35.6%	2,975	103.6%	4	1,085	105.5%	10,828	114.4%	11	3,473	120.1%	75,287	31.8%	230	17,284	34.6%	77,114	34.9%	211	16,279	38.7%
		Staff	4,075	1.6%	252	1,028	1.8%	3,548	1.4%	251	890	1.5%	▼527	87.1%	▼2	▼138	86.5%	433	113.9%	4	121	115.8%	3,115	1.3%	247	768	1.5%	3,278	1.5%	219	718	1.7%
		Other	9,005	3.4%	177	1,598	2.8%	6,410	2.5%	180	1,151	2.0%	▼2,595	71.2%	2	▼447	72.0%	▼2,536	71.7%	11	▼353	76.5%	8,946	3.8%	168	1,504	3.0%	4,758	2.2%	170	810	1.9%
		Total	124,605	47.6%	227	28,333	49.1%	122,363	47.0%	235	28,726	49.3%	▼2,242	98.2%	7	393	101.4%	9,911	108.8%	14	3,907	115.7%	112,452	47.5%	221	24,819	49.6%	111,596	50.5%	202	22,562	53.7%
	Group	G-Mice	27,460	10.5%	139	3,819	6.6%	30,623	11.8%	131	4,017	6.9%	3,163	111.5%	▼8	199	105.2%	5,988	124.3%	▼1	753	123.1%	24,635	10.4%	133	3,264	6.5%	22,273	10.1%	135	3,008	7.2%
		E-Mice	100	0.0%	105	11	0.0%	259	0.1%	137	36	0.1%	159	259.0%	32	25	336.7%	160	261.6%	33	25	345.7%	99	0.0%	104	10	0.0%	201	0.1%	104	21	0.0%
		Inbound	4,670	1.8%	94	439	0.8%	5,121	2.0%	88	451	0.8%	451	109.7%	▼6	12	102.8%	▼197	96.3%	2	▼8	98.3%	5,318	2.2%	86	459	0.9%	6,297	2.9%	82	515	1.2%
		Total	32,230	12.3%	132	4,268	7.4%	36,003	13.8%	125	4,504	7.7%	3,773	111.7%	▼7	236	105.5%	5,951	119.8%	1	770	120.6%	30,052	12.7%	124	3,733	7.5%	28,771	13.0%	123	3,544	8.4%
	FIT	Homepage	11,290	4.3%	237	2,678	4.6%	9,170	3.5%	244	2,239	3.8%	▼2,120	81.2%	7	▼439	83.6%	▼856	91.5%	13	▼83	96.4%	10,026	4.2%	232	2,322	4.6%	7,085	3.2%	216	1,533	3.6%
		OTA	49,645	19.0%	240	11,925	20.7%	49,590	19.0%	247	12,237	21.0%	▼55	99.9%	7	312	102.6%	5,148	111.6%	19	2,104	120.8%	44,442	18.8%	228	10,133	20.3%	39,792	18.0%	193	7,665	18.2%
		G-OTA	35,055	13.4%	240	8,422	14.6%	34,700	13.3%	247	8,579	14.7%	▼355	99.0%	7	156	101.9%	3,332	110.6%	20	1,452	120.4%	31,368	13.3%	227	7,126	14.3%	22,996	10.4%	216	4,963	11.8%
		Affiliate	2,910	1.1%	217	632	1.1%	3,012	1.2%	226	682	1.2%	102	103.5%	9	50	107.9%	691	129.8%	▼6	143	126.5%	2,321	1.0%	232	539	1.1%	4,089	1.9%	176	719	1.7%
		Other	5,030	1.9%	281	1,412	2.4%	4,460	1.7%	284	1,268	2.2%	▼570	88.7%	4	▼144	89.8%	▼559	88.9%	18	▼67	95.0%	5,019	2.1%	266	1,335	2.7%	5,173	2.3%	201	1,040	2.5%
		Total	103,930	39.7%	241	25,069	43.5%	100,932	38.8%	248	25,004	42.9%	▼2,998	97.1%	7	▼65	99.7%	7,756	108.3%	17	3,549	116.5%	93,176	39.4%	230	21,455	42.9%	79,135	35.8%	201	15,920	37.9%
	COMP		1,149	0.4%	0	0	0.0%	1,071	0.4%	0	0	0.0%	▼78	93.2%	0	0	0.0%	19	101.8%	0	0	0.0%	1,052	0.4%	(0)	(0)	0.0%	1,308	0.6%	1	1	0.0%
	Grand Total		**261,914**	**100.0%**	**220**	**57,670**	**100.0%**	**260,369**	**100.0%**	**224**	**58,234**	**100.0%**	**▼1,545**	**99.4%**	**3**	**564**	**101.0%**	**23,637**	**110.0%**	**12**	**8,226**	**116.5%**	**236,732**	**100.0%**	**211**	**50,007**	**100.0%**	**220,810**	**100.0%**	**190**	**42,027**	**100.0%**
	Occ						**72.8%**					**72.5%**					**▼0.3%p**					**2.6%p**					**69.9%**					**66.7%**

■ Pick up Trend

[단위 : RN_실, ADR_천원 / VAT제외]

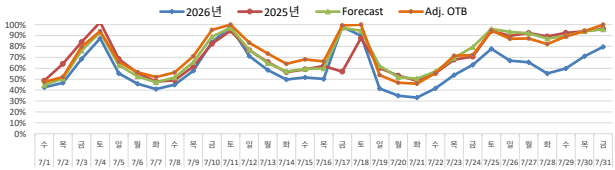
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	18,835	238	20,711	235	23,043	233	24,314	232	25,263	231	19,021	224	20,781	223	23,167	221	24,983	221	25,799	220	▼186	14	▼70	12	▼124	12	▼669	11	▼536	11
		무기명	59,673	248	66,898	246	77,649	244	87,580	242	94,190	243	53,175	236	58,837	235	69,744	233	78,360	232	83,752	233	6,498	12	8,061	11	7,905	11	9,220	10	10,438	10
		Staff	0	0	0	0	38	238	250	230	679	236	0	0	0	0	42	184	241	201	704	215	0	0	0	0	▼4	55	9	29	▼25	21
		Other	1,486	163	1,843	161	2,234	164	2,815	171	3,180	171	2,493	136	2,854	141	3,515	144	4,218	148	4,915	151	▼1,007	27	▼1,011	20	▼1,281	20	▼1,403	23	▼1,735	20
		Total	79,994	244	89,452	242	102,964	240	114,959	238	123,312	239	74,689	230	82,472	229	96,468	227	107,802	226	115,170	226	5,305	14	6,980	13	6,496	13	7,157	12	8,142	13
	Group	G-Mice	19,454	113	20,093	116	22,062	120	24,803	125	26,939	128	9,134	138	10,110	144	12,144	143	17,054	134	20,699	130	10,320	▼25	9,983	▼28	9,918	▼24	7,749	▼9	6,240	▼2
		E-Mice	0	0	0	0	253	138	253	138	259	137	0	0	0	0	0	0	0	0	40	88	0	0	0	0	253	138	253	138	219	49
		Inbound	531	87	583	85	1,162	79	4,357	86	4,812	87	955	83	948	82	1,462	86	3,510	87	4,712	82	▼424	4	▼365	3	▼300	▼7	847	▼1	100	5
		Total	19,985	112	20,676	115	23,477	118	29,413	120	32,010	122	10,089	133	11,058	139	13,606	137	20,564	126	25,451	121	9,896	▼21	9,618	▼24	9,871	▼19	8,849	▼7	6,559	1
	FIT	Homepage	1,939	216	2,474	224	3,146	228	3,918	239	4,921	247	1,631	201	2,305	207	3,414	207	4,253	209	5,530	211	308	15	169	17	▼268	21	▼335	29	▼609	36
		OTA	12,104	211	14,126	217	20,479	228	26,104	238	32,526	248	7,764	205	10,541	206	15,162	208	19,434	210	24,684	214	4,340	6	3,585	11	5,317	20	6,670	28	7,842	34
		G-OTA	10,513	220	12,122	227	15,109	231	17,873	244	20,303	253	6,856	220	8,450	223	11,053	222	13,866	226	17,240	225	3,657	▼1	3,672	3	4,056	9	4,007	18	3,063	29
		Affiliate	462	152	571	150	822	170	1,479	233	2,334	214	493	147	569	146	691	146	863	142	1,049	166	▼31	5	2	4	131	24	616	90	1,285	48
		Other	561	256	709	261	1,114	263	1,444	274	1,987	291	688	227	779	229	1,168	230	1,908	188	2,189	214	▼127	30	▼70	32	▼54	33	▼464	86	▼202	77
		Total	25,579	215	30,002	221	40,670	229	50,818	241	62,071	250	17,432	210	22,644	212	31,488	212	40,324	213	50,692	216	8,147	5	7,358	9	9,182	16	10,494	28	11,379	33
	COMP		233	0	350	0	443	0	796	0	865	0	226	0	253	0	339	0	653	0	882	0	7	0	97	0	104	0	143	0	▼17	▼0
	Grand Total		**125,791**	**217**	**140,480**	**218**	**167,554**	**219**	**195,986**	**220**	**218,258**	**224**	**102,436**	**216**	**116,427**	**216**	**141,901**	**214**	**169,343**	**210**	**192,195**	**209**	**23,355**	**0**	**24,053**	**2**	**25,653**	**5**	**26,643**	**10**	**26,063**	**15**
	Occ		**35.0%**	**-**	**39.1%**	**4.1%p**	**46.7%**	**7.5%p**	**54.6%**	**7.9%p**	**60.8%**	**6.2%p**	**30.3%**	**-**	**34.4%**	**4.1%p**	**41.9%**	**7.5%p**	**50.0%**	**8.1%p**	**56.8%**	**6.7%p**		**4.8%p**		**4.8%p**		**4.8%p**		**4.6%p**		**4.0%p**

■ 추가 Pick-up 및 Forecast 비교

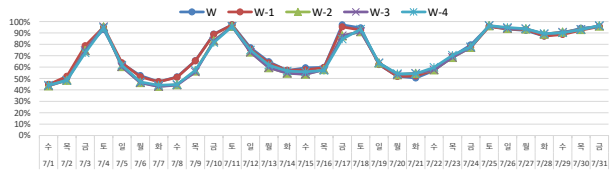
[단위 : RN_실, ADR_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			객실수	객단가	객실수	객단가	객실수	객단가	객실수	객단가	객실수	객단가
2026년 7월	Membership	기 명	1,027	▼5	▼159	▼21	1,186	16	26,825	225	▼535	0
		무기명	▼8,075	▼2	▼18,903	▼13	10,828	11	85,565	241	550	▼0
		Staff	2,869	14	2,436	10	433	4	3,645	250	▼97	1
		Other	3,230	9	5,766	▼3	▼2,536	11	6,830	182	▼420	▼2
		Total	▼949	▼4	▼10,860	▼18	9,911	14	122,865	235	▼502	▼0
	Group	G-Mice	3,684	3	▼2,304	5	5,988	▼1	29,409	130	1,214	1
		E-Mice	0	0	▼160	▼33	160	33	253	138	6	▼1
		Inbound	309	1	506	▼1	▼197	2	4,495	87	626	1
		Total	3,993	3	▼1,958	3	5,951	1	34,157	125	1,846	0
	FIT	Homepage	4,249	▼3	5,105	▼16	▼856	13	9,571	241	▼401	3
		OTA	17,064	▼1	11,916	▼20	5,148	19	48,290	245	1,300	2
		G-OTA	14,397	▼6	11,065	▼26	3,332	20	35,270	245	▼570	2
		Affiliate	678	12	▼13	18	691	▼6	2,802	229	210	▼3
		Other	2,473	▼7	3,032	▼25	▼559	18	4,675	279	▼215	5
		Total	38,861	▼2	31,105	▼20	7,756	17	100,608	246	324	2
	COMP		206	0	187	▼0	19	0	1,039	0	32	0
	Grand Total		**42,111**	**▼0**	**18,474**	**▼12**	**23,637**	**12**	**258,669**	**224**	**1,700**	**0**
	Occ			**11.7%p**		**9.1%p**		**▼2.6%p**		**72.1%**		**0.5%p**

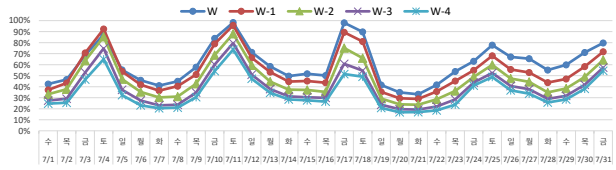
■ 일별 판매 현황



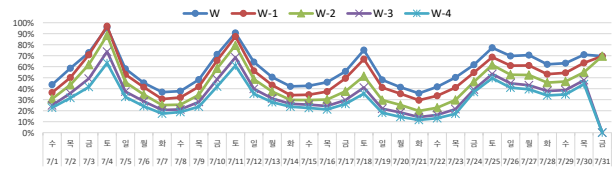
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 비발디_Total

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	4,300	8.4%	202	868	7.2%	4,360	8.4%	220	960	7.8%	60	101.4%	18	92	110.6%	399	110.1%	23	181	123.2%	3,961	8.1%	197	779	6.9%	4,648	9.9%	190	885	9.3%
		무기명	14,030	27.3%	230	3,226	26.8%	14,800	28.5%	241	3,563	28.9%	770	105.5%	11	337	110.4%	1,419	110.6%	15	538	117.8%	13,381	27.3%	226	3,025	26.9%	14,402	30.6%	223	3,205	33.5%
		Staff	990	1.9%	238	236	2.0%	820	1.6%	242	198	1.6%	▼170	82.8%	4	▼38	84.1%	▼2	99.8%	4	3	101.3%	822	1.7%	238	195	1.7%	797	1.7%	238	190	2.0%
		Other	2,030	3.9%	197	400	3.3%	1,935	3.7%	191	370	3.0%	▼95	95.3%	▼6	▼30	92.4%	▼466	80.6%	7	▼72	83.7%	2,401	4.9%	184	441	3.9%	1,460	3.1%	188	274	2.9%
		Total	21,350	41.5%	222	4,730	39.2%	21,915	42.2%	232	5,090	41.3%	565	102.6%	11	361	107.6%	1,350	106.6%	16	649	114.6%	20,565	41.9%	216	4,441	39.5%	21,307	45.2%	214	4,554	47.7%
	Group	G-Mice	2,990	5.8%	148	443	3.7%	3,790	7.3%	144	547	4.4%	800	126.8%	▼4	104	123.4%	1,026	137.1%	▼0	147	136.9%	2,764	5.6%	145	400	3.6%	3,324	7.1%	150	497	5.2%
		E-Mice	100	0.2%	105	11	0.1%	259	0.5%	137	36	0.3%	159	259.0%	32	25	336.7%	160	261.6%	34	25	346.9%	99	0.2%	103	10	0.1%	181	0.4%	104	19	0.2%
		Inbound	320	0.6%	141	45	0.4%	150	0.3%	145	22	0.2%	▼170	46.9%	4	▼23	48.2%	▼159	48.5%	9	▼20	51.7%	309	0.6%	136	42	0.4%	250	0.5%	125	31	0.3%
		Total	3,410	6.6%	146	499	4.1%	4,199	8.1%	144	604	4.9%	789	123.1%	▼2	106	121.2%	1,027	132.4%	1	152	133.7%	3,172	6.5%	142	452	4.0%	3,755	8.0%	146	548	5.7%
	FIT	Homepage	3,330	6.5%	239	797	6.6%	2,530	4.9%	249	630	5.1%	▼800	76.0%	10	▼167	79.1%	▼525	82.8%	14	▼88	87.7%	3,055	6.2%	235	718	6.4%	2,235	4.7%	213	477	5.0%
		OTA	14,930	29.0%	240	3,578	29.7%	15,530	29.9%	245	3,798	30.9%	600	104.0%	5	221	106.2%	1,243	108.7%	12	472	114.2%	14,287	29.1%	233	3,326	29.6%	11,551	24.5%	190	2,200	23.0%
		G-OTA	6,750	13.1%	292	1,973	16.4%	6,070	11.7%	283	1,718	14.0%	▼680	89.9%	▼9	▼255	87.1%	▼418	93.6%	▼4	▼147	92.1%	6,488	13.2%	288	1,866	16.6%	5,803	12.3%	245	1,424	14.9%
		Affiliate	240	0.5%	313	75	0.6%	380	0.7%	284	108	0.9%	140	158.3%	▼29	33	143.7%	107	139.2%	▼40	19	121.9%	273	0.6%	325	89	0.8%	323	0.7%	211	68	0.7%
		Other	1,225	2.4%	326	400	3.3%	1,115	2.1%	325	363	2.9%	▼110	91.0%	▼1	▼37	90.8%	27	102.5%	3	12	103.3%	1,088	2.2%	323	351	3.1%	1,932	4.1%	147	284	3.0%
		Total	26,475	51.5%	258	6,822	56.6%	25,625	49.4%	258	6,618	53.7%	▼850	96.8%	1	▼204	97.0%	434	101.7%	6	268	104.2%	25,191	51.3%	252	6,350	56.5%	21,844	46.3%	204	4,453	46.6%
	COMP		174	0.3%	0	0	0.0%	152	0.3%	0	0	0.0%	▼22	87.4%	0	0	0.0%	13	109.4%	▼1	▼0	0.0%	139	0.3%	1	0	0.0%	227	0.5%	1	0	0.0%
	Grand Total		**51,409**	**100.0%**	**234**	**12,051**	**100.0%**	**51,891**	**100.0%**	**237**	**12,312**	**100.0%**	**482**	**100.9%**	**3**	**262**	**102.2%**	**2,824**	**105.8%**	**8**	**1,069**	**109.5%**	**49,067**	**100.0%**	**229**	**11,243**	**100.0%**	**47,133**	**100.0%**	**203**	**9,555**	**100.0%**
	Occ						**58.6%**					**59.1%**					**0.5%p**					**2.5%p**					**56.6%**					**54.7%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

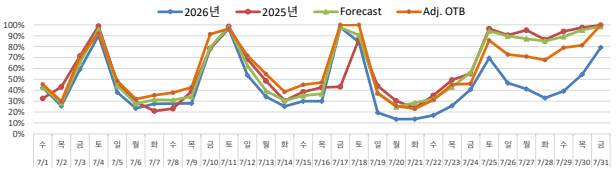
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	2,519	253	2,866	250	3,410	241	3,677	239	3,956	237	2,305	210	2,573	209	2,911	205	3,361	203	3,704	11	214	43	293	41	499	36	316	36	252	226
		무기명	9,117	248	10,343	246	12,332	243	14,275	241	15,739	242	8,558	223	9,535	222	11,668	219	13,466	216	14,880	221	559	24	808	24	664	25	809	25	859	21
		Staff	0	0	0	0	0	0	36	226	121	235	0	0	0	0	5	133	53	190	166	205	0	0	0	0	▼5	▼133	▼17	36	▼45	31
		Other	413	160	488	157	622	165	917	189	955	190	545	152	675	164	867	168	1,053	171	1,245	175	▼132	8	▼187	▼7	▼245	▼3	▼136	18	▼290	15
		Total	12,049	246	13,697	244	16,364	240	18,905	238	20,771	239	11,408	217	12,783	216	15,451	213	17,933	211	19,995	179	641	28	914	28	913	27	972	27	776	60
	Group	G-Mice	2,182	131	2,280	135	2,997	135	3,291	141	3,424	142	1,303	139	1,396	139	1,651	144	1,772	146	1,851	143	879	▼8	884	▼4	1,346	▼9	1,519	▼5	1,573	▼0
		E-Mice	0	0	0	0	253	138	253	138	259	137	0	0	0	0	0	0	0	0	53	87	0	0	0	0	253	138	253	138	206	50
		Inbound	0	0	20	59	20	59	65	145	70	142	42	63	45	63	38	61	172	127	347	232	▼42	▼63	▼25	▼4	▼18	▼2	▼107	17	▼277	▼90
		Total	2,182	131	2,300	134	3,270	135	3,609	141	3,753	142	1,345	137	1,441	137	1,689	142	1,944	144	2,251	155	837	▼6	859	▼2	1,581	▼7	1,665	▼4	1,502	▼13
	FIT	Homepage	546	197	638	205	762	215	965	238	1,230	254	242	213	527	216	960	217	1,261	214	1,648	210	304	▼16	111	▼11	▼198	▼2	▼296	24	▼418	45
		OTA	3,785	179	4,237	187	6,330	209	8,109	226	9,841	238	1,583	219	2,666	214	4,888	208	6,539	209	7,963	213	2,202	▼40	1,571	▼27	1,442	1	1,570	17	1,878	25
		G-OTA	1,198	243	1,472	251	1,765	255	2,265	276	2,669	293	1,135	269	1,642	280	2,366	284	3,139	288	3,794	291	63	▼26	▼170	▼29	▼601	▼29	▼874	▼12	▼1,125	2
		Affiliate	25	132	38	124	70	125	95	131	303	286	37	125	47	122	76	126	92	128	91	154	▼12	7	▼9	2	▼6	▼1	3	3	212	132
		Other	143	249	169	255	260	254	371	281	581	317	142	282	175	285	238	275	285	273	446	302	1	▼34	▼6	▼30	22	▼21	86	8	135	16
		Total	5,697	196	6,554	205	9,187	219	11,805	238	14,624	254	3,139	238	5,057	237	8,528	231	11,316	232	13,942	236	2,558	▼43	1,497	▼33	659	▼12	489	5	682	17
	COMP		42	0	45	0	64	0	74	35	82	27	31	0	33	0	43	3	58	27	91	1	11	0	12	0	21	▼3	16	8	▼9	26
	Grand Total		**19,970**	**218**	**22,596**	**221**	**28,885**	**221**	**34,393**	**227**	**39,230**	**235**	**15,923**	**214**	**19,314**	**215**	**25,711**	**214**	**31,251**	**214**	**36,279**	**199**	**4,047**	**4**	**3,282**	**5**	**3,174**	**7**	**3,142**	**13**	**2,951**	**36**
	Occ		**22.7%**	**-**	**25.7%**	**3.0%p**	**32.9%**	**7.2%p**	**39.2%**	**6.3%p**	**44.7%**	**5.5%p**	**19.2%**	**-**	**23.3%**	**4.1%p**	**31.0%**	**7.7%p**	**37.7%**	**6.7%p**	**43.8%**	**6.1%p**		**3.5%p**		**2.4%p**		**1.9%p**		**1.5%p**		**0.9%p**

■ 추가 Pick-up 및 Forecast 비교

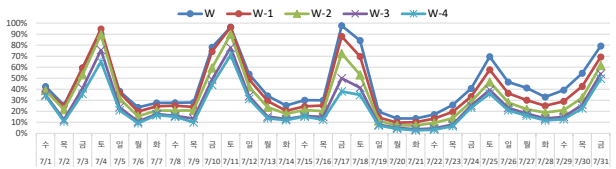
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	404	▼16	5	▼40	399	23	4,390	221	▼30	▼0
		무기명	▼939	▼1	▼2,358	▼16	1,419	15	14,950	240	▼150	0
		Staff	699	6	701	3	▼2	4	860	240	▼40	1
		Other	980	1	1,446	▼6	▼466	7	2,025	195	▼90	▼4
		Total	1,144	▼6	▼206	▼23	1,350	16	22,225	232	▼310	▼0
	Group	G-Mice	366	2	▼660	2	1,026	▼0	3,795	145	▼5	▼0
		E-Mice	0	0	▼160	▼34	160	34	253	138	6	▼1
		Inbound	80	3	239	▼6	▼159	9	150	145	0	0
		Total	446	2	▼581	0	1,027	1	4,198	144	1	▼1
	FIT	Homepage	1,300	▼5	1,825	▼19	▼525	14	2,731	243	▼201	6
		OTA	5,689	6	4,446	▼6	1,243	12	14,850	244	680	0
		G-OTA	3,401	▼9	3,819	▼5	▼418	▼4	6,350	285	▼280	▼2
		Affiliate	77	▼2	▼30	38	107	▼40	300	309	80	▼24
		Other	534	8	507	5	27	3	1,090	326	25	▼0
		Total	11,001	4	10,567	▼2	434	6	25,321	259	304	▼0
	COMP		70	▼27	57	▼26	13	▼1	152	0	0	0
	Grand Total		**12,661**	**3**	**9,837**	**▼5**	**2,824**	**8**	**51,896**	**237**	**▼5**	**▼0**
	Occ			**14.4%p**		**12.0%p**		**2.5%p**		**59.1%**		**▼0.0%p**

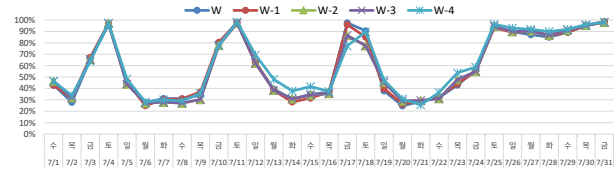
■ 일별 판매 현황



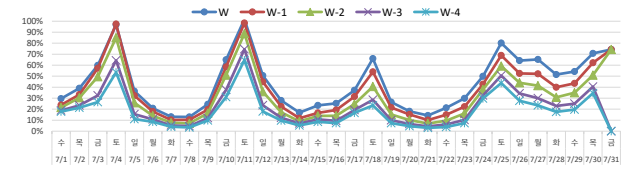
■26Y 주단위 Pick up 추이



■ 주단위 Forecast 추이



■25Y 주단위 Pick up 추이



▣ 한국중부_Total

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	11,240	11.6%	204	2,292	11.0%	11,160	11.4%	219	2,448	11.7%	▼80	99.3%	15	156	106.8%	1,051	110.4%	22	455	122.9%	10,109	11.0%	197	1,992	10.6%	11,565	14.1%	183	2,118	13.1%
		무기명	32,280	33.3%	230	7,425	35.8%	32,525	33.2%	234	7,608	36.5%	245	100.8%	4	183	102.5%	1,635	105.3%	11	718	110.4%	30,890	33.7%	223	6,890	36.6%	30,602	37.4%	213	6,530	40.4%
		Staff	1,235	1.3%	246	303	1.5%	953	1.0%	246	234	1.1%	▼282	77.2%	0	▼69	77.3%	48	105.3%	8	19	108.9%	905	1.0%	238	215	1.1%	1,132	1.4%	223	252	1.6%
		Other	3,600	3.7%	168	604	2.9%	2,280	2.3%	166	379	1.8%	▼1,320	63.3%	▼1	▼225	62.8%	▼1,103	67.4%	7	▼160	70.4%	3,383	3.7%	159	539	2.9%	1,598	2.0%	179	286	1.8%
		Total	48,355	49.8%	220	10,623	51.2%	46,918	47.9%	227	10,669	51.2%	▼1,437	97.0%	8	45	100.4%	1,631	103.6%	15	1,033	110.7%	45,287	49.4%	213	9,636	51.2%	44,897	54.8%	205	9,186	56.8%
	Group	G-Mice	11,410	11.8%	126	1,442	6.9%	14,486	14.8%	107	1,547	7.4%	3,076	127.0%	▼20	106	107.3%	1,894	115.0%	▼20	▼49	96.9%	12,592	13.7%	127	1,597	8.5%	7,088	8.7%	128	909	5.6%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	130	0.1%	84	11	0.1%	190	0.2%	87	16	0.1%	60	146.2%	3	6	150.8%	131	322.0%	4	12	338.4%	59	0.1%	82	5	0.0%	243	0.3%	95	23	0.1%
		Total	11,540	11.9%	126	1,453	7.0%	14,676	15.0%	107	1,564	7.5%	3,136	127.2%	▼19	111	107.7%	2,025	116.0%	▼20	▼38	97.6%	12,651	13.8%	127	1,602	8.5%	7,331	8.9%	127	932	5.8%
	FIT	Homepage	3,710	3.8%	227	841	4.1%	3,490	3.6%	241	842	4.0%	▼220	94.1%	15	1	100.1%	86	102.5%	21	93	112.4%	3,404	3.7%	220	749	4.0%	2,149	2.6%	218	469	2.9%
		OTA	17,970	18.5%	237	4,258	20.5%	17,920	18.3%	235	4,220	20.3%	▼50	99.7%	▼1	▼38	99.1%	1,645	110.1%	11	568	115.5%	16,275	17.7%	224	3,652	19.4%	16,343	20.0%	196	3,204	19.8%
		G-OTA	12,050	12.4%	232	2,795	13.5%	12,160	12.4%	236	2,864	13.7%	110	100.9%	4	69	102.5%	1,270	111.7%	19	506	121.4%	10,890	11.9%	217	2,358	12.5%	7,897	9.6%	210	1,656	10.2%
		Affiliate	1,200	1.2%	239	287	1.4%	950	1.0%	251	238	1.1%	▼250	79.2%	11	▼49	82.9%	▼4	99.6%	▼12	▼13	94.9%	954	1.0%	263	251	1.3%	1,296	1.6%	218	283	1.8%
		Other	1,910	2.0%	263	501	2.4%	1,645	1.7%	264	434	2.1%	▼265	86.1%	1	▼67	86.6%	▼359	82.1%	▼14	▼122	78.1%	2,004	2.2%	277	556	3.0%	1,790	2.2%	239	428	2.6%
		Total	36,840	38.0%	236	8,682	41.8%	36,165	36.9%	238	8,598	41.3%	▼675	98.2%	2	▼85	99.0%	2,638	107.9%	12	1,032	113.6%	33,527	36.5%	226	7,566	40.2%	29,475	36.0%	205	6,041	37.4%
	COMP		285	0.3%	0	0	0.0%	187	0.2%	0	0	0.0%	▼98	65.6%	0	0	0.0%	▼87	68.2%	0	0	0.0%	274	0.3%	0	0	0.0%	211	0.3%	3	1	0.0%
	Grand Total		**97,020**	**100.0%**	**214**	**20,758**	**100.0%**	**97,946**	**100.0%**	**213**	**20,831**	**100.0%**	**926**	**101.0%**	**▼1**	**72**	**100.3%**	**6,207**	**106.8%**	**8**	**2,027**	**110.8%**	**91,739**	**100.0%**	**205**	**18,804**	**100.0%**	**81,914**	**100.0%**	**197**	**16,159**	**100.0%**
	Occ						**81.5%**					**82.7%**					**1.2%p**					**3.6%p**					**79.1%**					**72.6%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

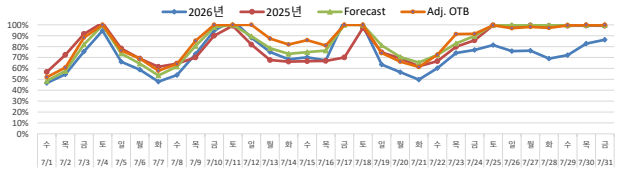
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	8,937	224	9,670	223	10,554	222	10,974	221	11,194	222	7,931	206	8,619	204	9,530	203	10,201	205	10,265	205	1,006	17	1,051	18	1,024	19	773	16	929	16
		무기명	24,567	238	27,323	237	31,181	235	34,530	234	36,657	236	21,442	230	23,624	227	27,658	224	30,998	225	32,916	226	3,125	9	3,699	10	3,523	11	3,532	9	3,741	11
		Staff	0	0	0	0	20	198	53	210	187	210	0	0	0	0	23	188	79	192	206	195	0	0	0	0	▼3	10	▼26	19	▼19	15
		Other	719	156	842	157	955	156	1,122	154	1,257	153	1,090	131	1,191	133	1,391	134	1,675	138	1,966	142	▼371	25	▼349	23	▼436	22	▼553	16	▼709	12
		Total	34,223	233	37,835	232	42,710	230	46,679	229	49,295	231	30,463	220	33,434	218	38,602	215	42,953	217	45,353	217	3,760	13	4,401	14	4,108	15	3,726	12	3,942	13
	Group	G-Mice	11,532	90	11,877	93	12,428	98	13,135	102	13,599	104	4,779	134	5,285	139	6,696	136	9,705	127	11,772	123	6,753	▼45	6,592	▼46	5,732	▼38	3,430	▼25	1,827	▼19
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	110	75	136	73	152	71	184	80	190	87	10	159	0	0	41	68	54	72	57	83	100	▼84	136	73	111	3	130	9	133	3
		Total	11,642	90	12,013	93	12,580	97	13,319	102	13,789	103	4,789	134	5,285	139	6,737	135	9,759	127	11,829	123	6,853	▼45	6,728	▼46	5,843	▼38	3,560	▼25	1,960	▼19
	FIT	Homepage	837	220	1,115	231	1,359	235	1,628	240	2,013	245	804	193	1,009	200	1,360	196	1,613	198	1,986	201	33	27	106	31	▼1	39	15	42	27	44
		OTA	5,303	209	6,241	214	8,613	221	10,472	227	12,788	236	4,112	204	5,023	207	6,358	211	7,713	213	9,820	216	1,191	4	1,218	7	2,255	10	2,759	14	2,968	20
		G-OTA	4,257	207	4,841	216	5,945	219	6,554	223	7,212	234	2,652	217	3,209	219	3,978	215	4,763	217	5,957	215	1,605	▼10	1,632	▼3	1,967	4	1,791	6	1,255	19
		Affiliate	188	127	232	129	290	133	553	220	686	227	269	148	295	147	338	147	362	146	469	180	▼81	▼21	▼63	▼18	▼48	▼13	191	74	217	48
		Other	173	224	233	241	361	243	465	251	668	265	329	237	361	235	563	236	650	239	801	243	▼156	▼13	▼128	6	▼202	7	▼185	13	▼133	21
		Total	10,758	208	12,662	215	16,568	220	19,672	227	23,367	237	8,166	207	9,897	209	12,597	210	15,101	212	19,033	214	2,592	1	2,765	6	3,971	10	4,571	15	4,334	22
	COMP		39	0	128	0	139	0	150	0	161	0	72	0	85	0	101	0	187	0	239	0	▼33	0	43	0	38	0	▼37	0	▼78	0
	Grand Total		**56,662**	**198**	**62,638**	**201**	**71,997**	**204**	**79,820**	**207**	**86,612**	**212**	**43,490**	**208**	**48,701**	**207**	**58,037**	**204**	**68,000**	**202**	**76,454**	**201**	**13,172**	**▼9**	**13,937**	**▼6**	**13,960**	**▼0**	**11,820**	**5**	**10,158**	**10**
	Occ		**47.8%**	**-**	**52.9%**	**-**	**60.8%**	**-**	**67.4%**	**-**	**73.1%**	**5.7%p**	**37.5%**	**-**	**42.0%**	**4.5%p**	**50.0%**	**8.0%p**	**58.6%**	**8.6%p**	**65.9%**	**7.3%p**		**10.4%p**		**10.9%p**		**10.8%p**		**8.8%p**		**7.2%p**

■ 추가 Pick-up 및 Forecast 비교

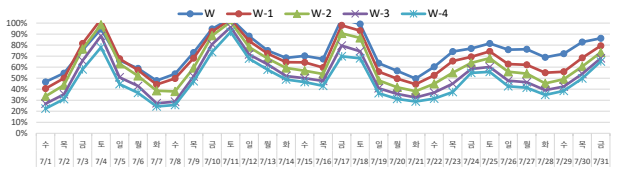
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	▼34	▼2	▼1,085	▼25	1,051	22	11,355	218	▼195	1
		무기명	▼4,132	▼2	▼5,767	▼13	1,635	11	32,345	235	180	▼1
		Staff	766	36	718	28	48	8	975	246	▼22	▼0
		Other	1,023	13	2,126	6	▼1,103	7	2,320	166	▼40	0
		Total	▼2,377	▼3	▼4,008	▼18	1,631	15	46,995	228	▼77	▼0
	Group	G-Mice	887	3	▼1,007	23	1,894	▼20	14,193	106	293	1
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	▼131	▼4	131	4	184	80	6	6
		Total	887	3	▼1,138	23	2,025	▼20	14,377	106	299	1
	FIT	Homepage	1,477	▼4	1,391	▼25	86	21	3,550	239	▼60	3
		OTA	5,132	▼1	3,487	▼12	1,645	11	17,590	234	330	2
		G-OTA	4,948	2	3,678	▼17	1,270	19	12,175	233	▼15	2
		Affiliate	264	23	268	35	▼4	▼12	920	247	30	3
		Other	977	▼1	1,336	13	▼359	▼14	1,730	260	▼85	3
		Total	12,798	1	10,160	▼11	2,638	12	35,965	236	200	2
	COMP		26	0	113	0	▼87	0	186	0	1	0
	Grand Total		**11,334**	**1**	**5,127**	**▼7**	**6,207**	**8**	**97,523**	**212**	**423**	**0**
	Occ			**9.6%p**		**5.9%p**		**3.6%p**		**82.4%**		**0.4%p**

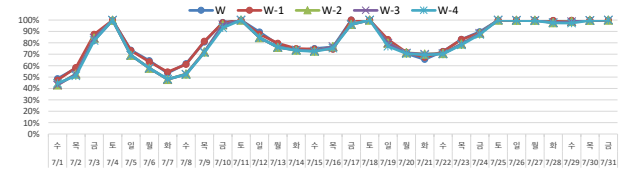
■ 일별 판매 현황



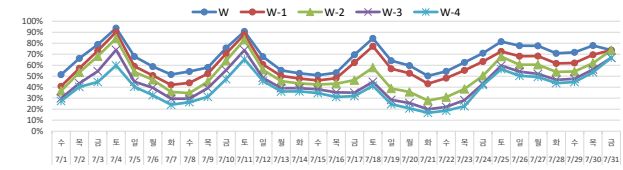
■26Y 주단위 Pick up 추이



■ 주단위 Forecast 추이



■25Y 주단위 Pick up 추이



▣ 아시아퍼시픽_Total

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	2,770	8.2%	194	537	9.5%	2,780	8.2%	204	567	9.7%	10	100.4%	10	31	105.7%	326	113.3%	29	139	132.3%	2,454	7.8%	175	429	8.6%	2,726	8.5%	165	451	9.9%
		무기명	7,900	23.5%	209	1,648	29.2%	8,000	23.7%	217	1,733	29.7%	100	101.3%	8	85	105.1%	1,144	116.7%	21	390	129.1%	6,856	21.7%	196	1,343	27.0%	7,889	24.7%	186	1,464	32.2%
		Staff	530	1.6%	240	127	2.3%	530	1.6%	230	122	2.1%	0	100.0%	▼10	▼5	95.8%	55	111.6%	9	17	116.0%	475	1.5%	221	105	2.1%	471	1.5%	214	101	2.2%
		Other	1,000	3.0%	156	156	2.8%	780	2.3%	167	131	2.2%	▼220	78.0%	11	▼25	83.7%	▼414	65.3%	22	▼43	75.1%	1,194	3.8%	146	174	3.5%	658	2.1%	126	83	1.8%
		Total	12,200	36.3%	202	2,468	43.8%	12,090	35.7%	211	2,552	43.8%	▼110	99.1%	9	85	103.4%	1,111	110.1%	24	502	124.5%	10,979	34.8%	187	2,050	41.3%	11,744	36.8%	179	2,098	46.2%
	Group	G-Mice	6,900	20.5%	116	800	14.2%	7,265	21.5%	118	856	14.7%	365	105.3%	2	56	107.0%	1,464	125.2%	4	198	130.0%	5,801	18.4%	113	658	13.3%	6,666	20.9%	110	734	16.1%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	3,600	10.7%	92	331	5.9%	3,713	11.0%	88	328	5.6%	113	103.1%	▼4	▼3	99.1%	▼583	86.4%	5	▼28	92.0%	4,296	13.6%	83	357	7.2%	5,501	17.2%	76	419	9.2%
		Total	10,500	31.2%	108	1,131	20.1%	10,978	32.5%	108	1,184	20.3%	478	104.6%	0	53	104.7%	881	108.7%	7	169	116.7%	10,097	32.0%	101	1,015	20.4%	12,167	38.1%	95	1,153	25.4%
	FIT	Homepage	1,110	3.3%	216	240	4.3%	710	2.1%	235	167	2.9%	▼400	64.0%	19	▼73	69.7%	▼98	87.9%	16	▼10	94.2%	808	2.6%	219	177	3.6%	886	2.8%	203	180	4.0%
		OTA	2,730	8.1%	203	555	9.8%	2,650	7.8%	222	590	10.1%	▼80	97.1%	19	35	106.3%	▼141	94.9%	32	57	110.8%	2,791	8.9%	191	532	10.7%	1,761	5.5%	184	323	7.1%
		G-OTA	5,590	16.6%	196	1,097	19.5%	5,850	17.3%	202	1,181	20.3%	260	104.7%	6	84	107.7%	344	106.2%	7	107	110.0%	5,506	17.5%	195	1,074	21.6%	3,011	9.4%	192	579	12.7%
		Affiliate	650	1.9%	91	59	1.1%	650	1.9%	101	66	1.1%	0	100.0%	10	6	110.6%	156	131.6%	13	22	151.7%	494	1.6%	87	43	0.9%	1,449	4.5%	100	145	3.2%
		Other	390	1.2%	224	87	1.5%	400	1.2%	221	88	1.5%	10	102.6%	▼3	1	101.2%	10	102.6%	33	15	120.6%	390	1.2%	188	73	1.5%	305	1.0%	214	65	1.4%
		Total	10,470	31.2%	195	2,038	36.2%	10,260	30.3%	204	2,091	35.9%	▼210	98.0%	9	53	102.6%	271	102.7%	14	192	110.1%	9,989	31.7%	190	1,900	38.3%	7,412	23.2%	174	1,293	28.5%
	COMP		440	1.3%	0	0	0.0%	492	1.5%	0	0	0.0%	52	111.8%	0	0	0.0%	30	106.5%	0	0	0.0%	462	1.5%	0	0	0.0%	622	1.9%	0	0	0.0%
	Grand Total		**33,610**	**100.0%**	**168**	**5,637**	**100.0%**	**33,820**	**100.0%**	**172**	**5,828**	**100.0%**	**210**	**100.6%**	**5**	**191**	**103.4%**	**2,293**	**107.3%**	**15**	**863**	**117.4%**	**31,527**	**100.0%**	**157**	**4,965**	**100.0%**	**31,945**	**100.0%**	**142**	**4,544**	**100.0%**
	Occ						**66.7%**					**66.9%**					**0.2%p**					**1.8%p**					**65.1%**					**68.4%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

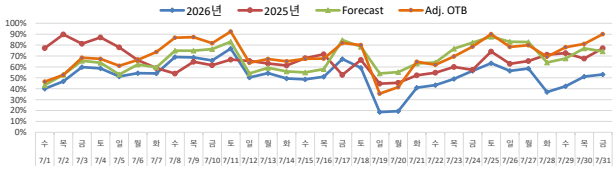
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	1,762	208	1,961	206	2,235	211	2,394	208	2,542	207	1,560	188	1,798	188	2,037	187	2,159	183	2,315	182	202	20	163	18	198	24	235	26	227	25
		무기명	4,523	223	5,263	222	6,423	220	7,365	219	7,897	219	4,359	207	5,155	206	6,260	206	7,049	205	7,509	205	164	17	108	15	163	14	316	14	388	15
		Staff	0	0	0	0	3	307	59	209	112	214	0	0	0	0	3	169	32	166	95	193	0	0	0	0	0	138	27	44	17	21
		Other	75	147	170	145	242	158	287	164	369	161	295	117	338	119	496	121	577	128	636	129	▼220	30	▼168	26	▼254	37	▼290	37	▼267	32
		Total	6,360	218	7,394	216	8,903	216	10,105	215	10,920	215	6,214	198	7,291	198	8,796	197	9,817	195	10,555	195	146	20	103	18	107	19	288	19	365	19
	Group	G-Mice	3,365	103	3,401	103	3,652	106	4,695	110	5,833	114	1,820	119	1,958	122	1,983	127	3,286	119	3,654	118	1,545	▼16	1,443	▼18	1,669	▼21	1,409	▼9	2,179	▼4
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	248	101	245	101	285	101	3,047	88	3,484	88	869	81	869	81	1,349	86	2,466	85	3,763	79	▼621	20	▼624	20	▼1,064	15	581	3	▼279	9
		Total	3,613	103	3,646	103	3,937	106	7,742	101	9,317	104	2,689	107	2,827	109	3,332	111	5,752	104	7,417	98	924	▼4	819	▼6	605	▼4	1,990	▼3	1,900	6
	FIT	Homepage	119	216	138	224	191	212	232	237	293	250	116	211	162	203	225	197	257	197	366	203	3	5	▼24	21	▼34	16	▼25	40	▼73	47
		OTA	401	201	503	208	689	211	889	223	1,155	224	400	182	532	174	706	173	851	173	1,130	170	1	20	▼29	34	▼17	38	38	50	25	54
		G-OTA	1,990	185	2,182	185	2,685	186	3,085	194	3,484	203	1,296	200	1,518	195	1,821	187	2,244	191	2,836	189	694	▼16	664	▼9	864	▼1	841	4	648	14
		Affiliate	39	147	52	141	63	144	101	162	554	92	62	142	68	142	80	144	160	116	174	116	▼23	5	▼16	▼1	▼17	▼0	▼59	47	380	▼24
		Other	57	242	74	247	96	235	120	234	145	241	32	212	34	213	50	229	53	234	71	229	25	30	40	34	46	7	67	▼1	74	11
		Total	2,606	190	2,949	192	3,724	192	4,427	203	5,631	200	1,906	195	2,314	189	2,882	184	3,565	184	4,577	183	700	▼6	635	3	842	9	862	18	1,054	16
	COMP		107	0	122	0	127	0	425	0	455	0	88	0	89	0	142	0	283	0	411	0	19	0	33	0	▼15	0	142	0	44	0
	Grand Total		**12,686**	**178**	**14,111**	**180**	**16,691**	**183**	**22,699**	**170**	**26,323**	**169**	**10,897**	**173**	**12,521**	**175**	**15,152**	**173**	**19,417**	**163**	**22,960**	**158**	**1,789**	**4**	**1,590**	**5**	**1,539**	**10**	**3,282**	**6**	**3,363**	**11**
	Occ		**25.1%**	**-**	**27.9%**	**2.8%p**	**33.0%**	**5.1%p**	**44.9%**	**11.9%p**	**52.1%**	**7.2%p**	**22.5%**	**-**	**25.9%**	**3.4%p**	**31.3%**	**5.4%p**	**40.1%**	**8.8%p**	**47.4%**	**7.3%p**		**2.6%p**		**2.1%p**		**1.7%p**		**4.8%p**		**4.7%p**

■ 추가 Pick-up 및 Forecast 비교

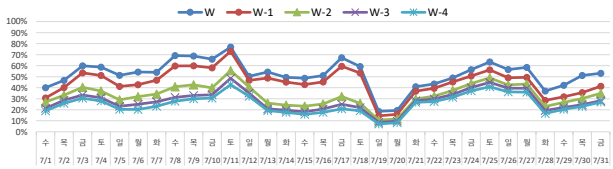
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	238	▼3	▼88	▼32	326	29	2,870	204	▼90	0
		무기명	103	▼3	▼1,041	▼24	1,144	21	7,900	217	100	▼1
		Staff	418	16	363	7	55	9	530	230	0	▼0
		Other	411	6	825	▼16	▼414	22	830	167	▼50	0
		Total	1,170	▼3	59	▼28	1,111	24	12,130	211	▼40	▼0
	Group	G-Mice	1,432	4	▼32	▼0	1,464	4	6,590	118	675	▼0
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	229	0	812	▼5	▼583	5	3,100	88	613	0
		Total	1,661	4	780	▼4	881	7	9,690	109	1,288	▼1
	FIT	Homepage	417	▼14	515	▼30	▼98	16	780	231	▼70	4
		OTA	1,495	▼1	1,636	▼33	▼141	32	2,760	220	▼110	2
		G-OTA	2,366	▼1	2,022	▼8	344	7	5,850	201	0	1
		Affiliate	96	9	▼60	▼5	156	13	590	103	60	▼2
		Other	255	▼20	245	▼53	10	33	400	223	0	▼2
		Total	4,629	4	4,358	▼10	271	14	10,380	203	▼120	0
	COMP		37	0	7	0	30	0	462	0	30	0
	Grand Total		**7,497**	**4**	**5,204**	**▼11**	**2,293**	**15**	**32,662**	**175**	**1,158**	**▼3**
	Occ			**14.8%p**		**13.0%p**		**1.8%p**		**64.6%**		**2.3%p**

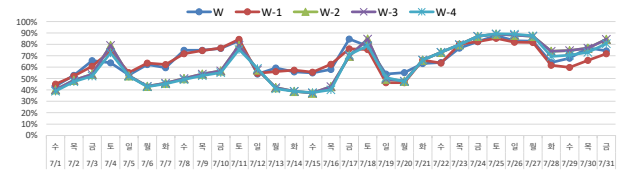
■ 일별 판매 현황



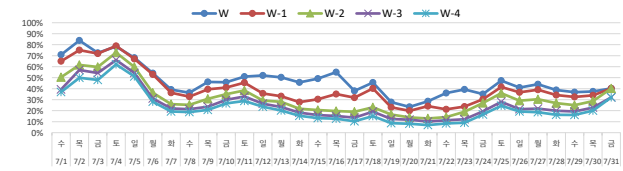
■26Y 주단위 Pick up 추이



■ 주단위 Forecast 추이



■25Y 주단위 Pick up 추이



▣ 한국남부_Total

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	10,075	12.6%	232	2,338	12.2%	7,990	10.4%	244	1,952	10.1%	▼2,085	79.3%	12	▼386	83.5%	▼590	93.1%	4	▼109	94.7%	8,580	13.3%	240	2,061	13.7%	7,507	12.5%	173	1,301	11.1%
		무기명	28,930	36.2%	255	7,373	38.4%	30,790	40.1%	255	7,854	40.8%	1,860	106.4%	0	481	106.5%	6,630	127.4%	6	1,828	130.3%	24,160	37.5%	249	6,027	40.2%	24,221	40.5%	210	5,080	43.2%
		Staff	1,320	1.7%	274	362	1.9%	1,245	1.6%	269	335	1.7%	▼75	94.3%	▼5	▼27	92.7%	332	136.4%	▼7	83	132.9%	913	1.4%	276	252	1.7%	878	1.5%	200	175	1.5%
		Other	2,375	3.0%	185	438	2.3%	1,415	1.8%	192	272	1.4%	▼960	59.6%	8	▼166	62.0%	▼553	71.9%	14	▼79	77.6%	1,968	3.1%	178	351	2.3%	1,042	1.7%	160	167	1.4%
		Total	42,700	53.5%	246	10,511	54.7%	41,440	54.0%	251	10,414	54.1%	▼1,260	97.0%	5	▼98	99.1%	5,819	116.3%	7	1,723	119.8%	35,621	55.3%	244	8,691	58.0%	33,648	56.3%	200	6,723	57.1%
	Group	G-Mice	6,160	7.7%	184	1,134	5.9%	5,082	6.6%	210	1,067	5.5%	▼1,078	82.5%	26	▼67	94.1%	1,604	146.1%	35	457	174.9%	3,478	5.4%	175	610	4.1%	5,195	8.7%	167	868	7.4%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	▼0	0.0%	0	0.0%	0	0	0.0%	20	0.0%	100	2	0.0%
		Inbound	620	0.8%	84	52	0.3%	1,068	1.4%	79	85	0.4%	448	172.3%	▼4	33	163.6%	414	163.3%	▼5	29	153.3%	654	1.0%	85	55	0.4%	303	0.5%	138	42	0.4%
		Total	6,780	8.5%	175	1,186	6.2%	6,150	8.0%	187	1,151	6.0%	▼630	90.7%	12	▼34	97.1%	2,018	148.8%	26	486	173.1%	4,132	6.4%	161	665	4.4%	5,518	9.2%	165	912	7.8%
	FIT	Homepage	3,140	3.9%	255	801	4.2%	2,440	3.2%	246	600	3.1%	▼700	77.7%	▼9	▼201	74.9%	▼319	88.4%	0	▼78	88.5%	2,759	4.3%	246	678	4.5%	1,815	3.0%	224	407	3.5%
		OTA	14,015	17.5%	252	3,535	18.4%	13,490	17.6%	269	3,629	18.8%	▼525	96.3%	17	94	102.7%	2,401	121.7%	33	1,007	138.4%	11,089	17.2%	236	2,622	17.5%	10,137	16.9%	191	1,937	16.5%
		G-OTA	10,665	13.4%	240	2,557	13.3%	10,620	13.8%	265	2,816	14.6%	▼45	99.6%	25	258	110.1%	2,136	125.2%	50	987	154.0%	8,484	13.2%	216	1,829	12.2%	6,285	10.5%	207	1,304	11.1%
		Affiliate	820	1.0%	256	210	1.1%	1,032	1.3%	261	270	1.4%	212	125.9%	5	60	128.3%	432	172.0%	1	114	172.8%	600	0.9%	260	156	1.0%	1,021	1.7%	218	223	1.9%
		Other	1,505	1.9%	282	424	2.2%	1,300	1.7%	294	383	2.0%	▼205	86.4%	13	▼41	90.3%	▼237	84.6%	64	28	107.9%	1,537	2.4%	231	355	2.4%	1,146	1.9%	229	262	2.2%
		Total	30,145	37.7%	250	7,527	39.2%	28,882	37.6%	267	7,697	40.0%	▼1,263	95.8%	17	171	102.3%	4,413	118.0%	36	2,058	136.5%	24,469	38.0%	230	5,640	37.6%	20,404	34.1%	203	4,132	35.1%
	COMP		250	0.3%	0	0	0.0%	240	0.3%	0	0	0.0%	▼10	96.0%	0	0	0.0%	63	135.6%	1	0	0.0%	177	0.3%	(1)	(0)	0.0%	248	0.4%	1	0	0.0%
	Grand Total		**79,875**	**100.0%**	**241**	**19,224**	**100.0%**	**76,712**	**100.0%**	**251**	**19,263**	**100.0%**	**▼3,163**	**96.0%**	**10**	**39**	**100.2%**	**12,313**	**119.1%**	**18**	**4,267**	**128.5%**	**64,399**	**100.0%**	**233**	**14,996**	**100.0%**	**59,818**	**100.0%**	**197**	**11,768**	**100.0%**
	Occ						**77.8%**					**75.1%**					**▼2.7%p**					**1.5%p**					**73.6%**					**70.0%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

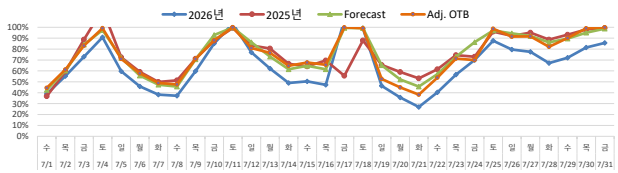
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	5,617	263	6,214	257	6,844	253	7,269	251	7,571	250	7,225	256	7,791	256	8,689	254	9,262	253	9,515	250	▼1,608	7	▼1,577	1	▼1,845	▼1	▼1,993	▼2	▼1,944	▼1
		무기명	21,466	265	23,969	262	27,713	259	31,410	255	33,897	256	18,816	257	20,523	258	24,158	256	26,847	255	28,447	254	2,650	9	3,446	4	3,555	3	4,563	0	5,450	2
		Staff	0	0	0	0	15	278	102	253	259	266	0	0	0	0	11	201	77	231	237	250	0	0	0	0	4	77	25	22	22	16
		Other	279	188	343	187	415	182	489	180	599	183	563	139	650	144	761	149	913	154	1,068	154	▼284	48	▼307	43	▼346	33	▼424	26	▼469	29
		Total	27,362	264	30,526	260	34,987	257	39,270	254	42,326	254	26,604	254	28,964	255	33,619	253	37,099	252	39,267	250	758	10	1,562	5	1,368	4	2,171	2	3,059	4
	Group	G-Mice	2,375	222	2,535	220	2,985	214	3,682	214	4,083	216	1,232	180	1,471	195	1,814	190	2,291	178	2,894	173	1,143	42	1,064	25	1,171	24	1,391	36	1,189	43
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14	36	0	0	0	0	0	0	0	0	▼14	▼36
		Inbound	173	75	182	77	705	72	1,061	79	1,068	79	34	142	34	142	34	142	818	85	723	87	139	▼68	148	▼65	671	▼70	243	▼6	345	▼8
		Total	2,548	212	2,717	211	3,690	187	4,743	184	5,151	187	1,266	179	1,505	194	1,848	189	3,109	153	3,631	155	1,282	33	1,212	17	1,842	▼2	1,634	30	1,520	32
	FIT	Homepage	437	231	583	230	834	233	1,093	239	1,385	243	469	207	607	213	869	217	1,122	224	1,530	229	▼32	25	▼24	18	▼35	17	▼29	14	▼145	14
		OTA	2,615	263	3,145	266	4,847	266	6,634	273	8,742	280	1,669	198	2,320	203	3,210	210	4,331	215	5,771	220	946	65	825	63	1,637	56	2,303	57	2,971	60
		G-OTA	3,068	251	3,627	255	4,714	262	5,969	279	6,938	284	1,773	208	2,081	206	2,888	201	3,720	207	4,653	205	1,295	42	1,546	49	1,826	61	2,249	73	2,285	79
		Affiliate	210	178	249	176	399	208	730	266	791	260	125	153	159	154	197	154	249	159	315	176	85	25	90	22	202	54	481	106	476	83
		Other	188	296	233	291	397	292	488	299	593	306	185	169	209	174	317	185	920	123	871	142	3	128	24	117	80	107	▼432	176	▼278	165
		Total	6,518	253	7,837	256	11,191	261	14,914	273	18,449	279	4,221	201	5,376	203	7,481	205	10,342	204	13,140	210	2,297	52	2,461	54	3,710	56	4,572	70	5,309	69
	COMP		45	0	55	0	113	0	147	0	167	0	35	0	46	0	53	0	125	0	141	0	10	0	9	0	60	0	22	0	26	0
	Grand Total		**36,473**	**258**	**41,135**	**256**	**49,981**	**252**	**59,074**	**252**	**66,093**	**255**	**32,126**	**244**	**35,891**	**244**	**43,001**	**242**	**50,675**	**235**	**56,179**	**234**	**4,347**	**14**	**5,244**	**12**	**6,980**	**10**	**8,399**	**17**	**9,914**	**21**
	Occ		**35.7%**	**-**	**40.3%**	**4.6%p**	**48.9%**	**8.7%p**	**57.8%**	**8.9%p**	**64.7%**	**6.9%p**	**36.7%**	**-**	**41.0%**	**4.3%p**	**49.1%**	**8.1%p**	**57.9%**	**8.8%p**	**64.2%**	**6.3%p**		**▼1.0%p**		**▼0.7%p**		**▼0.2%p**		**▼0.1%p**		**0.5%p**

■ 추가 Pick-up 및 Forecast 비교

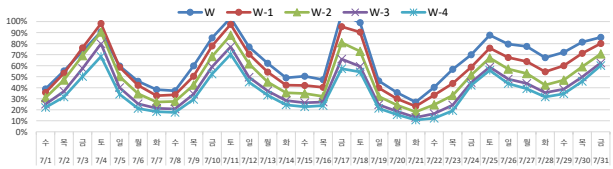
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	419	▼5	1,009	▼9	▼590	4	8,210	245	▼220	▼0
		무기명	▼3,107	▼1	▼9,737	▼6	6,630	6	30,370	256	420	▼1
		Staff	986	3	654	10	332	▼7	1,280	267	▼35	2
		Other	816	9	1,369	▼5	▼553	14	1,655	194	▼240	▼2
		Total	▼886	▼3	▼6,705	▼10	5,819	7	41,515	251	▼75	▼0
	Group	G-Mice	999	▼6	▼605	▼40	1,604	35	4,831	207	251	3
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	▼414	5	414	▼5	1,061	79	7	0
		Total	999	▼0	▼1,019	▼26	2,018	26	5,892	184	258	3
	FIT	Homepage	1,055	3	1,374	3	▼319	0	2,510	244	▼70	2
		OTA	4,748	▼11	2,347	▼43	2,401	33	13,090	266	400	3
		G-OTA	3,682	▼19	1,546	▼68	2,136	50	10,895	259	▼275	6
		Affiliate	241	2	▼191	1	432	1	992	263	40	▼2
		Other	707	▼12	944	▼76	▼237	64	1,455	282	▼155	12
		Total	10,433	▼12	6,020	▼48	4,413	36	28,942	262	▼60	4
	COMP		73	0	10	▼1	63	1	239	0	1	0
	Grand Total		**10,619**	**▼4**	**▼1,694**	**▼22**	**12,313**	**18**	**76,588**	**249**	**124**	**2**
	Occ			**10.4%p**		**8.9%p**		**1.5%p**		**75.0%**		**0.1%p**

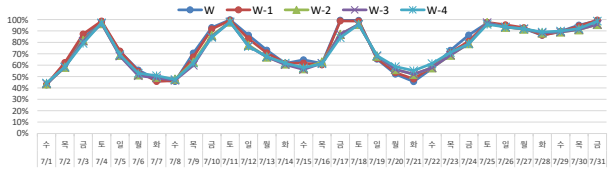
■ 일별 판매 현황



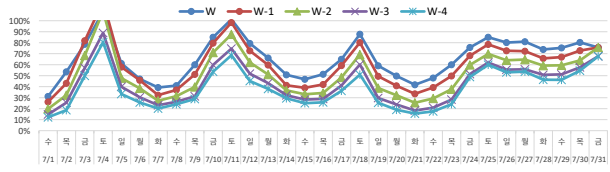
■26Y 주단위 Pick up 추이



■ 주단위 Forecast 추이



■25Y 주단위 Pick up 추이



▣ 소노벨_비발디파크

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	2,000	7.1%	171	343	6.4%	2,100	7.1%	191	401	7.1%	100	105.0%	20	58	117.0%	236	112.7%	23	88	128.0%	1,864	6.8%	168	313	6.1%	2,185	8.0%	160	349	7.9%
		무기명	8,200	29.2%	198	1,627	30.4%	8,300	28.3%	208	1,722	30.4%	100	101.2%	9	96	105.9%	400	105.1%	13	186	112.1%	7,900	28.8%	194	1,536	30.0%	8,465	31.1%	189	1,602	36.3%
		Staff	400	1.4%	189	76	1.4%	350	1.2%	189	66	1.2%	▼50	87.5%	0	▼9	87.5%	▼12	96.7%	4	▼1	98.6%	362	1.3%	185	67	1.3%	321	1.2%	179	57	1.3%
		Other	1,000	3.6%	155	155	2.9%	1,200	4.1%	155	186	3.3%	200	120.0%	0	31	120.0%	▼231	83.9%	3	▼31	85.5%	1,431	5.2%	152	217	4.2%	639	2.4%	137	87	2.0%
		Total	11,600	41.3%	190	2,200	41.2%	11,950	40.7%	199	2,375	42.0%	350	103.0%	9	175	108.0%	393	103.4%	14	241	111.3%	11,557	42.1%	185	2,134	41.7%	11,610	42.7%	180	2,096	47.5%
	Group	G-Mice	2,000	7.1%	136	273	5.1%	2,900	9.9%	136	394	7.0%	900	145.0%	▼0	122	144.6%	1,110	162.0%	2	155	164.8%	1,790	6.5%	134	239	4.7%	2,433	9.0%	144	349	7.9%
		E-Mice	100	0.4%	105	11	0.2%	259	0.9%	137	36	0.6%	159	259.0%	32	25	336.7%	160	261.6%	34	25	346.9%	99	0.4%	103	10	0.2%	181	0.7%	104	19	0.4%
		Inbound	300	1.1%	146	44	0.8%	150	0.5%	145	22	0.4%	▼150	50.0%	▼1	▼22	49.5%	▼132	53.2%	2	▼19	53.8%	282	1.0%	143	40	0.8%	250	0.9%	125	31	0.7%
		Total	2,400	8.5%	136	327	6.1%	3,309	11.3%	136	452	8.0%	909	137.9%	0	124	138.0%	1,138	152.4%	3	162	155.7%	2,171	7.9%	134	290	5.7%	2,864	10.5%	139	399	9.1%
	FIT	Homepage	2,100	7.5%	208	438	8.2%	1,600	5.4%	213	341	6.0%	▼500	76.2%	5	▼97	77.9%	▼383	80.7%	9	▼64	84.1%	1,983	7.2%	204	405	7.9%	1,225	4.5%	186	228	5.2%
		OTA	8,800	31.3%	192	1,690	31.6%	9,500	32.3%	195	1,853	32.7%	700	108.0%	3	162	109.6%	823	109.5%	7	219	113.4%	8,677	31.6%	188	1,634	31.9%	7,033	25.9%	148	1,043	23.6%
		G-OTA	2,700	9.6%	222	599	11.2%	2,500	8.5%	220	550	9.7%	▼200	92.6%	▼2	▼49	91.8%	▼141	94.7%	2	▼25	95.7%	2,641	9.6%	218	575	11.2%	2,741	10.1%	188	516	11.7%
		Affiliate	100	0.4%	181	18	0.3%	150	0.5%	189	28	0.5%	50	150.0%	8	10	156.3%	48	147.1%	11	10	156.3%	102	0.4%	178	18	0.4%	236	0.9%	173	41	0.9%
		Other	300	1.1%	234	70	1.3%	270	0.9%	234	63	1.1%	▼30	90.0%	0	▼7	90.0%	5	101.9%	5	2	103.9%	265	1.0%	229	61	1.2%	1,363	5.0%	66	90	2.0%
		Total	14,000	49.8%	201	2,815	52.7%	14,020	47.7%	202	2,835	50.1%	20	100.1%	1	19	100.7%	352	102.6%	5	142	105.3%	13,668	49.8%	197	2,693	52.6%	12,598	46.4%	152	1,917	43.5%
	COMP		100	0.4%	0	0	0.0%	100	0.3%	0	0	0.0%	0	100.0%	0	0	0.0%	26	135.1%	0	0	0.0%	74	0.3%	0	0	0.0%	105	0.4%	1	0	0.0%
	Grand Total		**28,100**	**100.0%**	**190**	**5,343**	**100.0%**	**29,379**	**100.0%**	**193**	**5,662**	**100.0%**	**1,279**	**104.6%**	**3**	**319**	**106.0%**	**1,909**	**106.9%**	**6**	**545**	**110.7%**	**27,470**	**100.0%**	**186**	**5,117**	**100.0%**	**27,177**	**100.0%**	**162**	**4,412**	**100.0%**
	Occ						**64.8%**					**67.7%**					**2.9%p**					**2.7%p**					**65.0%**					**64.9%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

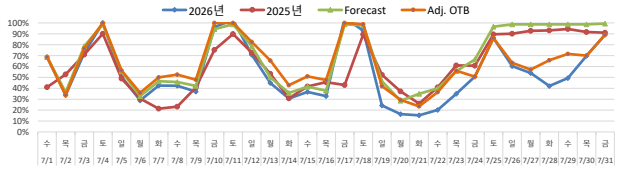
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	1,337	193	1,482	192	1,761	191	1,904	192	2,024	194	1,238	173	1,400	172	1,549	171	1,786	172	1,881	174	99	19	82	20	212	20	118	20	143	20
		무기명	5,586	215	6,302	214	7,456	212	8,634	210	9,295	211	5,422	202	6,008	201	7,394	198	8,370	196	9,147	198	164	13	294	13	62	14	264	14	148	13
		Staff	0	0	0	0	0	0	13	162	34	167	0	0	0	0	1	132	27	163	59	154	0	0	0	0	▼1	▼132	▼14	▼1	▼25	13
		Other	324	136	385	134	452	132	556	140	563	141	315	116	396	126	521	131	637	134	740	136	9	20	▼11	7	▼69	1	▼81	6	▼177	5
		Total	7,247	207	8,169	206	9,669	204	11,107	204	11,916	205	6,975	193	7,804	192	9,465	190	10,820	189	11,827	190	272	14	365	14	204	15	287	15	89	15
	Group	G-Mice	1,876	122	1,929	123	2,261	124	2,496	130	2,571	132	1,076	123	1,153	123	1,363	128	1,472	131	1,566	131	800	▼1	776	1	898	▼4	1,024	▼1	1,005	1
		E-Mice	0	0	0	0	253	138	253	138	259	137	0	0	0	0	0	0	0	0	26	116	0	0	0	0	253	138	253	138	233	21
		Inbound	0	0	20	59	20	59	65	145	70	142	18	68	18	68	8	68	142	141	142	141	▼18	▼68	2	▼9	12	▼9	▼77	3	▼72	0
		Total	1,876	122	1,949	123	2,534	125	2,814	131	2,900	133	1,094	122	1,171	122	1,371	128	1,614	132	1,734	132	782	▼0	778	1	1,163	▼3	1,200	▼1	1,166	1
	FIT	Homepage	411	170	466	174	546	179	654	193	822	211	147	190	363	199	638	199	848	195	1,118	188	264	▼20	103	▼26	▼92	▼19	▼194	▼1	▼296	23
		OTA	3,048	151	3,267	154	4,572	164	5,633	178	6,683	187	694	167	1,540	177	3,233	178	4,406	180	5,182	182	2,354	▼15	1,727	▼22	1,339	▼14	1,227	▼1	1,501	6
		G-OTA	490	168	598	180	719	185	996	214	1,145	226	399	196	684	215	1,036	223	1,395	229	1,670	229	91	▼28	▼86	▼36	▼317	▼39	▼399	▼15	▼525	▼3
		Affiliate	22	119	32	115	49	117	61	119	130	195	30	118	38	118	63	118	76	120	68	118	▼8	1	▼6	▼3	▼14	▼1	▼15	▼1	62	77
		Other	33	179	45	190	69	187	87	206	156	232	40	172	50	186	82	191	84	188	100	191	▼7	6	▼5	4	▼13	▼5	3	18	56	41
		Total	4,004	155	4,408	160	5,955	168	7,431	184	8,936	196	1,310	177	2,675	189	5,052	190	6,809	191	8,138	192	2,694	▼22	1,733	▼29	903	▼22	622	▼7	798	4
	COMP		30	0	33	0	34	0	38	0	44	0	27	0	28	0	27	0	41	0	46	0	3	0	5	0	7	0	▼3	0	▼2	0
	Grand Total		**13,157**	**179**	**14,559**	**181**	**18,192**	**181**	**21,390**	**187**	**23,796**	**192**	**9,406**	**182**	**11,678**	**184**	**15,915**	**184**	**19,284**	**184**	**21,745**	**186**	**3,751**	**▼3**	**2,881**	**▼3**	**2,277**	**▼3**	**2,106**	**3**	**2,051**	**6**
	Occ		**30.3%**	**-**	**33.6%**	**3.2%p**	**41.9%**	**8.4%p**	**49.3%**	**7.4%p**	**54.9%**	**5.5%p**	**22.3%**	**-**	**27.6%**	**5.4%p**	**37.7%**	**10.0%p**	**45.6%**	**8.0%p**	**51.5%**	**5.8%p**		**8.1%p**		**5.9%p**		**4.3%p**		**3.7%p**		**3.4%p**

■ 추가 Pick-up 및 Forecast 비교

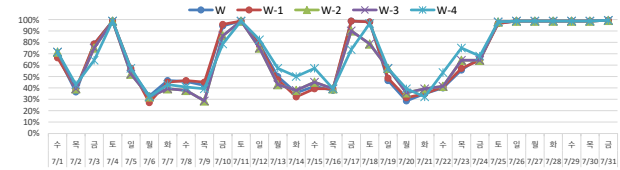
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	76	▼3	▼160	▼26	236	23	2,100	190	0	1
		무기명	▼995	▼4	▼1,395	▼17	400	13	8,600	210	▼300	▼3
		Staff	316	22	328	18	▼12	4	380	189	▼30	0
		Other	637	14	868	11	▼231	3	1,200	155	0	0
		Total	34	▼6	▼359	▼20	393	14	12,280	201	▼330	▼2
	Group	G-Mice	329	4	▼781	2	1,110	2	2,900	136	0	0
		E-Mice	0	0	▼160	▼34	160	34	253	138	6	▼1
		Inbound	80	3	212	2	▼132	2	150	145	0	0
		Total	409	4	▼729	1	1,138	3	3,303	137	6	▼0
	FIT	Homepage	778	2	1,161	▼7	▼383	9	1,800	208	▼200	5
		OTA	2,817	8	1,994	1	823	7	9,000	194	500	1
		G-OTA	1,355	▼6	1,496	▼9	▼141	2	2,500	218	0	2
		Affiliate	20	▼6	▼28	▼17	48	11	100	181	50	8
		Other	114	1	109	▼3	5	5	250	234	20	0
		Total	5,084	7	4,732	1	352	5	13,650	201	370	1
	COMP		56	0	30	0	26	0	100	0	0	0
	Grand Total		**5,583**	**1**	**3,674**	**▼6**	**1,909**	**6**	**29,333**	**193**	**46**	**▼0**
	Occ			**12.9%p**		**10.1%p**		**2.7%p**		**67.6%**		**0.1%p**

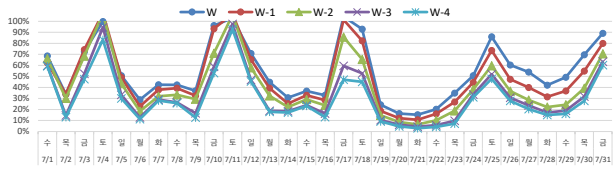
■ 일별 판매 현황



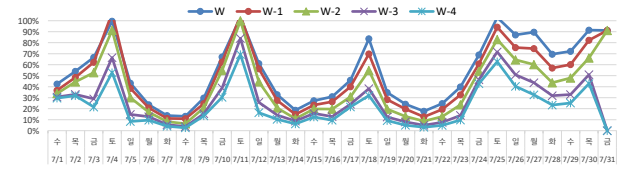
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노캄_비발디파크

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	330	6.0%	221	73	5.1%	370	7.3%	221	82	6.2%	40	112.1%	▼0	9	111.9%	76	125.9%	3	17	127.3%	294	5.7%	218	64	4.9%	322	8.4%	192	62	7.2%
		무기명	1,050	19.0%	247	260	18.3%	1,330	26.3%	247	329	24.9%	280	126.7%	▼0	69	126.6%	410	144.6%	4	105	146.7%	920	17.9%	243	224	17.1%	737	19.2%	235	173	20.3%
		Staff	140	2.5%	234	33	2.3%	100	2.0%	234	23	1.8%	▼40	71.4%	0	▼9	71.4%	1	101.0%	7	1	104.3%	99	1.9%	227	22	1.7%	108	2.8%	253	27	3.2%
		Other	230	4.2%	252	58	4.1%	210	4.1%	243	51	3.9%	▼20	91.3%	▼9	▼7	87.9%	▼41	83.7%	2	▼10	84.3%	251	4.9%	241	61	4.6%	242	6.3%	220	53	6.3%
		Total	1,750	31.7%	242	423	29.8%	2,010	39.7%	241	485	36.7%	260	114.9%	▼1	61	114.5%	446	128.5%	4	114	130.6%	1,564	30.4%	237	371	28.3%	1,409	36.7%	224	315	37.0%
	Group	G-Mice	100	1.8%	234	23	1.6%	89	1.8%	223	20	1.5%	▼11	89.0%	▼11	▼4	84.7%	▼4	95.7%	▼9	▼2	92.0%	93	1.8%	232	22	1.6%	109	2.8%	177	19	2.3%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	100	1.8%	234	23	1.6%	89	1.8%	223	20	1.5%	▼11	89.0%	▼11	▼4	84.7%	▼4	95.7%	▼9	▼2	92.0%	93	1.8%	232	22	1.6%	109	2.8%	177	19	2.3%
	FIT	Homepage	700	12.7%	276	193	13.6%	450	8.9%	283	127	9.7%	▼250	64.3%	7	▼66	65.9%	▼227	66.5%	9	▼58	68.8%	677	13.2%	274	185	14.1%	569	14.8%	224	127	15.0%
		OTA	2,050	37.1%	254	521	36.6%	1,650	32.6%	275	454	34.4%	▼400	80.5%	21	▼67	87.1%	▼277	85.6%	21	▼35	92.9%	1,927	37.5%	254	489	37.2%	1,269	33.0%	213	271	31.8%
		G-OTA	860	15.6%	282	242	17.1%	810	16.0%	272	220	16.7%	▼50	94.2%	▼10	▼22	90.9%	▼33	96.1%	▼9	▼16	93.0%	843	16.4%	281	237	18.0%	458	11.9%	247	113	13.3%
		Affiliate	5	0.1%	230	1	0.1%	20	0.4%	230	5	0.3%	15	400.0%	0	3	400.0%	18	1000.0%	85	4	1581.2%	2	0.0%	145	0	0.0%	4	0.1%	207	1	0.1%
		Other	50	0.9%	340	17	1.2%	25	0.5%	340	9	0.6%	▼25	50.0%	0	▼9	50.0%	▼3	89.3%	3	▼1	90.2%	28	0.5%	337	9	0.7%	15	0.4%	321	5	0.6%
		Total	3,665	66.3%	266	975	68.6%	2,955	58.4%	276	815	61.8%	▼710	80.6%	10	▼160	83.6%	▼522	85.0%	11	▼106	88.5%	3,477	67.6%	265	920	70.1%	2,315	60.3%	223	517	60.7%
	COMP		10	0.2%	0	0	0.0%	10	0.2%	0	0	0.0%	0	100.0%	0	0	0.0%	4	166.7%	0	0	0.0%	6	0.1%	0	0	0.0%	9	0.2%	0	0	0.0%
	Grand Total		**5,525**	**100.0%**	**257**	**1,421**	**100.0%**	**5,064**	**100.0%**	**260**	**1,319**	**100.0%**	**▼461**	**91.7%**	**3**	**▼102**	**92.8%**	**▼76**	**98.5%**	**5**	**6**	**100.5%**	**5,140**	**100.0%**	**255**	**1,313**	**100.0%**	**3,842**	**100.0%**	**222**	**851**	**100.0%**
	Occ						**49.1%**					**45.0%**					**▼4.1%p**					**▼0.7%p**					**45.7%**					**34.1%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

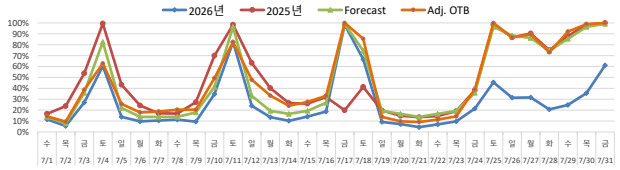
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	240	217	273	215	330	214	335	219	360	224	215	227	230	231	240	230	275	235	294	232	25	▼10	43	▼15	90	▼16	60	▼16	66	▼8
		무기명	725	239	835	239	995	238	1,114	248	1,319	250	536	244	581	241	696	243	814	244	942	246	189	▼4	254	▼2	299	▼5	300	4	377	4
		Staff	0	0	0	0	0	0	11	235	25	218	0	0	0	0	1	147	7	221	26	201	0	0	0	0	▼1	▼147	4	14	▼1	17
		Other	16	222	22	224	56	230	167	244	167	244	24	161	35	170	63	189	81	192	92	192	▼8	60	▼13	54	▼7	41	86	53	75	52
		Total	981	234	1,130	233	1,381	232	1,627	241	1,871	244	775	236	846	236	1,000	236	1,177	238	1,354	239	206	▼3	284	▼3	381	▼4	450	3	517	5
	Group	G-Mice	26	134	26	134	84	228	88	224	89	223	76	191	72	191	72	191	69	191	78	190	▼50	▼58	▼46	▼58	12	36	19	33	11	33
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	26	134	26	134	84	228	88	224	89	223	76	191	72	191	72	191	69	191	78	190	▼50	▼58	▼46	▼58	12	36	19	33	11	33
	FIT	Homepage	12	297	14	296	39	317	85	332	127	345	35	223	80	228	197	241	267	239	323	229	▼23	74	▼66	68	▼158	77	▼182	94	▼196	116
		OTA	96	255	116	255	261	296	462	305	672	318	228	198	303	208	500	216	680	217	951	219	▼132	57	▼187	47	▼239	80	▼218	88	▼279	99
		G-OTA	71	208	89	221	101	235	130	250	239	307	87	208	117	206	164	209	245	216	316	217	▼16	0	▼28	15	▼63	26	▼115	33	▼77	90
		Affiliate	0	0	0	0	2	93	2	148	6	128	0	0	0	0	0	0	0	0	1	145	0	0	0	0	2	93	2	148	5	▼17
		Other	0	0	0	0	1	355	13	334	6	301	1	344	1	344	3	236	3	236	4	285	▼1	▼344	▼1	▼344	▼2	120	10	98	2	16
		Total	179	240	219	244	404	282	692	298	1,050	317	351	204	501	211	864	220	1,195	222	1,595	221	▼172	36	▼282	33	▼460	61	▼503	76	▼545	97
	COMP		6	0	6	0	6	0	6	0	6	0	0	0	0	0	2	0	2	0	2	0	6	0	6	0	4	0	4	0	4	0
	Grand Total		**1,192**	**231**	**1,381**	**232**	**1,875**	**242**	**2,413**	**256**	**3,016**	**268**	**1,202**	**224**	**1,419**	**225**	**1,938**	**227**	**2,443**	**228**	**3,029**	**228**	**▼10**	**7**	**▼38**	**7**	**▼63**	**15**	**▼30**	**28**	**▼13**	**41**
	Occ		**10.6%**	**-**	**12.3%**	**1.7%p**	**16.7%**	**4.4%p**	**21.4%**	**4.8%p**	**26.8%**	**5.4%p**	**10.7%**	**-**	**12.6%**	**1.9%p**	**17.2%**	**4.6%p**	**21.7%**	**4.5%p**	**26.9%**	**5.2%p**		**▼0.1%p**		**▼0.3%p**		**▼0.6%p**		**▼0.3%p**		**▼0.1%p**

■ 추가 Pick-up 및 Forecast 비교

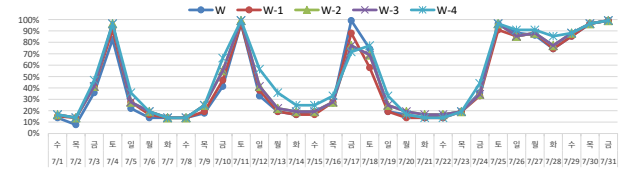
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	10	▼3	▼66	▼6	76	3	370	221	0	▼1
		무기명	11	▼3	▼399	▼7	410	4	1,220	247	110	▼0
		Staff	75	16	74	8	1	7	100	234	0	0
		Other	43	▼1	84	▼3	▼41	2	300	245	▼90	▼2
		Total	139	▼3	▼307	▼7	446	4	1,990	241	20	▼0
	Group	G-Mice	0	0	4	9	▼4	▼9	88	224	1	▼2
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	0	0	4	9	▼4	▼9	88	224	1	▼2
	FIT	Homepage	323	▼62	550	▼71	▼227	9	450	285	0	▼2
		OTA	978	▼43	1,255	▼64	▼277	21	1,650	275	0	0
		G-OTA	571	▼35	604	▼26	▼33	▼9	810	272	0	0
		Affiliate	14	102	▼4	17	18	85	25	230	▼5	0
		Other	19	39	22	36	▼3	3	30	340	▼5	0
		Total	1,905	▼42	2,427	▼53	▼522	11	2,965	276	▼10	▼0
	COMP		4	0	0	0	4	0	10	0	0	0
	Grand Total		**2,048**	**▼8**	**2,124**	**▼13**	**▼76**	**5**	**5,053**	**261**	**11**	**▼0**
	Occ			**18.2%p**		**18.9%p**		**▼0.7%p**		**44.9%**		**0.1%p**

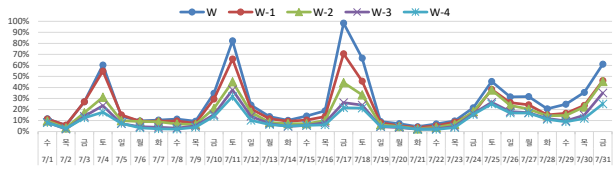
■ 일별 판매 현황



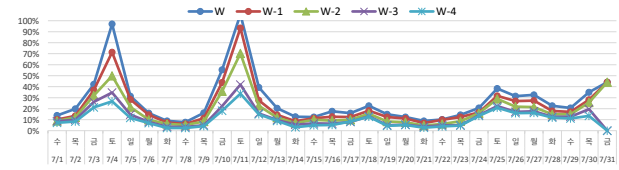
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노펫_비발디파크

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	200	6.6%	324	65	5.7%	220	7.1%	328	72	6.3%	20	110.0%	4	7	111.4%	48	127.9%	10	18	132.1%	172	6.2%	318	55	5.4%	218	8.4%	310	67	8.1%
		무기명	550	18.1%	346	190	16.8%	670	21.7%	361	242	21.1%	120	121.8%	15	52	127.1%	135	125.2%	22	60	133.3%	535	19.2%	339	181	17.8%	563	21.8%	352	198	23.8%
		Staff	50	1.6%	359	18	1.6%	40	1.3%	359	14	1.3%	▼10	80.0%	0	▼4	80.0%	0	100.0%	7	0	101.9%	40	1.4%	352	14	1.4%	46	1.8%	345	16	1.9%
		Other	150	4.9%	320	48	4.2%	80	2.6%	302	24	2.1%	▼70	53.3%	▼18	▼24	50.3%	▼45	64.0%	2	▼13	64.4%	125	4.5%	300	38	3.7%	40	1.5%	277	11	1.3%
		Total	950	31.3%	338	321	28.4%	1,010	32.7%	349	353	30.7%	60	106.3%	11	32	109.8%	138	115.8%	19	65	122.5%	872	31.2%	330	288	28.3%	867	33.6%	337	292	35.2%
	Group	G-Mice	30	1.0%	370	11	1.0%	21	0.7%	406	9	0.7%	▼9	70.0%	36	▼3	76.8%	▼11	65.6%	48	▼3	74.4%	32	1.1%	358	11	1.1%	3	0.1%	409	1	0.1%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	30	1.0%	370	11	1.0%	21	0.7%	406	9	0.7%	▼9	70.0%	36	▼3	76.8%	▼11	65.6%	48	▼3	74.4%	32	1.1%	358	11	1.1%	3	0.1%	409	1	0.1%
	FIT	Homepage	330	10.9%	402	133	11.7%	350	11.3%	395	138	12.1%	20	106.1%	▼7	6	104.2%	79	129.2%	0	31	129.3%	271	9.7%	395	107	10.5%	200	7.7%	311	62	7.5%
		OTA	800	26.3%	377	302	26.7%	800	25.9%	377	302	26.3%	0	100.0%	0	0	100.0%	74	110.2%	7	33	112.3%	726	26.0%	370	269	26.4%	714	27.6%	302	216	26.0%
		G-OTA	820	27.0%	395	324	28.7%	770	24.9%	386	297	25.9%	▼50	93.9%	▼9	▼27	91.8%	▼20	97.5%	▼1	▼9	97.2%	790	28.3%	387	306	30.0%	729	28.2%	319	232	28.0%
		Affiliate	5	0.2%	447	2	0.2%	50	1.6%	373	19	1.6%	45	1000.0%	▼74	16	834.5%	28	227.3%	▼66	9	193.3%	22	0.8%	439	10	0.9%	4	0.2%	366	1	0.2%
		Other	100	3.3%	373	37	3.3%	80	2.6%	379	30	2.6%	▼20	80.0%	6	▼7	81.3%	3	103.9%	13	2	107.6%	77	2.8%	366	28	2.8%	63	2.4%	394	25	3.0%
		Total	2,055	67.7%	388	798	70.6%	2,050	66.3%	383	786	68.5%	▼5	99.8%	▼5	▼12	98.5%	164	108.7%	2	67	109.3%	1,886	67.6%	381	719	70.6%	1,710	66.2%	314	537	64.6%
	COMP		2	0.1%	0	0	0.0%	10	0.3%	0	0	0.0%	8	500.0%	0	0	0.0%	9	1000.0%	0	0	0.0%	1	0.0%	0	0	0.0%	4	0.2%	0	0	0.0%
	Grand Total		**3,037**	**100.0%**	**372**	**1,130**	**100.0%**	**3,091**	**100.0%**	**371**	**1,147**	**100.0%**	**54**	**101.8%**	**▼1**	**17**	**101.5%**	**300**	**110.7%**	**6**	**129**	**112.6%**	**2,791**	**100.0%**	**365**	**1,018**	**100.0%**	**2,584**	**100.0%**	**321**	**830**	**100.0%**
	Occ						**62.4%**					**63.5%**					**1.1%p**					**6.2%p**					**57.3%**					**53.1%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

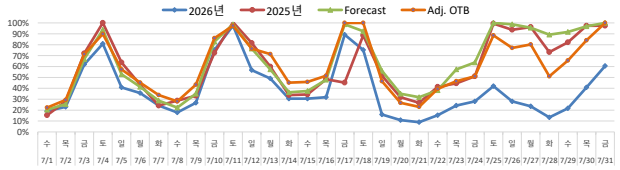
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	142	350	164	350	179	342	197	341	195	339	99	355	123	347	135	338	150	341	171	322	43	▼5	41	2	44	4	47	1	24	17
		무기명	281	391	333	382	433	366	553	363	624	368	229	354	258	352	316	348	406	353	503	352	52	37	75	31	117	18	147	10	121	16
		Staff	0	0	0	0	0	0	2	390	6	367	0	0	0	0	0	0	1	390	14	292	0	0	0	0	0	0	1	0	▼8	74
		Other	9	269	9	269	14	287	17	287	20	286	16	242	20	252	37	253	42	271	53	266	▼7	27	▼11	17	▼23	34	▼25	17	▼33	20
		Total	432	375	506	370	626	358	769	356	845	360	344	349	401	345	488	338	599	344	741	338	88	26	105	24	138	20	170	12	104	22
	Group	G-Mice	29	328	42	368	42	368	42	368	21	406	26	366	26	366	26	366	26	366	28	359	3	▼37	16	2	16	2	16	2	▼7	47
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	29	328	42	368	42	368	42	368	21	406	26	366	26	366	26	366	26	366	28	359	3	▼37	16	2	16	2	16	2	▼7	47
	FIT	Homepage	105	296	130	306	150	318	198	350	231	371	46	300	61	320	88	326	107	328	153	349	59	▼3	69	▼14	62	▼9	91	22	78	22
		OTA	116	361	153	360	219	360	294	358	387	363	68	348	101	352	166	345	252	346	362	347	48	13	52	8	53	14	42	12	25	16
		G-OTA	131	360	160	360	200	354	256	370	312	384	130	409	179	404	263	413	345	405	432	394	1	▼49	▼19	▼44	▼63	▼59	▼89	▼35	▼120	▼10
		Affiliate	0	0	0	0	1	160	3	223	42	350	1	372	1	372	3	369	4	358	4	358	▼1	▼372	▼1	▼372	▼2	▼209	▼1	▼135	38	▼9
		Other	13	353	17	361	18	366	29	368	38	376	11	414	15	404	22	358	28	351	34	347	2	▼61	2	▼43	▼4	8	1	17	4	29
		Total	365	342	460	345	588	347	780	360	1,010	371	256	373	357	375	542	376	736	371	985	368	109	▼32	103	▼30	46	▼29	44	▼11	25	3
	COMP		2	0	2	0	2	0	6	0	6	0	0	0	0	0	0	0	1	0	1	0	2	0	2	0	2	0	5	0	5	0
	Grand Total		**828**	**358**	**1,010**	**357**	**1,258**	**352**	**1,597**	**357**	**1,882**	**365**	**626**	**360**	**784**	**359**	**1,056**	**358**	**1,362**	**359**	**1,755**	**355**	**202**	**▼2**	**226**	**▼2**	**202**	**▼6**	**235**	**▼2**	**127**	**10**
	Occ		**17.0%**	**-**	**20.8%**	**3.7%p**	**25.8%**	**5.1%p**	**32.8%**	**7.0%p**	**38.7%**	**5.9%p**	**12.9%**	**-**	**16.1%**	**3.2%p**	**21.7%**	**5.6%p**	**28.0%**	**6.3%p**	**36.1%**	**8.1%p**		**4.2%p**		**4.6%p**		**4.2%p**		**4.8%p**		**2.6%p**

■ 추가 Pick-up 및 Forecast 비교

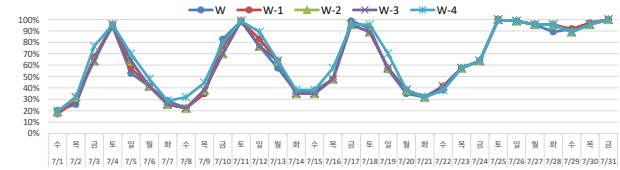
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	25	▼11	▼23	▼21	48	10	220	333	0	▼5
		무기명	46	▼7	▼89	▼29	135	22	650	350	20	11
		Staff	34	▼8	34	▼14	0	7	50	359	▼10	0
		Other	60	16	105	14	▼45	2	100	320	▼20	▼18
		Total	165	▼11	27	▼30	138	19	1,020	344	▼10	5
	Group	G-Mice	0	0	11	▼48	▼11	48	42	368	▼21	38
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	0	0	11	▼48	▼11	48	42	368	▼21	38
	FIT	Homepage	119	24	40	24	79	0	350	395	0	0
		OTA	413	14	339	7	74	7	800	377	0	0
		G-OTA	458	2	478	3	▼20	▼1	770	386	0	0
		Affiliate	8	23	▼20	89	28	▼66	40	447	10	▼74
		Other	42	3	39	▼10	3	13	80	373	0	6
		Total	1,040	12	876	10	164	2	2,040	385	10	▼1
	COMP		4	0	▼5	0	9	0	10	0	0	0
	Grand Total		**1,209**	**6**	**909**	**▼0**	**300**	**6**	**3,112**	**370**	**▼21**	**1**
	Occ			**24.8%p**		**18.7%p**		**6.2%p**		**63.9%**		**▼0.4%p**

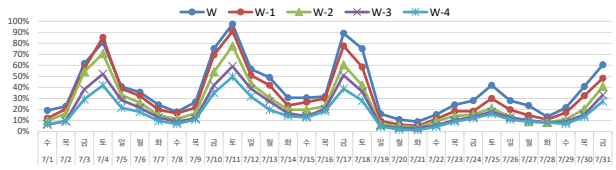
■ 일별 판매 현황



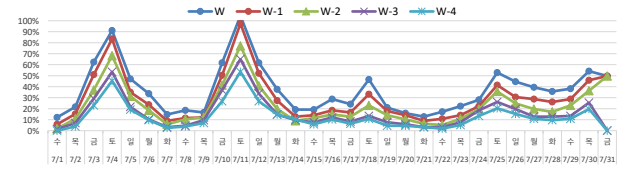
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노펠리체_비발디파크

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	870	11.4%	240	209	8.7%	850	11.4%	265	225	9.4%	▼20	97.7%	25	17	108.0%	35	104.3%	32	35	118.6%	815	11.4%	233	190	8.7%	876	12.3%	238	208	10.6%
		무기명	1,930	25.2%	291	561	23.4%	2,050	27.4%	312	640	26.6%	120	106.2%	21	79	114.0%	198	110.7%	27	113	121.4%	1,852	25.9%	285	527	24.1%	2,304	32.5%	283	652	33.2%
		Staff	200	2.6%	313	63	2.6%	170	2.3%	313	53	2.2%	▼30	85.0%	0	▼9	85.0%	▼5	97.1%	6	▼0	99.2%	175	2.5%	307	54	2.5%	164	2.3%	306	50	2.6%
		Other	250	3.3%	273	68	2.8%	215	2.9%	288	62	2.6%	▼35	86.0%	15	▼6	90.7%	▼24	90.0%	21	▼2	97.0%	239	3.3%	267	64	2.9%	350	4.9%	224	78	4.0%
		Total	3,250	42.5%	277	900	37.5%	3,285	43.9%	298	980	40.8%	35	101.1%	21	80	108.8%	204	106.6%	27	146	117.4%	3,081	43.2%	271	834	38.2%	3,694	52.1%	268	989	50.4%
	Group	G-Mice	300	3.9%	240	72	3.0%	201	2.7%	215	43	1.8%	▼99	67.0%	▼25	▼29	60.1%	▼103	66.1%	2	▼22	66.7%	304	4.3%	213	65	3.0%	301	4.2%	239	72	3.7%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	300	3.9%	240	72	3.0%	201	2.7%	215	43	1.8%	▼99	67.0%	▼25	▼29	60.1%	▼103	66.1%	2	▼22	66.7%	304	4.3%	213	65	3.0%	301	4.2%	239	72	3.7%
	FIT	Homepage	0	0.0%	0	0	0.0%	9	0.1%	263	2	0.1%	9	0.0%	263	2	0.0%	7	450.0%	22	2	491.1%	2	0.0%	241	0	0.0%	142	2.0%	255	36	1.8%
		OTA	2,080	27.2%	333	692	28.8%	2,250	30.1%	336	756	31.5%	170	108.2%	3	64	109.2%	421	123.0%	10	159	126.6%	1,829	25.6%	326	597	27.3%	1,531	21.6%	268	410	20.9%
		G-OTA	1,420	18.6%	359	510	21.3%	1,200	16.1%	351	421	17.5%	▼220	84.5%	▼8	▼89	82.5%	▼162	88.1%	▼2	▼60	87.6%	1,362	19.1%	353	481	22.0%	1,088	15.3%	311	338	17.2%
		Affiliate	90	1.2%	440	40	1.7%	70	0.9%	410	29	1.2%	▼20	77.8%	▼30	▼11	72.5%	▼27	72.2%	▼23	▼13	68.3%	97	1.4%	433	42	1.9%	52	0.7%	423	22	1.1%
		Other	500	6.5%	370	185	7.7%	450	6.0%	377	170	7.1%	▼50	90.0%	7	▼15	91.7%	▼3	99.3%	14	5	103.1%	453	6.3%	363	165	7.5%	273	3.8%	349	95	4.9%
		Total	4,090	53.5%	349	1,427	59.5%	3,979	53.2%	346	1,378	57.4%	▼111	97.3%	▼3	▼49	96.6%	236	106.3%	3	93	107.2%	3,743	52.4%	343	1,285	58.8%	3,086	43.5%	292	902	46.0%
	COMP		10	0.1%	0	0	0.0%	10	0.1%	0	0	0.0%	0	100.0%	0	0	0.0%	▼2	83.3%	0	0	0.0%	12	0.2%	0	0	0.0%	14	0.2%	0	0	0.0%
	Grand Total		**7,650**	**100.0%**	**314**	**2,399**	**100.0%**	**7,475**	**100.0%**	**321**	**2,401**	**100.0%**	**▼175**	**97.7%**	**8**	**2**	**100.1%**	**335**	**104.7%**	**15**	**217**	**109.9%**	**7,140**	**100.0%**	**306**	**2,184**	**100.0%**	**7,095**	**100.0%**	**277**	**1,963**	**100.0%**
	Occ						**49.4%**					**48.0%**					**▼1.3%p**					**2.0%p**					**46.1%**					**45.8%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

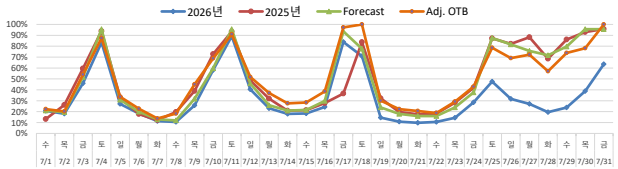
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	398	441	456	421	546	384	599	370	674	336	336	271	365	267	467	242	514	233	615	228	62	171	91	154	79	142	85	137	59	108
		무기명	810	404	970	387	1,227	364	1,507	343	1,879	328	782	315	894	308	1,134	302	1,445	272	1,671	276	28	89	76	79	93	62	62	71	208	52
		Staff	0	0	0	0	0	0	5	277	33	280	0	0	0	0	0	0	7	223	39	228	0	0	0	0	0	0	▼2	54	▼6	51
		Other	40	246	47	242	66	257	119	288	123	282	73	224	87	237	99	243	109	245	144	272	▼33	23	▼40	5	▼33	13	10	44	▼21	10
		Total	1,248	410	1,473	393	1,839	366	2,230	347	2,709	327	1,191	297	1,346	292	1,700	282	2,075	261	2,469	263	57	114	127	101	139	84	155	86	240	64
	Group	G-Mice	98	201	118	205	118	205	156	219	201	215	88	207	107	205	151	214	164	213	201	211	10	▼6	11	▼1	▼33	▼9	▼8	6	0	4
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	98	201	118	205	118	205	156	219	201	215	88	207	107	205	151	214	164	213	201	211	10	▼6	11	▼1	▼33	▼9	▼8	6	0	4
	FIT	Homepage	2	306	7	281	7	285	5	282	9	263	0	0	0	0	0	0	0	0	1	299	2	306	7	281	7	285	5	282	8	▼36
		OTA	327	277	429	283	784	312	1,113	331	1,352	345	403	264	477	269	622	272	786	283	937	290	▼76	13	▼48	14	162	40	327	47	415	55
		G-OTA	290	295	361	304	443	312	533	340	575	355	300	295	420	341	613	347	760	353	848	357	▼10	1	▼59	▼38	▼170	▼34	▼227	▼13	▼273	▼2
		Affiliate	0	0	0	0	4	194	7	198	47	461	0	0	0	0	0	0	0	0	9	390	0	0	0	0	4	194	7	198	38	71
		Other	36	334	40	330	91	296	141	311	264	374	56	314	68	316	79	309	107	297	213	341	▼20	20	▼28	15	12	▼13	34	14	51	33
		Total	655	288	837	294	1,329	310	1,799	331	2,247	353	759	280	965	304	1,314	309	1,653	316	2,008	324	▼104	9	▼128	▼9	15	1	146	15	239	29
	COMP		4	0	4	0	4	0	4	0	4	0	4	0	5	0	6	0	6	0	7	0	0	0	▼1	0	▼2	0	▼2	0	▼3	0
	Grand Total		**2,005**	**359**	**2,432**	**349**	**3,290**	**337**	**4,189**	**335**	**5,161**	**334**	**2,042**	**286**	**2,423**	**292**	**3,171**	**289**	**3,898**	**282**	**4,685**	**287**	**▼37**	**74**	**9**	**57**	**119**	**48**	**291**	**53**	**476**	**47**
	Occ		**12.9%**	**-**	**15.6%**	**2.7%p**	**21.1%**	**5.5%p**	**26.9%**	**5.8%p**	**33.2%**	**6.2%p**	**13.2%**	**-**	**15.6%**	**2.5%p**	**20.5%**	**4.8%p**	**25.1%**	**4.7%p**	**30.2%**	**5.1%p**		**▼0.3%p**		**▼0.0%p**		**0.7%p**		**1.8%p**		**2.9%p**

■ 추가 Pick-up 및 Forecast 비교

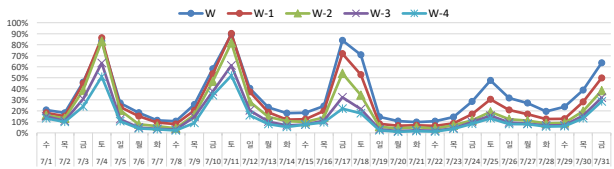
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	176	▼71	141	▼103	35	32	900	265	▼50	0
		무기명	171	▼16	▼27	▼43	198	27	1,930	311	120	1
		Staff	137	33	142	27	▼5	6	170	313	0	0
		Other	92	6	116	▼14	▼24	21	215	295	0	▼7
		Total	576	▼29	372	▼56	204	27	3,215	297	70	1
	Group	G-Mice	0	0	103	▼2	▼103	2	200	220	1	▼5
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	0	0	103	▼2	▼103	2	200	220	1	▼5
	FIT	Homepage	0	0	▼7	▼22	7	22	5	282	4	▼19
		OTA	898	▼9	477	▼19	421	10	2,100	336	150	0
		G-OTA	625	▼4	787	▼2	▼162	▼2	1,420	349	▼220	2
		Affiliate	23	▼51	50	▼28	▼27	▼23	70	440	0	▼30
		Other	186	3	189	▼10	▼3	14	450	370	0	7
		Total	1,732	▼7	1,496	▼10	236	3	4,045	346	▼66	0
	COMP		6	0	8	0	▼2	0	10	0	0	0
	Grand Total		**2,314**	**▼13**	**1,979**	**▼28**	**335**	**15**	**7,470**	**321**	**5**	**▼0**
	Occ			**14.9%p**		**12.9%p**		**2.0%p**		**48.0%**		**0.0%p**

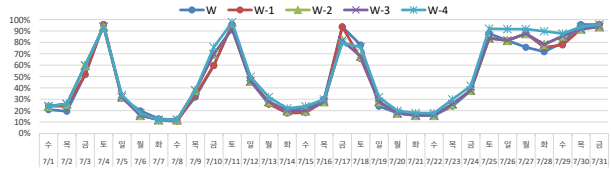
■ 일별 판매 현황



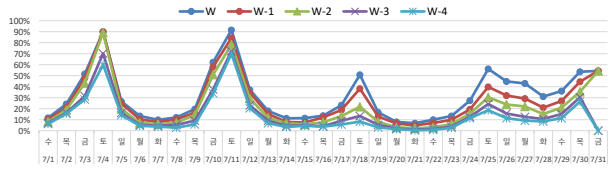
■26Y 주단위 Pick up 추이



■ 주단위 Forecast 추이



■25Y 주단위 Pick up 추이



▣ 소노빌리지_비발디파크

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	400	11.5%	290	116	9.4%	420	12.2%	308	129	10.2%	20	105.0%	18	13	111.5%	70	120.0%	23	30	129.9%	350	10.7%	285	100	8.6%	461	13.3%	285	131	11.8%
		무기명	1,150	32.9%	350	403	32.4%	1,100	31.9%	365	402	31.7%	▼50	95.7%	15	▼1	99.8%	▼22	98.0%	18	12	103.2%	1,122	34.4%	347	389	33.6%	1,245	35.9%	333	415	37.2%
		Staff	100	2.9%	310	31	2.5%	90	2.6%	330	30	2.3%	▼10	90.0%	20	▼1	95.8%	0	100.0%	1	0	100.4%	90	2.8%	329	30	2.6%	103	3.0%	297	31	2.7%
		Other	150	4.3%	282	42	3.4%	100	2.9%	311	31	2.5%	▼50	66.7%	29	▼11	73.5%	▼30	76.9%	25	▼6	83.7%	130	4.0%	286	37	3.2%	140	4.0%	276	39	3.5%
		Total	1,800	51.5%	329	592	47.7%	1,710	49.5%	346	592	46.7%	▼90	95.0%	17	▼0	100.0%	18	101.1%	18	36	106.5%	1,692	51.8%	328	555	48.0%	1,949	56.2%	316	615	55.1%
	Group	G-Mice	60	1.7%	350	21	1.7%	95	2.8%	354	34	2.7%	35	158.3%	4	13	159.9%	48	202.1%	▼64	14	171.2%	47	1.4%	417	20	1.7%	66	1.9%	296	20	1.8%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	60	1.7%	350	21	1.7%	95	2.8%	354	34	2.7%	35	158.3%	4	13	159.9%	48	202.1%	▼64	14	171.2%	47	1.4%	417	20	1.7%	66	1.9%	296	20	1.8%
	FIT	Homepage	0	0.0%	0	0	0.0%	1	0.0%	343	0	0.0%	1	0.0%	343	0	0.0%	▼3	25.0%	19	▼1	26.5%	4	0.1%	324	1	0.1%	33	1.0%	318	10	0.9%
		OTA	800	22.9%	377	302	24.3%	930	26.9%	392	365	28.8%	130	116.3%	15	63	120.9%	196	126.7%	20	91	133.4%	734	22.5%	372	273	23.6%	662	19.1%	317	210	18.8%
		G-OTA	600	17.2%	391	235	18.9%	450	13.0%	382	172	13.6%	▼150	75.0%	▼9	▼63	73.3%	▼95	82.6%	▼4	▼39	81.6%	545	16.7%	386	211	18.2%	580	16.7%	339	197	17.6%
		Affiliate	30	0.9%	437	13	1.1%	65	1.9%	393	26	2.0%	35	216.7%	▼44	12	194.9%	24	158.5%	▼39	8	144.2%	41	1.3%	432	18	1.5%	2	0.1%	232	0	0.0%
		Other	200	5.7%	392	78	6.3%	200	5.8%	393	79	6.2%	0	100.0%	1	0	100.3%	▼1	99.5%	3	0	100.2%	201	6.2%	390	78	6.8%	176	5.1%	361	64	5.7%
		Total	1,630	46.7%	385	628	50.6%	1,646	47.7%	389	641	50.6%	16	101.0%	4	13	102.1%	121	107.9%	8	60	110.2%	1,525	46.7%	381	581	50.3%	1,453	41.9%	331	481	43.1%
	COMP		2	0.1%	0	0	0.0%	2	0.1%	0	0	0.0%	0	100.0%	0	0	0.0%	0	100.0%	0	0	0.0%	2	0.1%	0	0	0.0%	1	0.0%	0	0	0.0%
	Grand Total		**3,492**	**100.0%**	**355**	**1,241**	**100.0%**	**3,453**	**100.0%**	**367**	**1,266**	**100.0%**	**▼39**	**98.9%**	**11**	**26**	**102.1%**	**187**	**105.7%**	**13**	**110**	**109.5%**	**3,266**	**100.0%**	**354**	**1,156**	**100.0%**	**3,469**	**100.0%**	**322**	**1,116**	**100.0%**
	Occ						**51.4%**					**50.9%**					**▼0.6%p**					**2.8%p**					**48.1%**					**51.1%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

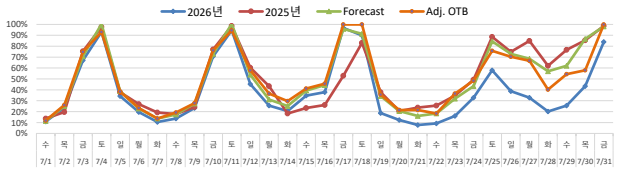
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	237	336	292	332	343	329	366	324	400	329	250	297	267	298	301	298	351	298	386	307	▼13	39	25	34	42	31	15	27	14	22
		무기명	562	449	644	439	826	415	934	401	1,062	386	521		589	356	720	340	896	326	1,081	331	41	449	55	84	106	75	38	75	▼19	55
		Staff	0	0	0	0	0	0	5	259	17	288	0	0	0	0	0	0	5	292	19	289	0	0	0	0	0	0	0	▼33	▼2	▼1
		Other	18	301	19	294	26	299	42	328	58	326	69	261	90	277	96	282	122	290	131	302	▼51	40	▼71	17	▼70	17	▼80	38	▼73	23
		Total	817	413	955	404	1,195	388	1,347	377	1,537	368	840	110	946	332	1,117	323	1,374	315	1,617	322	▼23	303	9	72	78	64	▼27	62	▼80	46
	Group	G-Mice	21	245	21	245	64	405	65	399	95	354	0	0	1	355	2	289	4	283	6	318	21	245	20	▼110	62	116	61	117	89	35
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	21	245	21	245	64	405	65	399	95	354	0	0	1	355	2	289	4	283	6	318	21	245	20	▼110	62	116	61	117	89	35
	FIT	Homepage	1	343	1	343	1	343	1	343	1	343	0	0	0	0	1	254	1	254	1	254	1	343	1	343	0	89	0	89	0	89
		OTA	162	331	210	346	416	383	503	394	610	406	169	307	211	315	300	321	323	323	382	336	▼7	25	▼1	32	116	61	180	71	228	70
		G-OTA	154	337	195	333	215	335	238	359	276	376	177	335	186	335	218	329	306	354	414	379	▼23	2	9	▼2	▼3	6	▼68	4	▼138	▼4
		Affiliate	2	305	2	305	6	180	8	189	57	394	0	0	0	0	0	0	0	0	0	0	2	305	2	305	6	180	8	189	57	394
		Other	30	361	36	360	45	366	62	388	76	390	29	341	36	331	46	343	57	331	83	338	1	20	0	29	▼1	22	5	57	▼7	53
		Total	349	336	444	341	683	365	812	381	1,020	396	375	323	433	325	565	326	687	338	880	356	▼26	14	11	16	118	38	125	44	140	40
	COMP		0	0	0	0	0	0	0	0	2	0	0	0	0	0	2	0	2	0	2	0	0	0	0	0	▼2	0	▼2	0	0	0
	Grand Total		**1,187**	**388**	**1,420**	**382**	**1,942**	**380**	**2,224**	**379**	**2,654**	**378**	**1,215**	**176**	**1,380**	**330**	**1,686**	**324**	**2,067**	**322**	**2,505**	**334**	**▼28**	**212**	**40**	**52**	**256**	**56**	**157**	**57**	**149**	**44**
	Occ		**17.5%**	**-**	**20.9%**	**3.4%p**	**28.6%**	**7.7%p**	**32.8%**	**4.2%p**	**39.1%**	**6.3%p**	**17.9%**	**-**	**20.3%**	**2.4%p**	**24.8%**	**4.5%p**	**30.4%**	**5.6%p**	**36.9%**	**6.5%p**		**▼0.4%p**		**0.6%p**		**3.8%p**		**2.3%p**		**2.2%p**

■ 추가 Pick-up 및 Forecast 비교

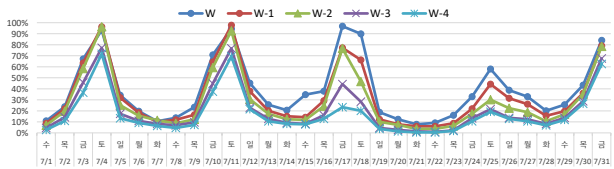
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	20	▼21	▼50	▼44	70	23	400	311	20	▼3
		무기명	38	▼21	60	▼39	▼22	18	1,150	363	▼50	2
		Staff	73	42	73	40	0	1	90	330	0	0
		Other	42	▼15	72	▼40	▼30	25	80	315	20	▼4
		Total	173	▼22	155	▼39	18	18	1,720	347	▼10	▼1
	Group	G-Mice	0	0	▼48	64	48	▼64	65	399	30	▼46
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	0	0	▼48	64	48	▼64	65	399	30	▼46
	FIT	Homepage	0	0	3	▼19	▼3	19	1	343	0	0
		OTA	320	▼14	124	▼34	196	20	900	390	30	2
		G-OTA	174	6	269	11	▼95	▼4	500	387	▼50	▼5
		Affiliate	8	▼1	▼16	38	24	▼39	40	437	25	▼44
		Other	124	3	125	▼0	▼1	3	200	395	0	▼2
		Total	626	▼7	505	▼15	121	8	1,641	391	5	▼1
	COMP		0	0	0	0	0	0	2	0	0	0
	Grand Total		**799**	**▼11**	**612**	**▼24**	**187**	**13**	**3,428**	**369**	**25**	**▼2**
	Occ			**11.8%p**		**9.0%p**		**2.8%p**		**50.5%**		**0.4%p**

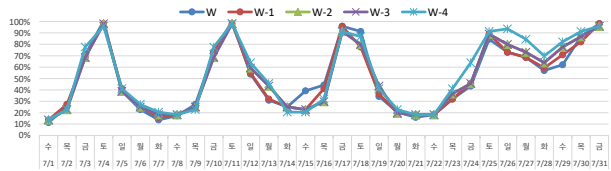
■ 일별 판매 현황



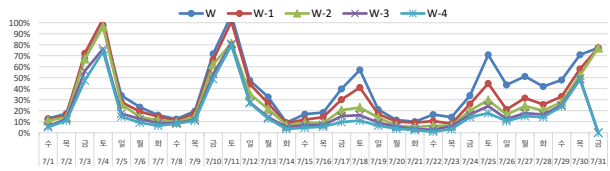
■26Y 주단위 Pick up 추이



■ 주단위 Forecast 추이



■25Y 주단위 Pick up 추이



▣ 소노벨_양평

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	500	13.9%	127	63	12.2%	400	11.7%	127	51	9.8%	▼100	80.0%	0	▼12	80.3%	▼66	85.8%	3	▼7	87.8%	466	14.3%	124	58	12.7%	586	19.8%	115	67	17.6%
		무기명	1,150	31.9%	162	186	35.9%	1,350	39.4%	170	229	44.2%	200	117.4%	8	43	123.1%	298	128.3%	11	62	137.0%	1,052	32.3%	159	167	36.7%	1,088	36.7%	153	166	43.4%
		Staff	100	2.8%	156	16	3.0%	70	2.0%	160	11	2.2%	▼30	70.0%	4	▼4	71.7%	14	125.0%	7	3	130.5%	56	1.7%	153	9	1.9%	55	1.9%	149	8	2.1%
		Other	250	6.9%	113	28	5.5%	130	3.8%	119	15	3.0%	▼120	52.0%	6	▼13	54.5%	▼95	57.8%	8	▼10	61.8%	225	6.9%	111	25	5.5%	49	1.7%	112	5	1.4%
		Total	2,000	55.5%	147	293	56.7%	1,950	56.9%	157	306	59.2%	▼50	97.5%	11	13	104.5%	151	108.4%	13	48	118.5%	1,799	55.2%	144	259	56.9%	1,778	59.9%	139	247	64.6%
	Group	G-Mice	500	13.9%	86	43	8.3%	484	14.1%	98	47	9.2%	▼16	96.8%	12	5	110.5%	▼14	97.2%	12	5	111.0%	498	15.3%	86	43	9.4%	412	13.9%	88	36	9.5%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	20	0.6%	60	1	0.2%	0	0.0%	0	0	0.0%	▼20	0.0%	▼60	▼1	0.0%	▼27	0.0%	▼59	▼2	0.0%	27	0.8%	59	2	0.4%	0	0.0%	0	0	0.0%
		Total	520	14.4%	85	44	8.5%	484	14.1%	98	47	9.2%	▼36	93.1%	13	3	107.5%	▼41	92.2%	14	3	107.0%	525	16.1%	84	44	9.7%	412	13.9%	88	36	9.5%
	FIT	Homepage	200	5.5%	165	33	6.4%	120	3.5%	174	21	4.0%	▼80	60.0%	9	▼12	63.3%	2	101.7%	12	2	109.5%	118	3.6%	162	19	4.2%	66	2.2%	193	13	3.3%
		OTA	400	11.1%	178	71	13.8%	400	11.7%	175	70	13.5%	0	100.0%	▼3	▼1	98.2%	6	101.5%	11	5	108.4%	394	12.1%	164	65	14.2%	342	11.5%	148	51	13.2%
		G-OTA	350	9.7%	180	63	12.2%	340	9.9%	170	58	11.2%	▼10	97.1%	▼10	▼5	92.0%	33	110.7%	▼17	0	100.8%	307	9.4%	187	57	12.6%	207	7.0%	131	27	7.1%
		Affiliate	10	0.3%	99	1	0.2%	25	0.7%	90	2	0.4%	15	250.0%	▼9	1	226.8%	16	277.8%	▼7	1	257.0%	9	0.3%	97	1	0.2%	25	0.8%	103	3	0.7%
		Other	75	2.1%	156	12	2.3%	90	2.6%	140	13	2.4%	15	120.0%	▼16	1	107.4%	26	140.6%	▼13	3	128.3%	64	2.0%	153	10	2.2%	42	1.4%	149	6	1.6%
		Total	1,035	28.7%	174	180	34.8%	975	28.4%	168	164	31.6%	▼60	94.2%	▼6	▼16	90.9%	83	109.3%	▼2	12	107.8%	892	27.4%	170	152	33.4%	682	23.0%	146	99	25.9%
	COMP		50	1.4%	0	0	0.0%	20	0.6%	0	0	0.0%	▼30	40.0%	0	0	0.0%	▼24	45.5%	▼2	▼0	0.0%	44	1.3%	2	0	0.0%	94	3.2%	0	0	0.0%
	Grand Total		**3,605**	**100.0%**	**143**	**517**	**100.0%**	**3,429**	**100.0%**	**151**	**517**	**100.0%**	**▼176**	**95.1%**	**7**	**0**	**100.0%**	**169**	**105.2%**	**11**	**63**	**113.8%**	**3,260**	**100.0%**	**139**	**455**	**100.0%**	**2,966**	**100.0%**	**129**	**383**	**100.0%**
	Occ						**60.3%**					**57.3%**					**▼2.9%p**					**2.8%p**					**54.5%**					**50.6%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

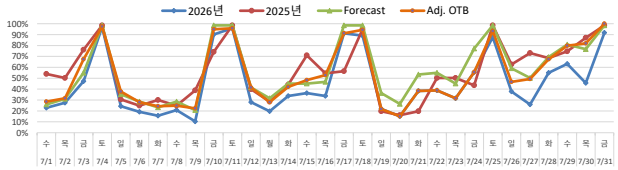
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	165	134	199	130	251	123	276	124	303	127	167	118	188	121	219	126	285	127	357	127	▼2	16	11	9	32	▼3	▼9	▼3	▼54	0
		무기명	1,153	170	1,259	170	1,395	168	1,533	168	1,560	170	1,068	161	1,205	159	1,408	158	1,535	159	1,536	161	85	9	54	11	▼13	10	▼2	9	24	8
		Staff	0	0	0	0	0	0	0	0	6	165	0	0	0	0	3	128	6	121	9	126	0	0	0	0	▼3	▼128	▼6	▼121	▼3	39
		Other	6	121	6	121	8	119	16	97	24	99	48	86	47	88	51	88	62	88	85	84	▼42	34	▼41	32	▼43	31	▼46	8	▼61	14
		Total	1,324	165	1,464	164	1,654	161	1,825	161	1,893	162	1,283	152	1,440	152	1,681	152	1,888	152	1,987	152	41	13	24	13	▼27	10	▼63	9	▼94	10
	Group	G-Mice	132	149	144	146	428	94	444	98	447	98	37	188	37	188	37	188	37	188	500	76	95	▼39	107	▼42	391	▼94	407	▼90	▼53	22
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	24	59	27	59	30	59	30	59	27	59	▼24	▼59	▼27	▼59	▼30	▼59	▼30	▼59	▼27	▼59
		Total	132	149	144	146	428	94	444	98	447	98	61	137	64	134	67	130	67	130	527	75	71	11	80	12	361	▼36	377	▼32	▼80	23
	FIT	Homepage	15	156	20	177	19	175	22	178	40	184	14	157	23	160	36	144	38	147	52	133	1	▼1	▼3	16	▼17	31	▼16	30	▼12	51
		OTA	36	156	62	179	78	180	104	181	137	180	21	167	34	179	67	161	92	154	149	154	15	▼11	28	0	11	19	12	27	▼12	27
		G-OTA	62	140	69	144	87	141	112	164	122	169	42	184	56	178	72	187	88	182	114	184	20	▼43	13	▼34	15	▼46	24	▼18	8	▼15
		Affiliate	1	85	4	103	8	105	14	95	21	88	6	119	8	110	10	107	12	103	9	105	▼5	▼35	▼4	▼8	▼2	▼2	2	▼8	12	▼17
		Other	31	72	31	72	36	80	39	88	41	91	5	160	5	160	6	158	6	158	12	154	26	▼88	26	▼88	30	▼78	33	▼70	29	▼63
		Total	145	131	186	146	228	146	291	158	361	161	88	170	126	170	191	165	236	161	336	159	57	▼39	60	▼24	37	▼18	55	▼4	25	2
	COMP		0	0	0	0	18	0	20	0	20	0	0	0	0	0	6	0	6	0	33	3	0	0	0	0	12	0	14	0	▼13	▼3
	Grand Total		**1,601**	**161**	**1,794**	**161**	**2,328**	**146**	**2,580**	**148**	**2,721**	**150**	**1,432**	**153**	**1,630**	**153**	**1,945**	**152**	**2,197**	**152**	**2,883**	**137**	**169**	**8**	**164**	**8**	**383**	**▼6**	**383**	**▼3**	**▼162**	**13**
	Occ		**26.8%**	**-**	**30.0%**	**3.2%p**	**38.9%**	**8.9%p**	**43.1%**	**4.2%p**	**45.5%**	**2.4%p**	**23.9%**	**-**	**27.2%**	**3.3%p**	**32.5%**	**5.3%p**	**36.7%**	**4.2%p**	**48.2%**	**11.5%p**		**2.8%p**		**2.7%p**		**6.4%p**		**6.4%p**		**▼2.7%p**

■ 추가 Pick-up 및 Forecast 비교

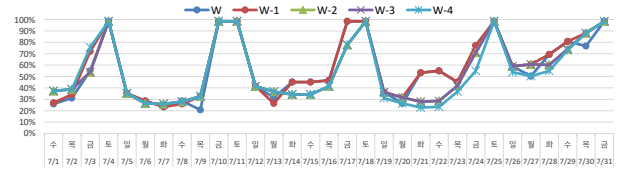
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	97	▼0	163	▼3	▼66	3	400	127	0	0
		무기명	▼210	▼0	▼508	▼11	298	11	1,400	168	▼50	1
		Staff	64	▼5	50	▼11	14	7	70	150	0	10
		Other	106	20	201	13	▼95	8	130	119	0	0
		Total	57	▼5	▼94	▼18	151	13	2,000	156	▼50	1
	Group	G-Mice	37	0	51	▼12	▼14	12	500	100	▼16	▼2
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	27	59	▼27	▼59	0	0	0	0
		Total	37	0	78	▼13	▼41	14	500	100	▼16	▼2
	FIT	Homepage	80	▼10	78	▼23	2	12	125	171	▼5	3
		OTA	263	▼5	257	▼16	6	11	400	175	0	0
		G-OTA	218	1	185	18	33	▼17	350	165	▼10	5
		Affiliate	4	2	▼12	9	16	▼7	25	100	0	▼10
		Other	49	49	23	62	26	▼13	80	140	10	0
		Total	614	6	531	9	83	▼2	980	166	▼5	2
	COMP		0	0	24	2	▼24	▼2	20	0	0	0
	Grand Total		**708**	**1**	**539**	**▼11**	**169**	**11**	**3,500**	**150**	**▼71**	**1**
	Occ			**11.8%p**		**9.0%p**		**2.8%p**		**58.5%**		**▼1.2%p**

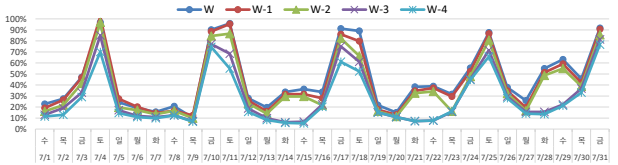
■ 일별 판매 현황



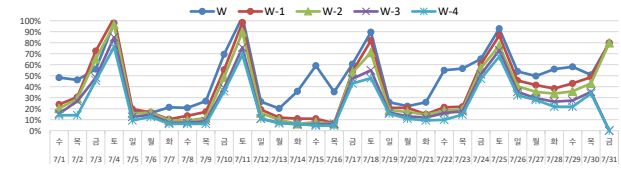
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 델피노

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	4,490	15.4%	207	927	13.6%	4,200	14.4%	224	940	13.8%	▼290	93.5%	17	13	101.4%	147	103.6%	20	112	113.6%	4,053	14.5%	204	828	13.2%	4,432	18.7%	189	836	15.7%
		무기명	10,300	35.4%	243	2,501	36.8%	10,300	35.2%	248	2,554	37.4%	0	100.0%	5	53	102.1%	461	104.7%	9	204	108.7%	9,839	35.1%	239	2,350	37.5%	9,399	39.6%	233	2,189	41.1%
		Staff	515	1.8%	253	130	1.9%	420	1.4%	268	113	1.6%	▼95	81.6%	15	▼18	86.5%	26	106.6%	5	9	108.4%	394	1.4%	263	104	1.7%	474	2.0%	254	120	2.3%
		Other	1,370	4.7%	163	224	3.3%	750	2.6%	170	128	1.9%	▼620	54.7%	7	▼96	57.0%	▼531	58.5%	13	▼74	63.3%	1,281	4.6%	157	202	3.2%	730	3.1%	210	153	2.9%
		Total	16,675	57.4%	227	3,783	55.7%	15,670	53.6%	238	3,734	54.7%	▼1,005	94.0%	11	▼48	98.7%	103	100.7%	15	251	107.2%	15,567	55.5%	224	3,483	55.6%	15,035	63.3%	219	3,299	61.9%
	Group	G-Mice	2,210	7.6%	153	337	5.0%	2,887	9.9%	102	294	4.3%	677	130.6%	▼51	▼43	87.3%	▼309	90.3%	▼9	▼59	83.2%	3,196	11.4%	111	354	5.7%	783	3.3%	187	146	2.7%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	50	0.2%	85	4	0.1%	34	0.1%	157	5	0.1%	▼16	68.0%	72	1	125.5%	12	154.5%	85	4	337.3%	22	0.1%	72	2	0.0%	84	0.4%	79	7	0.1%
		Total	2,260	7.8%	151	342	5.0%	2,921	10.0%	103	300	4.4%	661	129.2%	▼48	▼42	87.8%	▼297	90.8%	▼8	▼56	84.4%	3,218	11.5%	110	355	5.7%	867	3.7%	176	153	2.9%
	FIT	Homepage	900	3.1%	215	194	2.9%	800	2.7%	225	180	2.6%	▼100	88.9%	10	▼14	92.9%	80	111.1%	6	22	114.3%	720	2.6%	219	158	2.5%	644	2.7%	214	138	2.6%
		OTA	4,350	15.0%	280	1,217	17.9%	4,900	16.8%	270	1,323	19.4%	550	112.6%	▼10	106	108.7%	1,029	126.6%	▼11	234	121.5%	3,871	13.8%	281	1,089	17.4%	3,191	13.4%	236	752	14.1%
		G-OTA	3,670	12.6%	260	956	14.1%	3,800	13.0%	265	1,007	14.8%	130	103.5%	5	51	105.4%	380	111.1%	22	175	121.1%	3,420	12.2%	243	832	13.3%	2,975	12.5%	251	747	14.0%
		Affiliate	430	1.5%	230	99	1.5%	300	1.0%	220	66	1.0%	▼130	69.8%	▼10	▼33	66.7%	24	108.7%	▼6	4	105.8%	276	1.0%	226	62	1.0%	388	1.6%	206	80	1.5%
		Other	730	2.5%	282	206	3.0%	750	2.6%	285	214	3.1%	20	102.7%	3	8	103.8%	▼149	83.4%	▼27	▼67	76.3%	899	3.2%	312	280	4.5%	600	2.5%	271	163	3.1%
		Total	10,080	34.7%	265	2,672	39.3%	10,550	36.1%	264	2,790	40.9%	470	104.7%	▼1	118	104.4%	1,364	114.8%	1	369	115.2%	9,186	32.8%	264	2,421	38.7%	7,798	32.8%	241	1,878	35.2%
	COMP		60	0.2%	0	0	0.0%	90	0.3%	0	0	0.0%	30	150.0%	0	0	0.0%	17	123.3%	0	0	0.0%	73	0.3%	0	0	0.0%	50	0.2%	0	0	0.0%
	Grand Total		**29,075**	**100.0%**	**234**	**6,796**	**100.0%**	**29,231**	**100.0%**	**233**	**6,824**	**100.0%**	**156**	**100.5%**	**▼0**	**28**	**100.4%**	**1,187**	**104.2%**	**10**	**564**	**109.0%**	**28,044**	**100.0%**	**223**	**6,260**	**100.0%**	**23,750**	**100.0%**	**224**	**5,330**	**100.0%**
	Occ						**74.7%**					**75.1%**					**0.4%p**					**3.0%p**					**72.0%**					**64.6%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

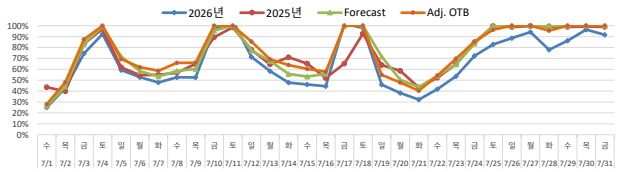
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	3,078	233	3,439	230	3,768	227	4,054	225	4,348	223	3,017	211	3,315	211	3,698	209	4,088	211	4,236	211	61	21	124	19	70	18	▼34	14	112	12
		무기명	7,599	252	8,632	250	9,896	248	10,992	247	11,944	249	6,978	244	7,698	242	9,027	239	10,121	240	10,760	242	621	8	934	8	869	9	871	7	1,184	7
		Staff	0	0	0	0	8	212	22	216	68	224	0	0	0	0	12	182	35	197	92	198	0	0	0	0	▼4	30	▼13	18	▼24	25
		Other	177	169	230	173	289	171	363	163	448	160	502	144	565	147	631	146	737	146	826	145	▼325	25	▼335	26	▼342	25	▼374	17	▼378	15
		Total	10,854	245	12,301	243	13,961	240	15,431	239	16,808	240	10,497	230	11,578	229	13,368	226	14,981	228	15,914	228	357	15	723	14	593	14	450	12	894	12
	Group	G-Mice	2,299	88	2,343	92	2,488	95	2,690	101	2,700	102	2,287	118	2,284	118	2,926	110	3,036	111	2,950	108	12	▼30	59	▼25	▼438	▼14	▼346	▼10	▼250	▼6
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	14	137	14	137	14	137	20	166	34	157	0	0	0	0	10	85	20	72	21	73	14	137	14	137	4	52	0	93	13	84
		Total	2,313	88	2,357	92	2,502	96	2,710	102	2,734	103	2,287	118	2,284	118	2,936	110	3,056	111	2,971	108	26	▼30	73	▼25	▼434	▼14	▼346	▼9	▼237	▼5
	FIT	Homepage	126	192	199	202	248	201	302	209	410	230	144	199	192	205	260	202	303	197	400	194	▼18	▼6	7	▼3	▼12	▼0	▼1	12	10	36
		OTA	1,272	245	1,496	250	2,138	247	2,632	250	3,496	265	741	277	957	275	1,276	278	1,642	273	2,248	281	531	▼32	539	▼25	862	▼31	990	▼23	1,248	▼16
		G-OTA	1,104	243	1,299	244	1,532	248	1,640	249	2,017	264	709	274	883	276	1,105	264	1,356	270	1,563	265	395	▼31	416	▼32	427	▼16	284	▼21	454	▼1
		Affiliate	57	108	70	110	85	116	174	154	185	163	71	112	78	114	102	112	110	112	164	151	▼14	▼4	▼8	▼4	▼17	3	64	42	21	12
		Other	68	258	109	264	168	268	224	273	276	277	154	251	175	247	284	250	322	253	408	261	▼86	8	▼66	17	▼116	18	▼98	20	▼132	17
		Total	2,627	239	3,173	242	4,171	243	4,972	245	6,384	260	1,819	261	2,285	262	3,027	258	3,733	259	4,783	262	808	▼22	888	▼20	1,144	▼15	1,239	▼14	1,601	▼2
	COMP		4	0	68	0	74	0	87	0	90	0	27	0	28	0	32	0	39	0	62	0	▼23	0	40	0	42	0	48	0	28	0
	Grand Total		**15,798**	**221**	**17,899**	**222**	**20,708**	**223**	**23,200**	**224**	**26,016**	**229**	**14,630**	**216**	**16,175**	**217**	**19,363**	**213**	**21,809**	**216**	**23,730**	**219**	**1,168**	**5**	**1,724**	**5**	**1,345**	**10**	**1,391**	**7**	**2,286**	**10**
	Occ		**40.6%**	**-**	**46.0%**	**5.4%p**	**53.2%**	**7.2%p**	**59.6%**	**6.4%p**	**66.8%**	**7.2%p**	**37.6%**	**-**	**41.5%**	**4.0%p**	**49.7%**	**8.2%p**	**56.0%**	**6.3%p**	**60.9%**	**4.9%p**		**3.0%p**		**4.4%p**		**3.5%p**		**3.6%p**		**5.9%p**

■ 추가 Pick-up 및 Forecast 비교

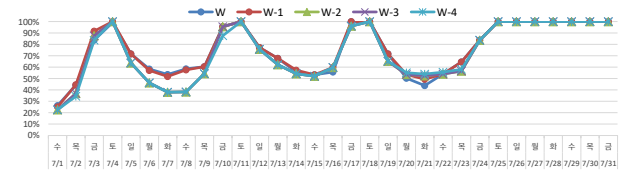
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	▼148	1	▼295	▼19	147	20	4,200	224	0	0
		무기명	▼1,644	▼1	▼2,105	▼10	461	9	10,290	248	10	▼0
		Staff	352	44	326	40	26	5	420	268	0	0
		Other	302	10	833	▼3	▼531	13	650	170	100	0
		Total	▼1,138	▼2	▼1,241	▼16	103	15	15,560	239	110	▼1
	Group	G-Mice	187	0	496	9	▼309	▼9	2,874	102	13	0
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	▼12	▼85	12	85	20	166	14	▼9
		Total	187	▼0	484	8	▼297	▼8	2,894	102	27	0
	FIT	Homepage	390	▼5	310	▼11	80	6	800	220	0	5
		OTA	1,404	5	375	17	1,029	▼11	4,850	270	50	0
		G-OTA	1,783	1	1,403	▼21	380	22	3,785	265	15	0
		Affiliate	115	57	91	63	24	▼6	300	220	0	0
		Other	474	8	623	34	▼149	▼27	800	285	▼50	0
		Total	4,166	5	2,802	4	1,364	1	10,535	264	15	0
	COMP		0	0	▼17	0	17	0	87	0	3	0
	Grand Total		**3,215**	**4**	**2,028**	**▼6**	**1,187**	**10**	**29,076**	**234**	**155**	**▼0**
	Occ			**8.3%p**		**5.2%p**		**3.0%p**		**74.7%**		**0.4%p**

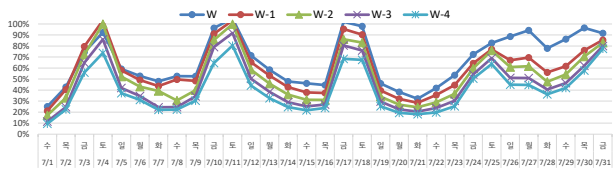
■ 일별 판매 현황



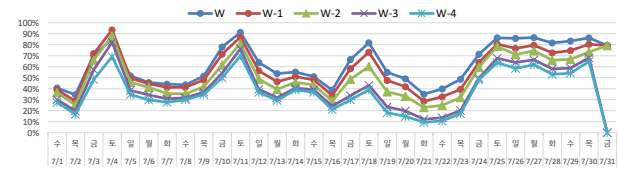
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 쏠비치_양양

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	2,250	15.2%	198	444	13.8%	2,200	15.1%	210	462	14.3%	▼50	97.8%	13	18	104.0%	42	101.9%	15	42	110.0%	2,158	14.9%	195	420	13.6%	2,372	17.3%	186	441	15.7%
		무기명	6,150	41.6%	225	1,386	43.1%	6,270	43.1%	227	1,423	44.2%	120	102.0%	2	37	102.7%	255	104.2%	5	88	106.6%	6,015	41.6%	222	1,336	43.3%	6,003	43.8%	215	1,288	45.7%
		Staff	200	1.4%	245	49	1.5%	170	1.2%	245	42	1.3%	▼30	85.0%	▼0	▼7	84.9%	19	112.6%	6	6	115.5%	151	1.0%	239	36	1.2%	195	1.4%	217	42	1.5%
		Other	500	3.4%	152	76	2.4%	450	3.1%	155	70	2.2%	▼50	90.0%	3	▼6	91.5%	▼35	92.8%	6	▼3	96.3%	485	3.4%	149	72	2.3%	223	1.6%	155	35	1.2%
		Total	9,100	61.5%	215	1,956	60.9%	9,090	62.4%	220	1,997	62.0%	▼10	99.9%	5	41	102.1%	281	103.2%	8	133	107.1%	8,809	61.0%	212	1,864	60.4%	8,793	64.1%	205	1,806	64.1%
	Group	G-Mice	900	6.1%	162	146	4.5%	446	3.1%	150	67	2.1%	▼454	49.6%	▼12	▼79	45.9%	▼393	53.2%	▼9	▼66	50.2%	839	5.8%	159	133	4.3%	406	3.0%	158	64	2.3%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	10	0.1%	124	1	0.0%
		Total	900	6.1%	162	146	4.5%	446	3.1%	150	67	2.1%	▼454	49.6%	▼12	▼79	45.9%	▼393	53.2%	▼9	▼66	50.2%	839	5.8%	159	133	4.3%	416	3.0%	157	65	2.3%
	FIT	Homepage	550	3.7%	224	123	3.8%	600	4.1%	225	135	4.2%	50	109.1%	1	12	109.6%	31	105.4%	6	10	108.2%	569	3.9%	219	125	4.0%	331	2.4%	228	76	2.7%
		OTA	2,420	16.4%	238	577	18.0%	2,400	16.5%	235	564	17.5%	▼20	99.2%	▼3	▼13	97.8%	▼7	99.7%	2	3	100.5%	2,407	16.7%	233	561	18.2%	2,532	18.5%	211	533	18.9%
		G-OTA	1,350	9.1%	214	289	9.0%	1,550	10.6%	215	333	10.3%	200	114.8%	1	44	115.1%	211	115.8%	6	54	119.3%	1,339	9.3%	209	279	9.1%	1,021	7.4%	191	195	6.9%
		Affiliate	100	0.7%	241	24	0.7%	100	0.7%	240	24	0.7%	0	100.0%	▼1	▼0	99.6%	6	106.4%	2	2	107.4%	94	0.7%	238	22	0.7%	213	1.6%	241	51	1.8%
		Other	350	2.4%	281	98	3.1%	360	2.5%	285	103	3.2%	10	102.9%	4	4	104.3%	▼6	98.4%	7	1	100.9%	366	2.5%	278	102	3.3%	381	2.8%	238	91	3.2%
		Total	4,770	32.3%	233	1,112	34.6%	5,010	34.4%	231	1,159	36.0%	240	105.0%	▼2	47	104.2%	235	104.9%	3	69	106.4%	4,775	33.1%	228	1,089	35.3%	4,478	32.6%	211	946	33.6%
	COMP		20	0.1%	0	0	0.0%	15	0.1%	0	0	0.0%	▼5	75.0%	0	0	0.0%	▼4	78.9%	0	0	0.0%	19	0.1%	0	0	0.0%	31	0.2%	0	0	0.0%
	Grand Total		**14,790**	**100.0%**	**217**	**3,214**	**100.0%**	**14,561**	**100.0%**	**221**	**3,222**	**100.0%**	**▼229**	**98.5%**	**4**	**9**	**100.3%**	**119**	**100.8%**	**8**	**136**	**104.4%**	**14,442**	**100.0%**	**214**	**3,087**	**100.0%**	**13,718**	**100.0%**	**205**	**2,817**	**100.0%**
	Occ						**96.0%**					**94.5%**					**▼1.5%p**					**0.6%p**					**93.9%**					**88.3%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

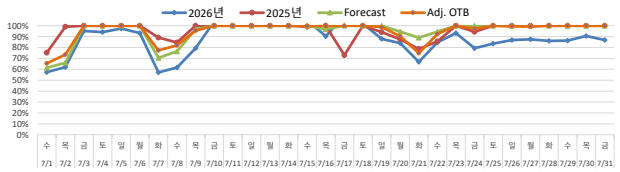
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	2,000	208	2,100	207	2,210	208	2,189	210	2,124	212	1,874	192	2,012	190	2,275	193	2,283	195	2,161	197	126	15	88	17	▼65	15	▼94	14	▼37	15
		무기명	4,857	228	5,283	226	6,099	225	6,752	225	7,246	229	4,127	226	4,528	222	5,349	219	6,029	221	6,314	222	730	3	755	3	750	6	723	5	932	6
		Staff	0	0	0	0	3	206	7	220	32	217	0	0	0	0	6	221	11	208	34	209	0	0	0	0	▼3	▼15	▼4	12	▼2	8
		Other	135	136	163	136	189	134	229	133	254	132	164	115	179	116	210	121	235	122	271	125	▼29	21	▼16	20	▼21	13	▼6	10	▼17	7
		Total	6,992	221	7,546	219	8,501	218	9,177	219	9,656	222	6,165	213	6,719	210	7,840	209	8,558	211	8,780	213	827	8	827	9	661	9	619	8	876	9
	Group	G-Mice	276	150	306	152	375	156	355	156	334	156	360	160	507	158	533	163	574	163	705	160	▼84	▼10	▼201	▼5	▼158	▼8	▼219	▼8	▼371	▼4
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	276	150	306	152	375	156	355	156	334	156	360	160	507	158	533	163	574	163	705	160	▼84	▼10	▼201	▼5	▼158	▼8	▼219	▼8	▼371	▼4
	FIT	Homepage	148	185	197	190	253	195	290	201	397	217	179	177	219	188	281	188	346	194	379	196	▼31	8	▼22	3	▼28	7	▼56	7	18	21
		OTA	823	203	998	208	1,458	217	1,663	218	1,837	219	858	202	1,049	203	1,230	210	1,401	213	1,598	220	▼35	0	▼51	5	228	7	262	6	239	▼1
		G-OTA	704	187	753	190	915	198	1,123	208	1,208	206	404	208	463	208	586	203	689	206	811	202	300	▼21	290	▼18	329	▼5	434	2	397	3
		Affiliate	21	152	35	152	52	146	83	239	88	235	52	154	59	150	62	159	60	157	62	163	▼31	▼2	▼24	2	▼10	▼14	23	82	26	72
		Other	19	223	26	271	44	254	66	264	122	284	57	232	55	231	79	232	98	237	118	239	▼38	▼9	▼29	40	▼35	22	▼32	28	4	45
		Total	1,715	194	2,009	200	2,722	208	3,225	214	3,652	217	1,550	200	1,845	202	2,238	205	2,594	208	2,968	212	165	▼6	164	▼2	484	3	631	7	684	5
	COMP		5	0	6	0	10	0	11	0	11	0	12	0	14	0	16	0	17	0	17	0	▼7	0	▼8	0	▼6	0	▼6	0	▼6	0
	Grand Total		**8,988**	**213**	**9,867**	**213**	**11,608**	**214**	**12,768**	**216**	**13,653**	**219**	**8,087**	**208**	**9,085**	**205**	**10,627**	**205**	**11,743**	**208**	**12,470**	**209**	**901**	**6**	**782**	**7**	**981**	**8**	**1,025**	**8**	**1,183**	**10**
	Occ		**58.3%**	**-**	**64.0%**	**5.7%p**	**75.3%**	**11.3%p**	**82.9%**	**7.5%p**	**88.6%**	**5.7%p**	**52.6%**	**-**	**59.1%**	**6.5%p**	**69.1%**	**10.0%p**	**76.4%**	**7.3%p**	**81.1%**	**4.7%p**		**5.7%p**		**5.0%p**		**6.2%p**		**6.5%p**		**7.5%p**

■ 추가 Pick-up 및 Forecast 비교

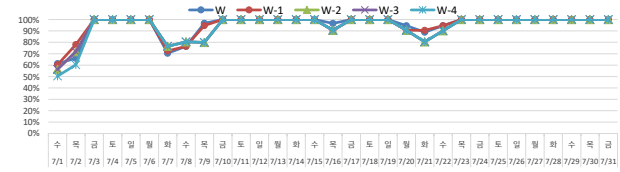
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	76	▼2	34	▼18	42	15	2,250	208	▼50	2
		무기명	▼976	▼2	▼1,231	▼6	255	5	6,220	225	50	2
		Staff	138	28	119	22	19	6	170	245	0	0
		Other	196	23	231	18	▼35	6	450	155	0	0
		Total	▼566	▼3	▼847	▼11	281	8	9,090	218	0	2
	Group	G-Mice	112	▼6	505	2	▼393	▼9	525	150	▼79	0
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	112	▼6	505	2	▼393	▼9	525	150	▼79	0
	FIT	Homepage	203	8	172	2	31	6	600	221	0	4
		OTA	563	16	570	14	▼7	2	2,400	238	0	▼3
		G-OTA	342	9	131	3	211	6	1,550	215	0	0
		Affiliate	12	5	6	3	6	2	100	245	0	▼5
		Other	238	1	244	▼6	▼6	7	350	280	10	5
		Total	1,358	14	1,123	11	235	3	5,000	232	10	▼1
	COMP		4	0	8	0	▼4	0	15	0	0	0
	Grand Total		**908**	**2**	**789**	**▼5**	**119**	**8**	**14,630**	**220**	**▼69**	**1**
	Occ			**5.9%p**		**5.3%p**		**0.6%p**		**95.0%**		**▼0.4%p**

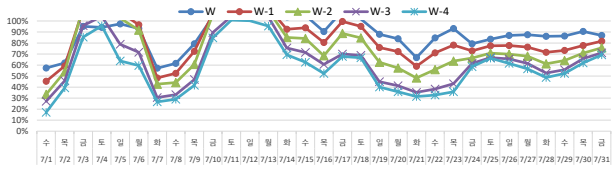
■ 일별 판매 현황



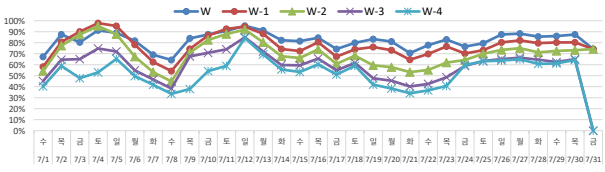
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 쏠비치_삼척

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	2,400	11.3%	220	528	10.5%	3,000	14.1%	232	695	13.8%	600	125.0%	12	167	131.6%	657	128.0%	14	185	136.3%	2,343	11.1%	218	510	10.5%	2,854	14.3%	201	573	13.4%
		무기명	9,200	43.2%	237	2,180	43.3%	9,200	43.1%	244	2,240	44.4%	0	100.0%	7	60	102.7%	37	100.4%	12	120	105.6%	9,163	43.6%	231	2,120	43.6%	8,974	45.0%	221	1,986	46.4%
		Staff	180	0.8%	248	45	0.9%	150	0.7%	235	35	0.7%	▼30	83.3%	▼13	▼9	79.0%	▼17	89.8%	▼6	▼5	87.5%	167	0.8%	241	40	0.8%	186	0.9%	224	42	1.0%
		Other	650	3.1%	198	129	2.6%	300	1.4%	184	55	1.1%	▼350	46.2%	▼14	▼74	42.9%	▼310	49.2%	▼9	▼62	46.9%	610	2.9%	193	118	2.4%	306	1.5%	174	53	1.2%
		Total	12,430	58.4%	232	2,882	57.2%	12,650	59.3%	239	3,026	59.9%	220	101.8%	7	144	105.0%	367	103.0%	12	237	108.5%	12,283	58.4%	227	2,788	57.4%	12,320	61.8%	215	2,654	62.0%
	Group	G-Mice	850	4.0%	190	162	3.2%	1,090	5.1%	171	186	3.7%	240	128.2%	▼19	25	115.3%	218	125.0%	▼15	24	115.0%	872	4.1%	186	162	3.3%	424	2.1%	182	77	1.8%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	▼3	0.0%	▼283	▼1	0.0%	3	0.0%	283	1	0.0%	8	0.0%	144	1	0.0%
		Total	850	4.0%	190	162	3.2%	1,090	5.1%	171	186	3.7%	240	128.2%	▼19	25	115.3%	215	124.6%	▼15	23	114.4%	875	4.2%	186	163	3.4%	432	2.2%	181	78	1.8%
	FIT	Homepage	1,000	4.7%	258	258	5.1%	900	4.2%	258	232	4.6%	▼100	90.0%	0	▼26	90.0%	▼89	91.0%	5	▼18	93.0%	989	4.7%	253	250	5.1%	601	3.0%	245	147	3.4%
		OTA	3,500	16.4%	250	875	17.4%	3,500	16.4%	242	848	16.8%	0	100.0%	▼8	▼27	96.9%	168	105.0%	▼3	31	103.8%	3,332	15.8%	245	817	16.8%	4,600	23.1%	217	998	23.3%
		G-OTA	2,900	13.6%	238	690	13.7%	2,750	12.9%	235	646	12.8%	▼150	94.8%	▼3	▼44	93.6%	▼161	94.5%	2	▼32	95.2%	2,911	13.8%	233	679	14.0%	1,307	6.6%	190	248	5.8%
		Affiliate	250	1.2%	270	68	1.3%	200	0.9%	284	57	1.1%	▼50	80.0%	14	▼11	84.2%	▼41	83.0%	19	▼7	88.9%	241	1.1%	265	64	1.3%	224	1.1%	222	50	1.2%
		Other	370	1.7%	278	103	2.0%	220	1.0%	240	53	1.0%	▼150	59.5%	▼38	▼50	51.3%	▼145	60.3%	▼33	▼47	52.9%	365	1.7%	273	100	2.1%	436	2.2%	248	108	2.5%
		Total	8,020	37.7%	249	1,994	39.6%	7,570	35.5%	243	1,836	36.4%	▼450	94.4%	▼6	▼157	92.1%	▼268	96.6%	▼1	▼73	96.2%	7,838	37.3%	244	1,909	39.3%	7,168	35.9%	216	1,551	36.2%
	COMP		0	0.0%	0	0	0.0%	22	0.1%	0	0	0.0%	22	0.0%	0	0	0.0%	▼15	59.5%	0	0	0.0%	37	0.2%	0	0	0.0%	19	0.1%	29	1	0.0%
	Grand Total		**21,300**	**100.0%**	**236**	**5,037**	**100.0%**	**21,332**	**100.0%**	**237**	**5,048**	**100.0%**	**32**	**100.2%**	**0**	**11**	**100.2%**	**299**	**101.4%**	**6**	**188**	**103.9%**	**21,033**	**100.0%**	**231**	**4,860**	**100.0%**	**19,939**	**100.0%**	**215**	**4,284**	**100.0%**
	Occ						**97.2%**					**97.3%**					**0.1%p**					**1.4%p**					**96.0%**					**91.0%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

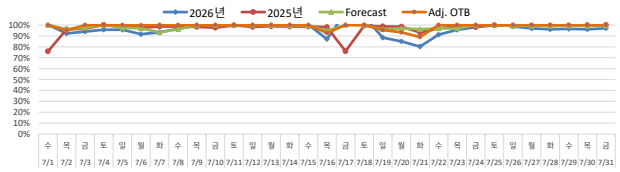
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	2,903	230	3,045	230	3,310	230	3,325	229	3,230	232	2,368	223	2,530	219	2,626	217	2,710	221	2,591	223	535	7	515	11	684	13	615	8	639	9
		무기명	7,922	247	8,563	246	9,631	244	10,483	242	10,803	244	6,856	238	7,389	235	8,325	231	9,236	234	9,605	234	1,066	9	1,174	11	1,306	13	1,247	9	1,198	10
		Staff	0	0	0	0	4	225	11	213	37	209	0	0	0	0	2	208	20	195	46	200	0	0	0	0	2	16	▼9	18	▼9	9
		Other	110	165	134	164	159	161	173	161	189	163	170	138	180	140	215	142	258	152	306	158	▼60	27	▼46	24	▼56	19	▼85	9	▼117	4
		Total	10,935	241	11,742	241	13,104	239	13,992	238	14,259	240	9,394	232	10,099	229	11,168	226	12,224	229	12,548	230	1,541	9	1,643	12	1,936	13	1,768	9	1,711	10
	Group	G-Mice	796	172	802	172	886	173	1,002	173	1,065	171	575	180	806	181	856	181	899	183	919	185	221	▼8	▼4	▼9	30	▼8	103	▼9	146	▼14
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	10	159	0	0	0	0	0	0	3	283	▼10	▼159	0	0	0	0	0	0	▼3	▼283
		Total	796	172	802	172	886	173	1,002	173	1,065	171	585	180	806	181	856	181	899	183	922	185	211	▼8	▼4	▼9	30	▼8	103	▼9	143	▼15
	FIT	Homepage	298	212	388	224	453	227	521	231	587	236	354	213	433	219	531	223	574	229	625	230	▼56	▼1	▼45	5	▼78	4	▼53	2	▼38	6
		OTA	1,614	213	1,840	221	2,505	227	2,829	233	3,251	237	1,244	220	1,525	221	1,889	226	2,076	230	2,358	234	370	▼7	315	▼0	616	1	753	2	893	3
		G-OTA	1,466	198	1,609	205	1,798	207	1,886	208	1,799	213	1,157	202	1,371	206	1,612	210	1,798	214	2,375	219	309	▼4	238	▼1	186	▼3	88	▼6	▼576	▼6
		Affiliate	48	168	55	171	67	170	156	304	183	285	118	174	123	176	137	176	147	180	200	225	▼70	▼5	▼68	▼5	▼70	▼6	9	124	▼17	60
		Other	49	218	59	227	79	233	91	234	133	263	84	233	90	232	141	233	149	234	178	238	▼35	▼15	▼31	▼5	▼62	▼0	▼58	▼0	▼45	25
		Total	3,475	206	3,951	214	4,902	219	5,483	226	5,953	232	2,957	211	3,542	214	4,310	218	4,744	223	5,736	227	518	▼4	409	0	592	1	739	3	217	5
	COMP		7	0	26	0	26	0	17	0	22	0	14	0	23	0	24	0	27	0	30	0	▼7	0	3	0	2	0	▼10	0	▼8	0
	Grand Total		**15,213**	**230**	**16,521**	**231**	**18,918**	**231**	**20,494**	**232**	**21,299**	**234**	**12,950**	**225**	**14,470**	**222**	**16,358**	**221**	**17,894**	**225**	**19,236**	**227**	**2,263**	**5**	**2,051**	**9**	**2,560**	**9**	**2,600**	**7**	**2,063**	**8**
	Occ		**69.4%**	**-**	**75.4%**	**6.0%p**	**86.3%**	**10.9%p**	**93.5%**	**7.2%p**	**97.2%**	**3.7%p**	**59.1%**	**-**	**66.0%**	**6.9%p**	**74.6%**	**8.6%p**	**81.6%**	**7.0%p**	**87.8%**	**6.1%p**		**10.3%p**		**9.4%p**		**11.7%p**		**11.9%p**		**9.4%p**

■ 추가 Pick-up 및 Forecast 비교

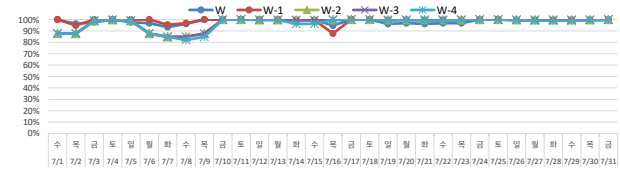
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	▼230	▼0	▼887	▼14	657	14	3,100	231	▼100	1
		무기명	▼1,603	▼1	▼1,640	▼13	37	12	9,200	246	0	▼3
		Staff	113	26	130	33	▼17	▼6	150	235	0	0
		Other	111	21	421	30	▼310	▼9	300	180	0	4
		Total	▼1,609	▼1	▼1,976	▼13	367	12	12,750	241	▼100	▼2
	Group	G-Mice	25	▼0	▼193	15	218	▼15	1,050	173	40	▼2
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	3	283	▼3	▼283	0	0	0	0
		Total	25	▼0	▼190	15	215	▼15	1,050	173	40	▼2
	FIT	Homepage	313	22	402	16	▼89	5	900	256	0	2
		OTA	249	5	81	8	168	▼3	3,400	240	100	2
		G-OTA	951	22	1,112	20	▼161	2	2,750	231	0	4
		Affiliate	17	▼0	58	▼19	▼41	19	185	288	15	▼4
		Other	87	▼23	232	11	▼145	▼33	250	240	▼30	0
		Total	1,617	11	1,885	12	▼268	▼1	7,485	240	85	3
	COMP		0	0	15	0	▼15	0	26	0	▼4	0
	Grand Total		**33**	**2**	**▼266**	**▼3**	**299**	**6**	**21,311**	**237**	**21**	**▼0**
	Occ			**0.2%p**		**▼1.2%p**		**1.4%p**		**97.2%**		**0.1%p**

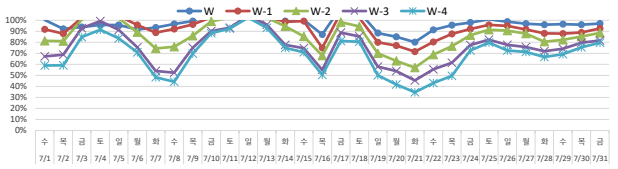
■ 일별 판매 현황



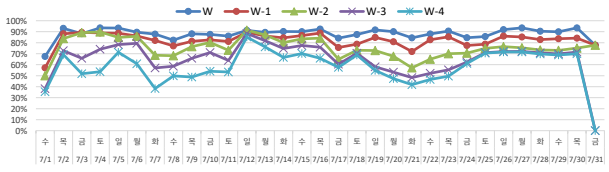
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노벨_단양

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	920	5.1%	162	149	5.4%	730	3.8%	165	120	4.4%	▼190	79.3%	3	▼29	80.8%	▼32	95.8%	25	13	112.5%	762	4.4%	140	107	4.2%	997	7.0%	131	131	6.6%
		무기명	3,530	19.5%	190	672	24.3%	3,530	18.4%	193	681	25.0%	0	100.0%	3	10	101.4%	219	106.6%	20	108	118.9%	3,311	19.1%	173	573	22.5%	3,603	25.3%	160	576	28.9%
		Staff	150	0.8%	189	28	1.0%	103	0.5%	188	19	0.7%	▼47	68.7%	▼1	▼9	68.2%	1	101.0%	16	2	110.6%	102	0.6%	172	18	0.7%	141	1.0%	156	22	1.1%
		Other	660	3.7%	163	108	3.9%	380	2.0%	163	62	2.3%	▼280	57.6%	0	▼46	57.6%	▼167	69.5%	21	▼16	80.0%	547	3.2%	142	77	3.0%	229	1.6%	129	30	1.5%
		Total	5,260	29.1%	182	957	34.5%	4,743	24.7%	186	883	32.4%	▼517	90.2%	4	▼74	92.3%	21	100.4%	22	108	113.9%	4,722	27.2%	164	775	30.4%	4,970	34.9%	153	759	38.1%
	Group	G-Mice	4,800	26.5%	68	326	11.8%	7,891	41.2%	77	604	22.2%	3,091	164.4%	9	278	185.0%	2,532	147.2%	▼28	46	108.2%	5,359	30.9%	104	558	21.9%	3,812	26.8%	99	379	19.0%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	80	0.4%	83	7	0.2%	136	0.7%	72	10	0.4%	56	170.0%	▼12	3	146.4%	102	400.0%	0	7	401.3%	34	0.2%	71	2	0.1%	103	0.7%	91	9	0.5%
		Total	4,880	27.0%	68	333	12.0%	8,027	41.9%	76	614	22.5%	3,147	164.5%	8	281	184.2%	2,634	148.8%	▼28	53	109.4%	5,393	31.1%	104	561	22.0%	3,915	27.5%	99	388	19.5%
	FIT	Homepage	820	4.5%	208	171	6.2%	570	3.0%	207	118	4.3%	▼250	69.5%	▼1	▼53	69.2%	▼115	83.2%	19	▼11	91.7%	685	4.0%	188	129	5.1%	375	2.6%	173	65	3.3%
		OTA	4,250	23.5%	188	799	28.9%	3,450	18.0%	189	653	24.0%	▼800	81.2%	1	▼146	81.7%	▼629	84.6%	21	▼34	95.1%	4,079	23.5%	168	687	27.0%	3,197	22.5%	146	467	23.4%
		G-OTA	2,200	12.2%	182	401	14.5%	2,000	10.4%	190	379	13.9%	▼200	90.9%	7	▼22	94.5%	16	100.8%	26	55	116.9%	1,984	11.4%	163	324	12.7%	1,278	9.0%	182	232	11.7%
		Affiliate	250	1.4%	241	60	2.2%	180	0.9%	239	43	1.6%	▼70	72.0%	▼2	▼17	71.3%	31	120.8%	▼17	5	112.6%	149	0.9%	256	38	1.5%	214	1.5%	216	46	2.3%
		Other	300	1.7%	163	49	1.8%	180	0.9%	188	34	1.2%	▼120	60.0%	26	▼15	69.4%	▼41	81.4%	43	2	105.8%	221	1.3%	145	32	1.3%	202	1.4%	173	35	1.7%
		Total	7,820	43.3%	189	1,480	53.4%	6,380	33.3%	192	1,227	45.1%	▼1,440	81.6%	3	▼253	82.9%	▼738	89.6%	22	17	101.4%	7,118	41.1%	170	1,210	47.5%	5,266	37.0%	161	845	42.4%
	COMP		120	0.7%	0	0	0.0%	20	0.1%	0	0	0.0%	▼100	16.7%	0	0	0.0%	▼76	20.8%	0	0	0.0%	96	0.6%	0	0	0.0%	73	0.5%	0	0	0.0%
	Grand Total		**18,080**	**100.0%**	**153**	**2,770**	**100.0%**	**19,170**	**100.0%**	**142**	**2,724**	**100.0%**	**1,090**	**106.0%**	**▼11**	**▼46**	**98.3%**	**1,841**	**110.6%**	**▼5**	**178**	**107.0%**	**17,329**	**100.0%**	**147**	**2,546**	**100.0%**	**14,224**	**100.0%**	**140**	**1,993**	**100.0%**
	Occ						**69.2%**					**75.1%**					**6.0%p**					**8.0%p**					**67.1%**					**55.9%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

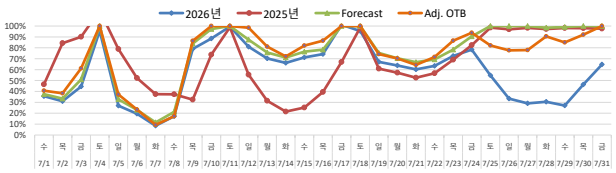
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	351	174	408	172	502	169	531	170	576	175	308	166	345	162	415	161	510	157	573	155	43	8	63	10	87	9	21	13	3	19
		무기명	2,113	200	2,403	200	2,827	197	3,239	195	3,460	199	1,904	182	2,212	179	2,724	177	3,137	175	3,512	178	209	18	191	21	103	20	102	20	▼52	21
		Staff	0	0	0	0	1	162	3	155	22	178	0	0	0	0	2	126	6	126	17	162	0	0	0	0	▼1	36	▼3	29	5	16
		Other	89	140	94	140	101	139	119	140	125	139	106	106	108	106	150	107	214	124	283	128	▼17	34	▼14	34	▼49	32	▼95	16	▼158	11
		Total	2,553	194	2,905	194	3,431	191	3,892	190	4,183	194	2,318	177	2,665	174	3,291	171	3,867	170	4,385	171	235	17	240	20	140	20	25	20	▼202	22
	Group	G-Mice	7,292	70	7,317	70	7,390	71	7,585	74	7,891	77	575	115	598	116	1,041	116	3,567	105	5,342	100	6,717	▼45	6,719	▼46	6,349	▼45	4,018	▼31	2,549	▼24
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	96	66	113	65	129	64	144	70	136	72	0	0	0	0	31	62	34	71	33	72	96	66	113	65	98	2	110	▼1	103	▼0
		Total	7,388	70	7,430	70	7,519	71	7,729	74	8,027	76	575	115	598	116	1,072	115	3,601	105	5,375	100	6,813	▼45	6,832	▼46	6,447	▼43	4,128	▼31	2,652	▼24
	FIT	Homepage	94	195	108	195	130	183	182	202	226	210	97	149	112	151	198	142	264	145	425	180	▼3	46	▼4	43	▼68	42	▼82	57	▼199	30
		OTA	586	166	749	173	997	177	1,200	182	1,543	194	845	142	961	145	1,234	145	1,528	149	2,258	152	▼259	24	▼212	28	▼237	32	▼328	32	▼715	42
		G-OTA	308	157	356	162	429	162	517	176	653	196	160	146	241	146	355	142	472	139	636	133	148	12	115	16	74	20	45	38	17	63
		Affiliate	57	101	64	100	68	106	76	105	79	107	9	114	15	102	20	97	30	93	28	89	48	▼12	49	▼2	48	9	46	12	51	18
		Other	14	193	14	193	23	202	27	201	57	224	19	189	24	178	41	169	49	183	63	180	▼5	4	▼10	15	▼18	33	▼22	18	▼6	44
		Total	1,059	163	1,291	168	1,647	171	2,002	179	2,558	194	1,130	143	1,353	146	1,848	144	2,343	147	3,410	152	▼71	19	▼62	22	▼201	27	▼341	33	▼852	42
	COMP		13	0	14	0	15	0	18	0	20	0	4	0	4	0	11	0	86	0	86	0	9	0	10	0	4	0	▼68	0	▼66	0
	Grand Total		**11,013**	**108**	**11,640**	**112**	**12,612**	**117**	**13,641**	**123**	**14,788**	**130**	**4,027**	**158**	**4,620**	**158**	**6,222**	**153**	**9,897**	**139**	**13,256**	**136**	**6,986**	**▼51**	**7,020**	**▼46**	**6,390**	**▼36**	**3,744**	**▼17**	**1,532**	**▼7**
	Occ		**43.2%**	**-**	**45.6%**	**2.5%p**	**49.4%**	**3.8%p**	**53.5%**	**4.0%p**	**58.0%**	**4.5%p**	**15.6%**	**-**	**17.9%**	**2.3%p**	**24.1%**	**6.2%p**	**38.3%**	**14.2%p**	**51.3%**	**13.0%p**		**27.6%p**		**27.7%p**		**25.3%p**		**15.1%p**		**6.6%p**

■ 추가 Pick-up 및 Forecast 비교

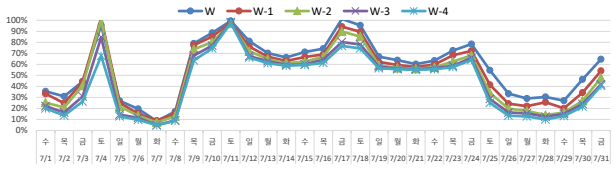
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	154	▼10	186	▼34	▼32	25	730	164	0	1
		무기명	70	▼6	▼149	▼26	219	20	3,500	193	30	▼0
		Staff	81	10	80	▼7	1	16	100	188	3	0
		Other	255	24	422	3	▼167	21	450	164	▼70	▼1
		Total	560	▼8	539	▼30	21	22	4,780	186	▼37	0
	Group	G-Mice	0	0	▼2,532	28	2,532	▼28	7,593	74	298	2
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	▼102	▼0	102	0	144	70	▼8	1
		Total	0	0	▼2,634	28	2,634	▼28	7,737	74	290	2
	FIT	Homepage	344	▼3	459	▼22	▼115	19	600	205	▼30	2
		OTA	1,907	▼5	2,536	▼26	▼629	21	3,500	188	▼50	1
		G-OTA	1,347	▼6	1,331	▼32	16	26	2,000	186	0	4
		Affiliate	101	132	70	149	31	▼17	170	237	10	2
		Other	123	▼36	164	▼79	▼41	43	170	169	10	19
		Total	3,822	▼2	4,560	▼24	▼738	22	6,440	190	▼60	2
	COMP		0	0	76	0	▼76	0	18	0	2	0
	Grand Total		**4,382**	**12**	**2,541**	**17**	**1,841**	**▼5**	**18,975**	**142**	**195**	**1**
	Occ			**17.2%p**		**9.1%p**		**8.0%p**		**74.4%**		**0.8%p**

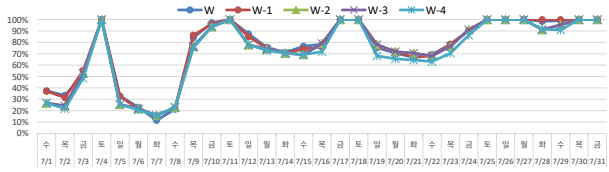
■ 일별 판매 현황



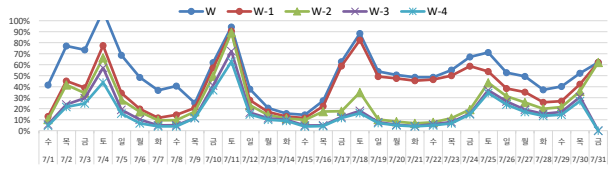
■26Y 주단위 Pick up 추이



■ 주단위 Forecast 추이



■25Y 주단위 Pick up 추이



▣ 소노캄_경주

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	1,720	16.1%	226	389	14.4%	1,350	12.5%	239	323	11.6%	▼370	78.5%	13	▼67	82.9%	1,350	0.0%	239	323	0.0%	0	0.0%	0	0	0.0%	860	10.0%	158	136	9.5%
		무기명	3,895	36.5%	248	967	35.8%	4,500	41.7%	247	1,112	40.0%	605	115.5%	▼1	144	114.9%	4,500	0.0%	247	1,112	0.0%	0	0.0%	0	0	0.0%	3,205	37.4%	183	586	40.9%
		Staff	210	2.0%	262	55	2.0%	200	1.9%	253	51	1.8%	▼10	95.2%	▼9	▼4	91.9%	200	0.0%	253	51	0.0%	0	0.0%	0	0	0.0%	127	1.5%	186	24	1.7%
		Other	125	1.2%	211	26	1.0%	125	1.2%	200	25	0.9%	0	100.0%	▼11	▼1	95.0%	125	0.0%	200	25	0.0%	0	0.0%	0	0	0.0%	117	1.4%	145	17	1.2%
		Total	5,950	55.7%	242	1,438	53.2%	6,175	57.3%	244	1,510	54.3%	225	103.8%	3	72	105.0%	6,175	0.0%	244	1,510	0.0%	0	0.0%	0	0	0.0%	4,309	50.2%	177	763	53.2%
	Group	G-Mice	1,110	10.4%	216	240	8.9%	1,285	11.9%	264	339	12.2%	175	115.8%	48	99	141.3%	1,285	0.0%	264	339	0.0%	0	0.0%	0	0	0.0%	1,390	16.2%	128	179	12.5%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	9	0.1%	199	2	0.1%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	83	1.0%	157	13	0.9%
		Total	1,110	10.4%	216	240	8.9%	1,285	11.9%	264	339	12.2%	175	115.8%	48	99	141.3%	1,285	0.0%	264	339	0.0%	0	0.0%	0	0	0.0%	1,482	17.3%	131	193	13.5%
	FIT	Homepage	405	3.8%	288	116	4.3%	250	2.3%	280	70	2.5%	▼155	61.7%	▼7	▼46	60.2%	250	0.0%	280	70	0.0%	0	0.0%	0	0	0.0%	205	2.4%	180	37	2.6%
		OTA	1,670	15.6%	292	487	18.0%	1,750	16.2%	297	520	18.7%	80	104.8%	5	33	106.7%	1,750	0.0%	297	520	0.0%	0	0.0%	0	0	0.0%	1,539	17.9%	162	249	17.4%
		G-OTA	1,125	10.5%	289	326	12.0%	900	8.3%	290	261	9.4%	▼225	80.0%	1	▼65	80.1%	900	0.0%	290	261	0.0%	0	0.0%	0	0	0.0%	695	8.1%	186	129	9.0%
		Affiliate	170	1.6%	266	45	1.7%	200	1.9%	196	39	1.4%	30	117.6%	▼70	▼6	86.8%	200	0.0%	196	39	0.0%	0	0.0%	0	0	0.0%	191	2.2%	212	40	2.8%
		Other	175	1.6%	301	53	1.9%	175	1.6%	239	42	1.5%	0	100.0%	▼62	▼11	79.5%	175	0.0%	239	42	0.0%	0	0.0%	0	0	0.0%	116	1.4%	187	22	1.5%
		Total	3,545	33.2%	290	1,027	38.0%	3,275	30.4%	285	932	33.5%	▼270	92.4%	▼5	▼95	90.7%	3,275	0.0%	285	932	0.0%	0	0.0%	0	0	0.0%	2,746	32.0%	174	478	33.3%
	COMP		70	0.7%	0	0	0.0%	50	0.5%	0	0	0.0%	▼20	71.4%	0	0	0.0%	50	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	40	0.5%	0	0	0.0%
	Grand Total		**10,675**	**100.0%**	**253**	**2,705**	**100.0%**	**10,785**	**100.0%**	**258**	**2,781**	**100.0%**	**110**	**101.0%**	**4**	**76**	**102.8%**	**10,785**	**0.0%**	**258**	**2,781**	**0.0%**	**0**	**0.0%**	**0**	**0**	**0.0%**	**8,577**	**100.0%**	**167**	**1,434**	**100.0%**
	Occ						**82.6%**					**83.6%**					**1.1%p**					**83.6%p**					**0.0%**					**70.8%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

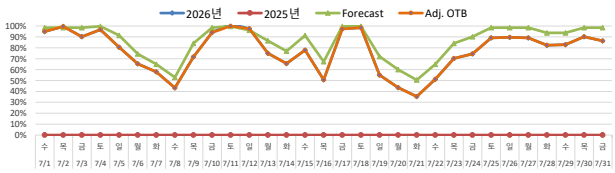
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	886	249	996	245	1,100	242	1,214	242	1,243	242	0	0	0	0	0	0	0	0	0	0	886	249	996	245	1,100	242	1,214	242	1,243	242
		무기명	2,906	256	3,223	254	3,723	250	4,318	250	4,817	250	0	0	0	0	0	0	0	0	0	0	2,906	256	3,223	254	3,723	250	4,318	250	4,817	250
		Staff	0	0	0	0	3	238	24	219	60	251	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	238	24	219	60	251
		Other	9	177	10	181	15	175	19	181	33	174	0	0	0	0	0	0	0	0	0	0	9	177	10	181	15	175	19	181	33	174
		Total	3,801	254	4,229	251	4,841	248	5,575	248	6,153	248	0	0	0	0	0	0	0	0	0	0	3,801	254	4,229	251	4,841	248	5,575	248	6,153	248
	Group	G-Mice	830	254	910	251	978	250	1,171	263	1,226	264	0	0	0	0	0	0	0	0	0	0	830	254	910	251	978	250	1,171	263	1,226	264
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	830	254	910	251	978	250	1,171	263	1,226	264	0	0	0	0	0	0	0	0	0	0	830	254	910	251	978	250	1,171	263	1,226	264
	FIT	Homepage	42	251	46	248	67	247	103	253	148	266	0	0	0	0	0	0	0	0	0	0	42	251	46	248	67	247	103	253	148	266
		OTA	563	285	605	284	663	283	905	295	1,434	308	0	0	0	0	0	0	0	0	0	0	563	285	605	284	663	283	905	295	1,434	308
		G-OTA	254	244	301	248	401	255	594	287	754	303	0	0	0	0	0	0	0	0	0	0	254	244	301	248	401	255	594	287	754	303
		Affiliate	59	144	64	146	121	180	144	205	156	198	0	0	0	0	0	0	0	0	0	0	59	144	64	146	121	180	144	205	156	198
		Other	29	211	34	214	69	231	69	226	87	246	0	0	0	0	0	0	0	0	0	0	29	211	34	214	69	231	69	226	87	246
		Total	947	262	1,050	261	1,321	261	1,815	280	2,579	295	0	0	0	0	0	0	0	0	0	0	947	262	1,050	261	1,321	261	1,815	280	2,579	295
	COMP		5	0	10	0	12	0	17	0	19	0	0	0	0	0	0	0	0	0	0	0	5	0	10	0	12	0	17	0	19	0
	Grand Total		**5,583**	**255**	**6,199**	**252**	**7,152**	**250**	**8,578**	**256**	**9,977**	**262**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**5,583**	**255**	**6,199**	**252**	**7,152**	**250**	**8,578**	**256**	**9,977**	**262**
	Occ		**43.3%**	**-**	**48.1%**	**4.8%p**	**55.5%**	**7.4%p**	**66.5%**	**11.1%p**	**77.4%**	**10.8%p**	**0.0%**	**-**	**0.0%**	**0**	**0.0%**	**0**	**0.0%**	**0**	**0.0%**	**0**		**43.3%p**		**48.1%p**		**55.5%p**		**66.5%p**		**77.4%p**

■ 추가 Pick-up 및 Forecast 비교

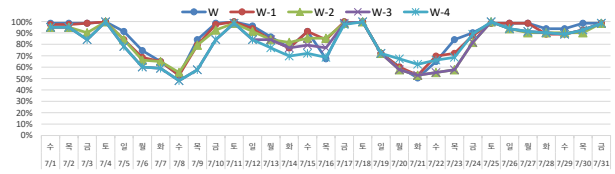
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	107	▼3	▼1,243	▼242	1,350	239	1,350	236	0	3
		무기명	▼317	▼3	▼4,817	▼250	4,500	247	4,500	249	0	▼2
		Staff	140	2	▼60	▼251	200	253	200	255	0	▼2
		Other	92	26	▼33	▼174	125	200	125	215	0	▼15
		Total	22	▼4	▼6,153	▼248	6,175	244	6,175	246	0	▼1
	Group	G-Mice	59	0	▼1,226	▼264	1,285	264	1,200	263	85	1
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	59	0	▼1,226	▼264	1,285	264	1,200	263	85	1
	FIT	Homepage	102	14	▼148	▼266	250	280	250	280	0	0
		OTA	316	▼11	▼1,434	▼308	1,750	297	1,600	297	150	0
		G-OTA	146	▼13	▼754	▼303	900	290	1,025	285	▼125	5
		Affiliate	44	▼2	▼156	▼198	200	196	200	205	0	▼9
		Other	88	▼7	▼87	▼246	175	239	175	230	0	9
		Total	696	▼11	▼2,579	▼295	3,275	285	3,250	283	25	2
	COMP		31	0	▼19	0	50	0	50	0	0	0
	Grand Total		**808**	**▼4**	**▼9,977**	**▼262**	**10,785**	**258**	**10,675**	**258**	**110**	**0**
	Occ			**6.3%p**		**▼77.4%p**		**83.6%p**		**82.8%**		**0.9%p**

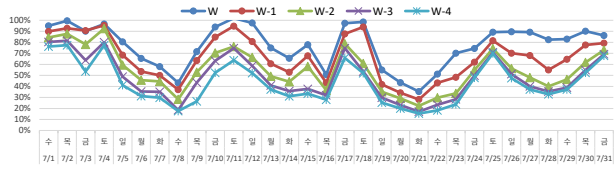
■ 일별 판매 현황



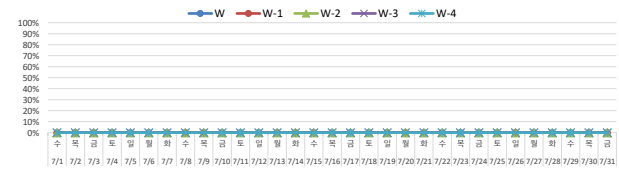
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노벨_청송

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	525	9.9%	166	87	9.4%	440	9.5%	178	78	9.1%	▼85	83.8%	12	▼9	89.8%	5	101.1%	13	6	108.9%	435	8.7%	165	72	8.4%	558	14.4%	146	81	11.8%
		무기명	1,385	26.2%	197	273	29.4%	1,560	33.8%	188	294	34.4%	175	112.6%	▼9	21	107.5%	216	116.1%	▼5	33	112.8%	1,344	26.8%	194	261	30.6%	1,518	39.1%	183	277	40.1%
		Staff	100	1.9%	202	20	2.2%	70	1.5%	193	14	1.6%	▼30	70.0%	▼9	▼7	66.8%	▼20	77.8%	▼1	▼4	77.5%	90	1.8%	194	17	2.0%	79	2.0%	174	14	2.0%
		Other	300	5.7%	145	44	4.7%	150	3.3%	164	25	2.9%	▼150	50.0%	19	▼19	56.6%	▼116	56.4%	22	▼13	65.0%	266	5.3%	142	38	4.4%	94	2.4%	145	14	2.0%
		Total	2,310	43.7%	184	424	45.7%	2,220	48.1%	185	410	48.0%	▼90	96.1%	1	▼14	96.7%	85	104.0%	3	23	105.8%	2,135	42.6%	182	388	45.5%	2,249	57.9%	172	386	55.9%
	Group	G-Mice	850	16.1%	138	117	12.6%	450	9.8%	130	59	6.8%	▼400	52.9%	▼8	▼59	49.9%	▼78	85.2%	▼10	▼15	79.4%	528	10.5%	140	74	8.7%	292	7.5%	141	41	6.0%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	20	0.4%	222	4	0.5%	18	0.4%	214	4	0.5%	▼2	90.0%	▼8	▼1	86.7%	2	112.5%	▼6	0	109.4%	16	0.3%	220	4	0.4%	0	0.0%	0	0	0.0%
		Total	870	16.4%	140	122	13.1%	468	10.1%	133	62	7.3%	▼402	53.8%	▼7	▼59	51.2%	▼76	86.0%	▼9	▼15	80.8%	544	10.9%	142	77	9.1%	292	7.5%	141	41	6.0%
	FIT	Homepage	165	3.1%	218	36	3.9%	180	3.9%	201	36	4.2%	15	109.1%	▼17	0	100.7%	30	120.0%	▼17	3	110.7%	150	3.0%	218	33	3.8%	173	4.5%	234	40	5.9%
		OTA	1,165	22.0%	180	210	22.6%	1,050	22.8%	197	207	24.2%	▼115	90.1%	17	▼3	98.6%	▼122	89.6%	20	▼0	100.0%	1,172	23.4%	177	207	24.3%	515	13.3%	177	91	13.2%
		G-OTA	600	11.3%	186	112	12.0%	620	13.4%	204	127	14.8%	20	103.3%	18	15	113.6%	26	104.4%	15	14	112.4%	594	11.8%	190	113	13.2%	393	10.1%	196	77	11.2%
		Affiliate	50	0.9%	129	6	0.7%	20	0.4%	148	3	0.3%	▼30	40.0%	19	▼3	45.9%	0	100.0%	22	0	117.8%	20	0.4%	126	3	0.3%	130	3.3%	286	37	5.4%
		Other	100	1.9%	188	19	2.0%	45	1.0%	213	10	1.1%	▼55	45.0%	25	▼9	51.0%	▼333	11.9%	129	▼22	30.3%	378	7.5%	84	32	3.7%	82	2.1%	209	17	2.5%
		Total	2,080	39.3%	184	383	41.2%	1,915	41.5%	200	382	44.7%	▼165	92.1%	16	▼0	99.9%	▼399	82.8%	33	▼4	98.9%	2,314	46.2%	167	387	45.4%	1,293	33.3%	204	263	38.1%
	COMP		30	0.6%	0	0	0.0%	10	0.2%	0	0	0.0%	▼20	33.3%	0	0	0.0%	▼10	50.0%	0	0	0.0%	20	0.4%	0	0	0.0%	52	1.3%	4	0	0.0%
	Grand Total		**5,290**	**100.0%**	**175**	**928**	**100.0%**	**4,613**	**100.0%**	**185**	**855**	**100.0%**	**▼677**	**87.2%**	**10**	**▼74**	**92.1%**	**▼400**	**92.0%**	**15**	**4**	**100.4%**	**5,013**	**100.0%**	**170**	**851**	**100.0%**	**3,886**	**100.0%**	**178**	**690**	**100.0%**
	Occ						**53.3%**					**47.7%**					**▼5.6%p**					**▼2.8%p**					**50.5%**					**40.0%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

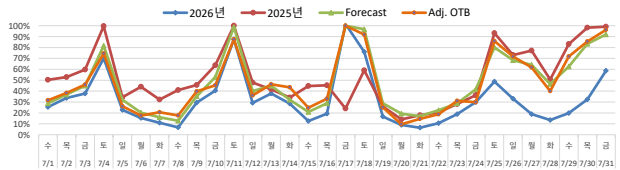
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	158	195	204	191	245	188	290	183	353	180	175	209	204	200	262	185	286	195	338	194	▼17	▼13	0	▼9	▼17	3	4	▼12	15	▼14
		무기명	819	194	923	194	1,144	190	1,460	188	1,519	190	867	202	1,050	200	1,244	199	1,379	198	1,517	199	▼48	▼7	▼127	▼6	▼100	▼10	81	▼10	2	▼9
		Staff	0	0	0	0	0	0	3	144	7	148	0	0	0	0	0	0	5	163	14	243	0	0	0	0	0	0	▼2	▼19	▼7	▼95
		Other	3	126	9	125	20	127	56	161	81	166	35	101	55	101	81	108	92	110	125	117	▼32	25	▼46	25	▼61	20	▼36	50	▼44	49
		Total	980	194	1,136	193	1,409	188	1,809	186	1,960	187	1,077	199	1,309	196	1,587	192	1,762	193	1,994	193	▼97	▼5	▼173	▼3	▼178	▼4	47	▼7	▼34	▼7
	Group	G-Mice	133	127	171	126	221	123	228	123	255	122	274	127	274	127	392	134	420	134	434	136	▼141	0	▼103	▼1	▼171	▼11	▼192	▼12	▼179	▼14
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	8	211	18	214	18	214	8	220	8	220	8	220	16	220	16	220	▼8	▼220	▼8	▼220	0	▼9	2	▼6	2	▼6
		Total	133	127	171	126	229	126	246	129	273	128	282	129	282	129	400	135	436	138	450	139	▼149	▼2	▼111	▼4	▼171	▼9	▼190	▼8	▼177	▼11
	FIT	Homepage	25	161	32	168	46	184	77	197	102	205	24	187	28	197	51	175	53	172	65	199	1	▼27	4	▼28	▼5	9	24	25	37	6
		OTA	44	178	59	182	157	178	320	193	471	196	92	155	120	157	162	160	269	159	426	153	▼48	23	▼61	24	▼5	18	51	33	45	43
		G-OTA	53	169	85	170	152	182	227	207	280	213	59	179	76	173	107	170	156	162	181	159	▼6	▼9	9	▼3	45	12	71	45	99	54
		Affiliate	3	141	3	141	2	148	11	138	13	133	10	108	14	105	17	120	24	118	21	118	▼7	33	▼11	36	▼15	28	▼13	20	▼8	15
		Other	4	280	5	245	8	210	9	238	16	250	55	87	55	87	76	107	608	67	498	70	▼51	193	▼50	157	▼68	104	▼599	171	▼482	181
		Total	129	173	184	175	365	181	644	198	882	202	240	146	293	150	413	153	1,110	109	1,191	121	▼111	27	▼109	25	▼48	28	▼466	89	▼309	82
	COMP		3	0	5	0	7	0	8	0	9	0	15	0	15	0	19	0	19	0	18	0	▼12	0	▼10	0	▼12	0	▼11	0	▼9	0
	Grand Total		**1,245**	**184**	**1,496**	**182**	**2,010**	**179**	**2,707**	**183**	**3,124**	**186**	**1,614**	**177**	**1,899**	**177**	**2,419**	**175**	**3,327**	**157**	**3,653**	**162**	**▼369**	**7**	**▼403**	**5**	**▼409**	**5**	**▼620**	**27**	**▼529**	**23**
	Occ		**12.9%**	**-**	**15.5%**	**2.6%p**	**20.8%**	**5.3%p**	**28.0%**	**7.2%p**	**32.3%**	**4.3%p**	**16.3%**	**-**	**19.1%**	**2.9%p**	**24.4%**	**5.2%p**	**33.5%**	**9.2%p**	**36.8%**	**3.3%p**		**▼3.4%p**		**▼3.7%p**		**▼3.6%p**		**▼5.6%p**		**▼4.5%p**

■ 추가 Pick-up 및 Forecast 비교

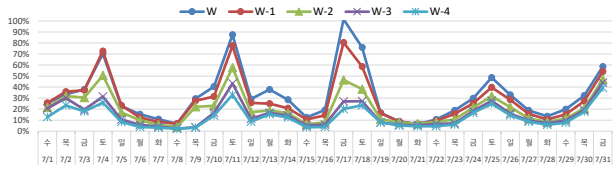
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	87	▼2	82	▼15	5	13	400	178	40	0
		무기명	41	▼1	▼175	4	216	▼5	1,450	188	110	0
		Staff	63	45	83	46	▼20	▼1	90	192	▼20	1
		Other	69	▼2	185	▼24	▼116	22	160	158	▼10	6
		Total	260	▼2	175	▼5	85	3	2,100	184	120	1
	Group	G-Mice	195	8	273	18	▼78	▼10	510	138	▼60	▼8
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	▼2	6	2	▼6	18	214	0	▼0
		Total	195	5	271	14	▼76	▼9	528	141	▼60	▼7
	FIT	Homepage	78	▼4	48	12	30	▼17	180	194	0	7
		OTA	579	1	701	▼19	▼122	20	1,065	197	▼15	0
		G-OTA	340	▼9	314	▼24	26	15	650	199	▼30	5
		Affiliate	7	15	7	▼8	0	22	30	144	▼10	4
		Other	29	▼37	362	▼167	▼333	129	50	199	▼5	14
		Total	1,033	▼3	1,432	▼35	▼399	33	1,975	197	▼60	3
	COMP		1	0	11	0	▼10	0	10	0	0	0
	Grand Total		**1,489**	**▼0**	**1,889**	**▼16**	**▼400**	**15**	**4,613**	**184**	**0**	**1**
	Occ			**15.4%p**		**18.2%p**		**▼2.8%p**		**47.7%**		**0**

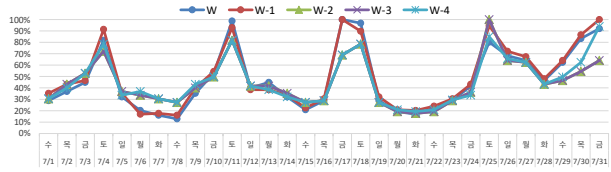
■ 일별 판매 현황



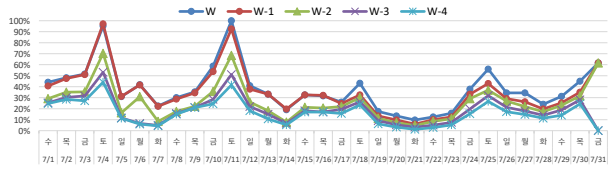
■26Y 주단위 Pick up 추이



■ 주단위 Forecast 추이



■25Y 주단위 Pick up 추이



▣ 소노벨_천안

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	880	7.7%	171	151	6.9%	800	7.2%	180	144	6.5%	▼80	90.9%	9	▼7	95.4%	7	100.9%	19	16	112.9%	793	7.3%	161	128	6.2%	910	8.8%	151	137	7.9%
		무기명	2,700	23.5%	207	559	25.6%	2,900	26.1%	204	592	26.9%	200	107.4%	▼3	32	105.8%	338	113.2%	5	81	115.9%	2,562	23.5%	199	511	24.9%	2,623	25.5%	187	490	28.3%
		Staff	90	0.8%	214	19	0.9%	80	0.7%	202	16	0.7%	▼10	88.9%	▼12	▼3	83.7%	▼11	87.9%	7	▼2	91.2%	91	0.8%	195	18	0.9%	136	1.3%	192	26	1.5%
		Other	400	3.5%	152	61	2.8%	250	2.2%	152	38	1.7%	▼150	62.5%	▼0	▼23	62.4%	▼210	54.3%	1	▼31	54.7%	460	4.2%	151	69	3.4%	110	1.1%	136	15	0.9%
		Total	4,070	35.5%	194	790	36.1%	4,030	36.2%	196	790	35.9%	▼40	99.0%	2	▼0	99.9%	124	103.2%	10	64	108.9%	3,906	35.9%	186	725	35.4%	3,779	36.7%	177	669	38.5%
	Group	G-Mice	2,500	21.8%	172	430	19.6%	2,096	18.8%	180	377	17.1%	▼404	83.8%	8	▼52	87.8%	▼230	90.1%	13	▼12	96.9%	2,326	21.4%	167	389	19.0%	1,663	16.2%	146	242	14.0%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	20	0.2%	68	1	0.1%	20	0.0%	68	1	0.0%	20	0.0%	68	1	0.0%	0	0.0%	0	0	0.0%	38	0.4%	124	5	0.3%
		Total	2,500	21.8%	172	430	19.6%	2,116	19.0%	179	379	17.2%	▼384	84.6%	7	▼51	88.1%	▼210	91.0%	12	▼11	97.3%	2,326	21.4%	167	389	19.0%	1,701	16.5%	145	247	14.2%
	FIT	Homepage	400	3.5%	205	82	3.7%	400	3.6%	218	87	4.0%	0	100.0%	13	5	106.3%	▼41	90.7%	17	▼1	98.5%	441	4.0%	201	89	4.3%	198	1.9%	220	44	2.5%
		OTA	2,750	24.0%	199	549	25.1%	2,900	26.1%	207	600	27.3%	150	105.5%	8	52	109.4%	314	112.1%	15	103	120.7%	2,586	23.7%	192	497	24.3%	2,823	27.5%	161	454	26.2%
		G-OTA	1,400	12.2%	198	277	12.7%	1,400	12.6%	205	287	13.0%	0	100.0%	7	10	103.6%	164	113.3%	7	43	117.5%	1,236	11.3%	198	244	11.9%	1,316	12.8%	178	235	13.5%
		Affiliate	170	1.5%	214	36	1.7%	115	1.0%	244	28	1.3%	▼55	67.6%	30	▼8	77.3%	▼79	59.3%	▼85	▼36	44.0%	194	1.8%	329	64	3.1%	257	2.5%	218	56	3.2%
		Other	110	1.0%	223	25	1.1%	130	1.2%	228	30	1.3%	20	118.2%	5	5	120.7%	▼23	85.0%	▼48	▼13	70.1%	153	1.4%	276	42	2.1%	171	1.7%	186	32	1.8%
		Total	4,830	42.1%	200	968	44.3%	4,945	44.4%	209	1,032	46.9%	115	102.4%	8	64	106.6%	335	107.3%	6	96	110.3%	4,610	42.3%	203	936	45.7%	4,765	46.3%	172	820	47.2%
	COMP		70	0.6%	0	0	0.0%	40	0.4%	0	0	0.0%	▼30	57.1%	0	0	0.0%	▼9	81.6%	0	0	0.0%	49	0.4%	0	0	0.0%	38	0.4%	4	0	0.0%
	Grand Total		**11,470**	**100.0%**	**191**	**2,188**	**100.0%**	**11,131**	**100.0%**	**198**	**2,201**	**100.0%**	**▼339**	**97.0%**	**7**	**12**	**100.6%**	**240**	**102.2%**	**9**	**150**	**107.3%**	**10,891**	**100.0%**	**188**	**2,051**	**100.0%**	**10,283**	**100.0%**	**169**	**1,736**	**100.0%**
	Occ						**82.2%**					**79.8%**					**▼2.4%p**					**1.7%p**					**78.1%**					**78.0%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

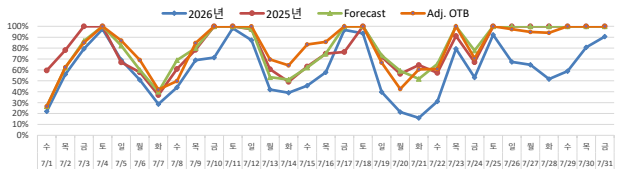
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	440	184	503	187	578	188	672	186	703	185	364	166	417	169	516	173	610	173	704	172	76	18	86	18	62	16	62	14	▼1	13
		무기명	1,857	204	2,186	205	2,455	204	2,770	204	2,896	206	1,577	200	1,797	201	2,233	201	2,475	201	2,725	203	280	4	389	4	222	3	295	3	171	3
		Staff	0	0	0	0	3	155	5	178	13	179	0	0	0	0	1	152	7	186	17	172	0	0	0	0	2	3	▼2	▼8	▼4	7
		Other	44	142	54	139	58	139	82	153	100	157	148	118	159	117	185	118	231	129	280	143	▼104	25	▼105	22	▼127	21	▼149	24	▼180	14
		Total	2,341	199	2,743	200	3,094	200	3,529	199	3,712	201	2,089	188	2,373	190	2,935	191	3,323	191	3,726	192	252	11	370	11	159	9	206	9	▼14	8
	Group	G-Mice	827	164	1,054	171	1,226	184	1,433	181	1,533	181	982	148	1,090	157	1,340	167	1,629	162	1,856	167	▼155	17	▼36	14	▼114	16	▼196	19	▼323	14
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	9	68	9	68	20	68	20	68	0	0	0	0	0	0	0	0	0	0	0	0	9	68	9	68	20	68	20	68
		Total	827	164	1,063	170	1,235	183	1,453	180	1,553	180	982	148	1,090	157	1,340	167	1,629	162	1,856	167	▼155	17	▼27	13	▼105	15	▼176	17	▼303	12
	FIT	Homepage	38	188	61	200	79	192	140	219	197	225	30	171	53	171	90	173	126	175	157	174	8	17	8	28	▼11	19	14	44	40	51
		OTA	730	170	836	173	1,078	189	1,621	206	1,960	213	424	162	531	163	729	166	1,066	177	1,358	178	306	8	305	10	349	22	555	29	602	35
		G-OTA	301	182	341	186	701	184	790	196	907	213	222	182	251	177	320	173	448	171	572	168	79	0	90	9	381	11	342	25	335	44
		Affiliate	5	137	8	143	17	141	18	137	100	259	19	124	20	121	17	124	15	127	15	128	▼14	13	▼12	22	0	17	3	10	85	131
		Other	23	153	25	173	45	181	54	199	78	226	15	199	17	220	18	214	32	208	34	200	8	▼46	8	▼48	27	▼34	22	▼8	44	26
		Total	1,097	173	1,271	178	1,920	186	2,623	203	3,242	215	710	168	872	168	1,174	169	1,687	175	2,136	175	387	5	399	10	746	18	936	27	1,106	40
	COMP		10	0	14	0	14	0	17	0	18	0	15	0	16	0	18	0	18	0	44	0	▼5	0	▼2	0	▼4	0	▼1	0	▼26	0
	Grand Total		**4,275**	**185**	**5,091**	**188**	**6,263**	**192**	**7,622**	**196**	**8,525**	**202**	**3,796**	**173**	**4,351**	**176**	**5,467**	**180**	**6,657**	**179**	**7,762**	**181**	**479**	**12**	**740**	**11**	**796**	**12**	**965**	**17**	**763**	**21**
	Occ		**30.6%**	**-**	**36.5%**	**5.8%p**	**44.9%**	**8.4%p**	**54.6%**	**9.7%p**	**61.1%**	**6.5%p**	**27.2%**	**-**	**31.2%**	**4.0%p**	**39.2%**	**8.0%p**	**47.7%**	**8.5%p**	**55.6%**	**7.9%p**		**3.4%p**		**5.3%p**		**5.7%p**		**6.9%p**		**5.5%p**

■ 추가 Pick-up 및 Forecast 비교

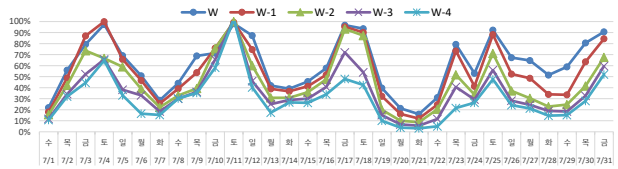
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	97	▼5	90	▼24	7	19	850	180	▼50	0
		무기명	4	▼2	▼334	▼7	338	5	2,800	204	100	0
		Staff	67	23	78	16	▼11	7	100	203	▼20	▼1
		Other	150	▼5	360	▼6	▼210	1	300	152	▼50	0
		Total	318	▼5	194	▼15	124	10	4,050	195	▼20	1
	Group	G-Mice	563	▼1	793	▼14	▼230	13	2,081	180	15	0
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	▼20	▼68	20	68	20	68	0	0
		Total	563	▼1	773	▼12	▼210	12	2,101	179	15	0
	FIT	Homepage	203	▼7	244	▼24	▼41	17	400	213	0	5
		OTA	940	▼6	626	▼21	314	15	2,800	204	100	3
		G-OTA	493	▼8	329	▼15	164	7	1,400	198	0	7
		Affiliate	15	▼15	94	69	▼79	▼85	115	216	0	28
		Other	52	2	75	51	▼23	▼48	150	220	▼20	8
		Total	1,703	▼7	1,368	▼12	335	6	4,865	204	80	5
	COMP		22	0	31	0	▼9	0	40	0	0	0
	Grand Total		**2,606**	**▼4**	**2,366**	**▼14**	**240**	**9**	**11,056**	**195**	**75**	**3**
	Occ			**18.7%p**		**17.0%p**		**1.7%p**		**79.3%**		**0.5%p**

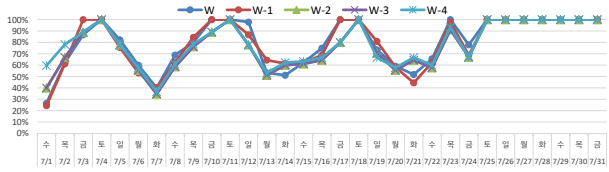
■ 일별 판매 현황



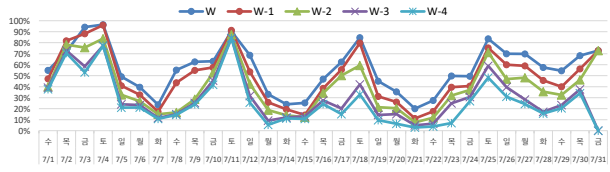
■26Y 주단위 Pick up 추이



■ 주단위 Forecast 추이



■25Y 주단위 Pick up 추이



▣ 소노벨_변산

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	1,150	9.5%	169	194	8.7%	1,100	9.3%	185	203	8.9%	▼50	95.7%	16	9	104.4%	4	100.4%	19	22	111.9%	1,096	9.4%	165	181	8.6%	1,201	11.3%	155	186	10.2%
		무기명	4,600	38.1%	196	903	40.2%	4,950	41.6%	205	1,012	44.2%	350	107.6%	8	109	112.1%	421	109.3%	14	149	117.3%	4,529	38.9%	191	863	41.0%	4,681	44.0%	182	851	46.8%
		Staff	100	0.8%	216	22	1.0%	90	0.8%	207	19	0.8%	▼10	90.0%	▼9	▼3	86.3%	1	101.1%	▼5	▼0	98.6%	89	0.8%	212	19	0.9%	96	0.9%	201	19	1.1%
		Other	450	3.7%	142	64	2.8%	350	2.9%	140	49	2.1%	▼100	77.8%	▼2	▼15	76.7%	▼118	74.8%	2	▼16	75.6%	468	4.0%	138	65	3.1%	214	2.0%	132	28	1.6%
		Total	6,300	52.2%	188	1,183	52.7%	6,490	54.6%	198	1,283	56.0%	190	103.0%	10	100	108.5%	308	105.0%	15	155	113.7%	6,182	53.1%	182	1,128	53.6%	6,192	58.1%	175	1,085	59.6%
	Group	G-Mice	1,150	9.5%	132	152	6.8%	780	6.6%	141	110	4.8%	▼370	67.8%	9	▼42	72.5%	▼171	82.0%	10	▼14	88.6%	951	8.2%	131	124	5.9%	981	9.2%	134	131	7.2%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	1,150	9.5%	132	152	6.8%	780	6.6%	141	110	4.8%	▼370	67.8%	9	▼42	72.5%	▼171	82.0%	10	▼14	88.6%	951	8.2%	131	124	5.9%	981	9.2%	134	131	7.2%
	FIT	Homepage	300	2.5%	206	62	2.8%	450	3.8%	211	95	4.1%	150	150.0%	5	33	153.6%	34	108.2%	8	10	112.3%	416	3.6%	203	85	4.0%	296	2.8%	191	56	3.1%
		OTA	2,200	18.2%	199	439	19.6%	2,400	20.2%	190	456	19.9%	200	109.1%	▼9	17	103.9%	307	114.7%	1	60	115.2%	2,093	18.0%	189	396	18.8%	1,709	16.0%	173	296	16.3%
		G-OTA	1,600	13.2%	187	299	13.3%	1,350	11.4%	191	258	11.3%	▼250	84.4%	4	▼41	86.2%	▼148	90.1%	16	▼4	98.4%	1,498	12.9%	175	262	12.5%	1,006	9.4%	174	175	9.6%
		Affiliate	200	1.7%	210	42	1.9%	140	1.2%	231	32	1.4%	▼60	70.0%	21	▼10	77.0%	▼37	79.1%	7	▼7	81.6%	177	1.5%	224	40	1.9%	158	1.5%	152	24	1.3%
		Other	300	2.5%	225	68	3.0%	250	2.1%	220	55	2.4%	▼50	83.3%	▼5	▼13	81.5%	▼59	80.9%	▼5	▼14	79.2%	309	2.7%	225	69	3.3%	278	2.6%	189	52	2.9%
		Total	4,600	38.1%	198	909	40.5%	4,590	38.6%	195	896	39.2%	▼10	99.8%	▼2	▼13	98.6%	97	102.2%	6	45	105.2%	4,493	38.6%	190	851	40.5%	3,447	32.4%	175	605	33.2%
	COMP		30	0.2%	0	0	0.0%	25	0.2%	0	0	0.0%	▼5	83.3%	0	0	0.0%	▼2	92.6%	0	0	0.0%	27	0.2%	0	0	0.0%	30	0.3%	0	0	0.0%
	Grand Total		**12,080**	**100.0%**	**186**	**2,244**	**100.0%**	**11,885**	**100.0%**	**193**	**2,289**	**100.0%**	**▼195**	**98.4%**	**7**	**45**	**102.0%**	**232**	**102.0%**	**12**	**185**	**108.8%**	**11,653**	**100.0%**	**181**	**2,104**	**100.0%**	**10,650**	**100.0%**	**171**	**1,820**	**100.0%**
	Occ						**77.6%**					**76.2%**					**▼1.4%p**					**1.3%p**					**74.9%**					**68.4%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

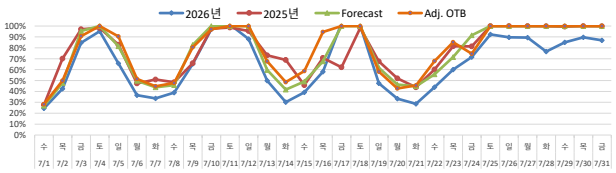
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	721	183	803	184	942	185	1,006	184	1,072	187	757	176	807	176	917	171	1,028	174	1,073	175	▼36	8	▼4	8	25	13	▼22	10	▼1	11
		무기명	3,252	205	3,573	203	4,197	201	4,873	201	5,387	203	3,183	193	3,437	193	4,061	191	4,689	192	5,044	193	69	13	136	10	136	10	184	9	343	10
		Staff	0	0	0	0	2	125	4	151	16	186	0	0	0	0	0	0	4	152	13	178	0	0	0	0	2	125	0	▼1	3	8
		Other	75	146	93	145	115	141	126	139	144	141	173	104	180	107	208	108	233	113	262	117	▼98	42	▼87	38	▼93	33	▼107	26	▼118	24
		Total	4,048	200	4,469	198	5,256	197	6,009	197	6,619	199	4,113	186	4,424	187	5,186	184	5,954	186	6,392	187	▼65	14	45	12	70	13	55	11	227	12
	Group	G-Mice	305	127	325	126	349	126	414	134	597	136	298	138	322	136	379	135	506	135	797	133	7	▼11	3	▼10	▼30	▼9	▼92	▼1	▼200	3
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	305	127	325	126	349	126	414	134	597	136	298	138	322	136	379	135	506	135	797	133	7	▼11	3	▼10	▼30	▼9	▼92	▼1	▼200	3
	FIT	Homepage	88	191	120	186	156	186	231	200	287	211	79	188	102	183	133	182	156	174	205	174	9	3	18	2	23	3	75	26	82	38
		OTA	426	169	488	172	937	172	1,432	187	1,772	197	299	164	459	167	645	170	799	170	1,093	173	127	5	29	5	292	2	633	17	679	24
		G-OTA	552	166	595	169	672	169	784	188	833	192	302	162	364	162	694	162	808	161	918	161	250	4	231	8	▼22	8	▼24	27	▼85	31
		Affiliate	36	119	44	119	49	117	103	236	108	232	29	111	38	117	48	125	59	122	97	153	7	9	6	2	1	▼8	44	114	11	79
		Other	25	174	28	188	54	201	61	209	69	222	36	146	42	147	63	162	86	187	104	190	▼11	28	▼14	41	▼9	39	▼25	23	▼35	32
		Total	1,127	168	1,275	170	1,868	172	2,611	191	3,069	199	745	163	1,005	164	1,583	166	1,908	166	2,417	168	382	5	270	6	285	6	703	25	652	30
	COMP		17	0	17	0	17	0	17	0	18	0	11	0	12	0	12	0	14	0	24	0	6	0	5	0	5	0	3	0	▼6	0
	Grand Total		**5,497**	**189**	**6,086**	**188**	**7,490**	**187**	**9,051**	**192**	**10,303**	**195**	**5,167**	**179**	**5,763**	**180**	**7,160**	**177**	**8,382**	**178**	**9,630**	**177**	**330**	**10**	**323**	**9**	**330**	**10**	**669**	**14**	**673**	**17**
	Occ		**35.3%**	**-**	**39.0%**	**3.8%p**	**48.0%**	**9.0%p**	**58.0%**	**10.0%p**	**66.1%**	**8.0%p**	**33.2%**	**-**	**37.0%**	**3.8%p**	**46.0%**	**9.0%p**	**53.9%**	**7.9%p**	**61.9%**	**8.0%p**		**2.1%p**		**2.0%p**		**2.0%p**		**4.2%p**		**4.2%p**

■ 추가 Pick-up 및 Forecast 비교

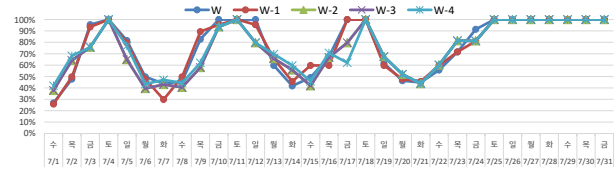
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	28	▼2	24	▼21	4	19	1,150	180	▼50	5
		무기명	▼437	1	▼858	▼12	421	14	4,900	201	50	4
		Staff	74	21	73	26	1	▼5	100	208	▼10	▼1
		Other	206	▼1	324	▼2	▼118	2	350	140	0	0
		Total	▼129	▼1	▼437	▼17	308	15	6,500	194	▼10	4
	Group	G-Mice	183	5	354	▼5	▼171	10	700	144	80	▼3
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	183	5	354	▼5	▼171	10	700	144	80	▼3
	FIT	Homepage	163	▼0	129	▼8	34	8	450	205	0	6
		OTA	628	▼7	321	▼7	307	1	2,250	190	150	0
		G-OTA	517	▼1	665	▼17	▼148	16	1,470	191	▼120	0
		Affiliate	32	▼1	69	▼8	▼37	7	140	233	0	▼2
		Other	181	▼2	240	3	▼59	▼5	250	220	0	0
		Total	1,521	▼3	1,424	▼9	97	6	4,560	195	30	0
	COMP		7	0	9	0	▼2	0	25	0	0	0
	Grand Total		**1,582**	**▼2**	**1,350**	**▼14**	**232**	**12**	**11,785**	**191**	**100**	**2**
	Occ			**10.1%p**		**8.8%p**		**1.3%p**		**75.6%**		**0.6%p**

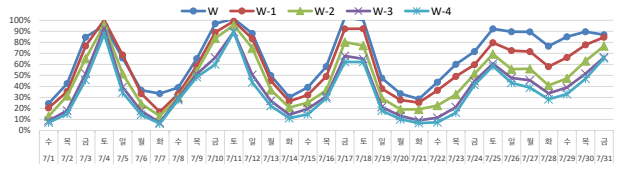
■ 일별 판매 현황



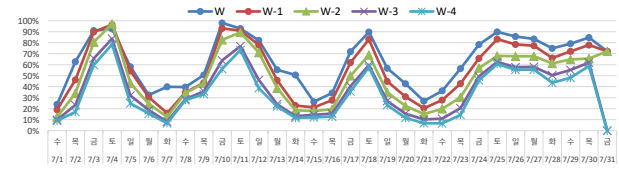
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노캄_여수

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	530	9.8%	255	135	8.6%	450	8.7%	275	124	8.2%	▼80	84.9%	20	▼11	91.6%	▼48	90.4%	24	▼1	98.9%	498	9.6%	251	125	8.4%	618	11.8%	250	155	11.0%
		무기명	1,900	35.2%	297	564	35.9%	1,900	36.8%	291	553	36.6%	0	100.0%	▼6	▼11	98.1%	▼3	99.8%	▼5	▼11	98.1%	1,903	36.6%	296	564	37.9%	1,932	36.9%	289	559	39.7%
		Staff	150	2.8%	325	49	3.1%	160	3.1%	316	51	3.3%	10	106.7%	▼9	2	103.7%	31	124.0%	3	10	125.2%	129	2.5%	313	40	2.7%	123	2.4%	288	35	2.5%
		Other	200	3.7%	236	47	3.0%	100	1.9%	243	24	1.6%	▼100	50.0%	7	▼23	51.5%	▼77	56.5%	12	▼17	59.4%	177	3.4%	231	41	2.8%	67	1.3%	223	15	1.1%
		Total	2,780	51.5%	286	795	50.6%	2,610	50.6%	288	752	49.8%	▼170	93.9%	2	▼43	94.6%	▼97	96.4%	3	▼19	97.6%	2,707	52.1%	285	771	51.8%	2,740	52.4%	279	764	54.2%
	Group	G-Mice	850	15.7%	258	219	14.0%	830	16.1%	271	225	14.9%	▼20	97.6%	13	6	102.7%	▼3	99.6%	23	19	109.0%	833	16.0%	248	207	13.9%	905	17.3%	252	228	16.2%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	64	1.2%	121	8	0.5%	64	0.0%	121	8	0.0%	47	376.5%	▼21	5	321.4%	17	0.3%	142	2	0.2%	74	1.4%	214	16	1.1%
		Total	850	15.7%	258	219	14.0%	894	17.3%	261	233	15.4%	44	105.2%	3	14	106.2%	44	105.2%	15	24	111.5%	850	16.3%	246	209	14.1%	979	18.7%	249	244	17.3%
	FIT	Homepage	270	5.0%	317	86	5.4%	150	2.9%	315	47	3.1%	▼120	55.6%	▼2	▼38	55.2%	▼120	55.6%	3	▼37	56.0%	270	5.2%	312	84	5.7%	279	5.3%	284	79	5.6%
		OTA	550	10.2%	321	177	11.2%	550	10.7%	330	182	12.0%	0	100.0%	9	5	102.8%	50	110.0%	13	23	114.5%	500	9.6%	317	159	10.7%	389	7.4%	262	102	7.2%
		G-OTA	800	14.8%	323	258	16.5%	800	15.5%	320	256	16.9%	0	100.0%	▼3	▼3	98.9%	37	104.8%	3	14	105.7%	763	14.7%	317	242	16.3%	647	12.4%	281	182	12.9%
		Affiliate	50	0.9%	215	11	0.7%	50	1.0%	222	11	0.7%	0	100.0%	7	0	103.3%	29	238.1%	11	7	251.0%	21	0.4%	211	4	0.3%	52	1.0%	234	12	0.9%
		Other	70	1.3%	350	25	1.6%	90	1.7%	335	30	2.0%	20	128.6%	▼15	6	123.1%	35	163.6%	▼4	12	161.7%	55	1.1%	339	19	1.3%	81	1.5%	323	26	1.9%
		Total	1,740	32.2%	319	556	35.4%	1,640	31.8%	321	526	34.8%	▼100	94.3%	1	▼30	94.6%	31	101.9%	5	18	103.5%	1,609	30.9%	316	508	34.1%	1,448	27.7%	277	401	28.5%
	COMP		30	0.6%	0	0	0.0%	16	0.3%	0	0	0.0%	▼14	53.3%	0	0	0.0%	▼17	48.5%	0	0	0.0%	33	0.6%	0	0	0.0%	64	1.2%	2	0	0.0%
	Grand Total		**5,400**	**100.0%**	**291**	**1,570**	**100.0%**	**5,160**	**100.0%**	**293**	**1,511**	**100.0%**	**▼240**	**95.6%**	**2**	**▼60**	**96.2%**	**▼39**	**99.2%**	**7**	**23**	**101.6%**	**5,199**	**100.0%**	**286**	**1,487**	**100.0%**	**5,231**	**100.0%**	**269**	**1,410**	**100.0%**
	Occ						**56.4%**					**53.9%**					**▼2.5%p**					**▼0.4%p**					**54.3%**					**54.6%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

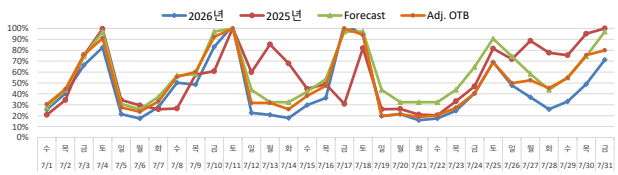
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	255	276	266	277	328	276	384	280	400	278	336	247	383	253	428	257	450	256	491	253	▼81	29	▼117	24	▼100	19	▼66	24	▼91	25
		무기명	1,346	295	1,503	293	1,757	293	2,002	291	2,163	292	1,573	297	1,734	298	2,117	296	2,368	296	2,577	296	▼227	▼2	▼231	▼5	▼360	▼4	▼366	▼5	▼414	▼4
		Staff	0	0	0	0	1	177	9	301	27	297	0	0	0	0	5	232	9	254	35	272	0	0	0	0	▼4	▼55	0	47	▼8	25
		Other	11	272	17	257	24	251	27	245	46	233	38	157	42	160	58	163	73	167	81	182	▼27	115	▼25	97	▼34	87	▼46	78	▼35	50
		Total	1,612	292	1,786	290	2,110	290	2,422	289	2,636	289	1,947	286	2,159	287	2,608	287	2,900	286	3,184	286	▼335	6	▼373	3	▼498	3	▼478	2	▼548	2
	Group	G-Mice	755	259	740	261	794	269	808	270	815	272	505	226	607	248	651	249	687	246	830	237	250	33	133	13	143	20	121	23	▼15	35
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	29	125	38	124	46	121	54	122	64	121	26	118	26	118	26	118	26	118	17	122	3	7	12	6	20	3	28	3	47	▼1
		Total	784	254	778	254	840	260	862	260	879	261	531	220	633	243	677	244	713	242	847	235	253	34	145	11	163	17	149	19	32	26
	FIT	Homepage	16	297	27	314	40	302	60	306	76	295	23	332	30	355	47	327	56	319	103	316	▼7	▼35	▼3	▼41	▼7	▼25	4	▼13	▼27	▼21
		OTA	25	313	47	303	82	311	114	328	171	330	50	281	72	284	118	285	163	291	197	281	▼25	32	▼25	19	▼36	27	▼49	36	▼26	49
		G-OTA	106	283	130	293	193	302	255	317	353	324	113	274	136	276	203	265	252	269	372	288	▼7	9	▼6	18	▼10	37	3	48	▼19	35
		Affiliate	5	221	17	221	22	210	31	206	40	220	10	202	11	201	14	208	16	211	17	206	▼5	20	6	20	8	2	15	▼5	23	14
		Other	7	396	7	396	35	331	43	312	43	312	2	415	2	415	3	346	8	337	14	337	5	▼19	5	▼19	32	▼15	35	▼25	29	▼25
		Total	159	292	228	295	372	302	503	311	683	315	198	281	251	285	385	277	495	281	703	289	▼39	12	▼23	10	▼13	24	8	29	▼20	26
	COMP		6	0	7	0	14	0	15	0	16	0	5	0	9	0	10	0	10	0	16	0	1	0	▼2	0	4	0	5	0	0	0
	Grand Total		**2,561**	**280**	**2,799**	**280**	**3,336**	**282**	**3,802**	**284**	**4,214**	**286**	**2,681**	**272**	**3,052**	**277**	**3,680**	**277**	**4,118**	**277**	**4,750**	**277**	**▼120**	**8**	**▼253**	**3**	**▼344**	**5**	**▼316**	**7**	**▼536**	**10**
	Occ		**26.7%**	**-**	**29.2%**	**2.5%p**	**34.8%**	**5.6%p**	**39.7%**	**4.9%p**	**44.0%**	**4.3%p**	**28.0%**	**-**	**31.9%**	**3.9%p**	**38.4%**	**6.6%p**	**43.0%**	**4.6%p**	**49.6%**	**6.6%p**		**▼1.3%p**		**▼2.6%p**		**▼3.6%p**		**▼3.3%p**		**▼5.6%p**

■ 추가 Pick-up 및 Forecast 비교

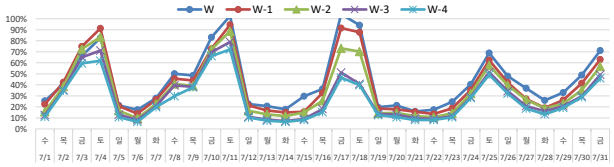
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	50	▼3	98	▼27	▼48	24	450	275	0	0
		무기명	▼263	▼1	▼260	5	▼3	▼5	1,900	290	0	1
		Staff	133	19	102	16	31	3	160	316	0	0
		Other	54	10	131	▼2	▼77	12	130	248	▼30	▼5
		Total	▼26	▼1	71	▼4	▼97	3	2,640	287	▼30	1
	Group	G-Mice	15	▼1	18	▼24	▼3	23	830	270	0	2
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	▼47	21	47	▼21	54	122	10	▼1
		Total	15	▼1	▼29	▼15	44	15	884	260	10	0
	FIT	Homepage	74	20	194	17	▼120	3	170	315	▼20	0
		OTA	379	▼0	329	▼13	50	13	500	330	50	0
		G-OTA	447	▼4	410	▼7	37	3	800	320	0	0
		Affiliate	10	2	▼19	▼9	29	11	50	210	0	12
		Other	47	23	12	27	35	▼4	90	350	0	▼15
		Total	957	5	926	0	31	5	1,610	321	30	▼0
	COMP		0	0	17	0	▼17	0	15	0	1	0
	Grand Total		**946**	**6**	**985**	**▼0**	**▼39**	**7**	**5,149**	**292**	**11**	**1**
	Occ			**9.9%p**		**10.3%p**		**▼0.4%p**		**53.8%**		**0.1%p**

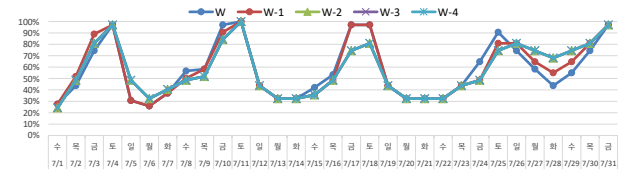
■ 일별 판매 현황



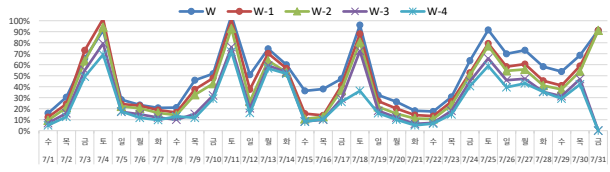
■26Y 주단위 Pick up 추이



■ 주단위 Forecast 추이



■25Y 주단위 Pick up 추이



▣ 소노캄_거제

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	1,400	11.1%	219	307	9.8%	1,300	10.5%	235	306	9.8%	▼100	92.9%	16	▼1	99.6%	77	106.3%	20	43	116.3%	1,223	9.8%	215	263	8.8%	1,482	12.0%	205	303	11.2%
		무기명	4,800	38.1%	259	1,243	39.8%	5,230	42.1%	254	1,331	42.5%	430	109.0%	▼5	87	107.0%	275	105.5%	5	95	107.7%	4,955	39.6%	249	1,235	41.3%	5,011	40.7%	241	1,206	44.3%
		Staff	180	1.4%	240	43	1.4%	200	1.6%	245	49	1.6%	20	111.1%	5	6	113.4%	51	134.2%	8	14	138.9%	149	1.2%	237	35	1.2%	130	1.1%	236	31	1.1%
		Other	500	4.0%	202	101	3.2%	150	1.2%	185	28	0.9%	▼350	30.0%	▼17	▼73	27.5%	▼307	32.8%	▼14	▼63	30.5%	457	3.7%	199	91	3.0%	261	2.1%	184	48	1.8%
		Total	6,880	54.6%	246	1,694	54.3%	6,880	55.4%	249	1,713	54.7%	0	100.0%	3	19	101.1%	96	101.4%	10	89	105.5%	6,784	54.3%	239	1,624	54.3%	6,884	55.9%	231	1,588	58.4%
	Group	G-Mice	1,000	7.9%	226	226	7.2%	900	7.3%	190	171	5.5%	▼100	90.0%	▼36	▼55	75.8%	334	159.0%	▼35	44	134.4%	566	4.5%	225	127	4.3%	1,241	10.1%	187	232	8.5%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	▼0	0.0%	0	0.0%	0	0	0.0%	11	0.1%	18	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	▼3	0.0%	▼176	▼1	0.0%	3	0.0%	176	1	0.0%	0	0.0%	0	0	0.0%
		Total	1,000	7.9%	226	226	7.2%	900	7.3%	190	171	5.5%	▼100	90.0%	▼36	▼55	75.8%	331	158.2%	▼35	43	133.8%	569	4.6%	225	128	4.3%	1,252	10.2%	185	232	8.5%
	FIT	Homepage	600	4.8%	250	150	4.8%	500	4.0%	243	122	3.9%	▼100	83.3%	▼7	▼29	81.0%	▼186	72.9%	11	▼38	76.2%	686	5.5%	232	159	5.3%	357	2.9%	227	81	3.0%
		OTA	2,200	17.4%	257	565	18.1%	1,950	15.7%	280	546	17.4%	▼250	88.6%	23	▼19	96.6%	▼284	87.3%	33	▼5	99.0%	2,234	17.9%	247	551	18.4%	2,146	17.4%	208	446	16.4%
		G-OTA	1,500	11.9%	248	372	11.9%	1,800	14.5%	272	490	15.6%	300	120.0%	24	118	131.6%	12	100.7%	37	70	116.6%	1,788	14.3%	235	420	14.0%	1,257	10.2%	228	287	10.5%
		Affiliate	150	1.2%	250	38	1.2%	180	1.5%	231	42	1.3%	30	120.0%	▼19	4	110.9%	▼14	92.8%	▼4	▼4	91.2%	194	1.6%	235	46	1.5%	206	1.7%	207	43	1.6%
		Other	250	2.0%	300	75	2.4%	170	1.4%	287	49	1.6%	▼80	68.0%	▼13	▼26	65.1%	▼60	73.9%	12	▼14	77.1%	230	1.8%	275	63	2.1%	171	1.4%	262	45	1.6%
		Total	4,700	37.3%	255	1,200	38.5%	4,600	37.1%	271	1,247	39.8%	▼100	97.9%	16	48	104.0%	▼532	89.6%	30	8	100.6%	5,132	41.1%	242	1,240	41.4%	4,137	33.6%	218	901	33.1%
	COMP		30	0.2%	0	0	0.0%	30	0.2%	0	0	0.0%	0	100.0%	0	0	0.0%	14	187.5%	0	0	0.0%	16	0.1%	0	0	0.0%	43	0.3%	0	0	0.0%
	Grand Total		**12,610**	**100.0%**	**247**	**3,120**	**100.0%**	**12,410**	**100.0%**	**252**	**3,132**	**100.0%**	**▼200**	**98.4%**	**5**	**12**	**100.4%**	**▼91**	**99.3%**	**13**	**140**	**104.7%**	**12,501**	**100.0%**	**239**	**2,992**	**100.0%**	**12,316**	**100.0%**	**221**	**2,722**	**100.0%**
	Occ						**80.1%**					**78.8%**					**▼1.3%p**					**▼0.6%p**					**79.4%**					**83.1%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

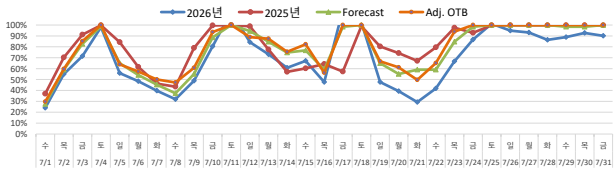
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	958	239	1,048	237	1,160	238	1,180	238	1,279	238	1,009	221	1,077	222	1,238	222	1,352	219	1,336	217	▼51	18	▼29	15	▼78	16	▼172	19	▼57	21
		무기명	3,550	260	3,963	260	4,639	258	5,220	256	5,921	260	3,131	258	3,441	258	4,338	256	5,002	253	5,347	254	419	2	522	2	301	2	218	3	574	5
		Staff	0	0	0	0	1	186	15	218	36	223	0	0	0	0	1	241	13	225	33	227	0	0	0	0	0	▼55	2	▼7	3	▼4
		Other	62	190	71	192	82	189	79	186	86	181	155	155	173	167	184	169	235	172	269	170	▼93	35	▼102	25	▼102	19	▼156	14	▼183	10
		Total	4,570	255	5,082	254	5,882	253	6,494	252	7,322	255	4,295	246	4,691	247	5,761	246	6,602	243	6,985	244	275	9	391	8	121	7	▼108	9	337	11
	Group	G-Mice	260	187	266	186	368	185	555	184	648	194	79	192	186	214	249	221	405	194	474	195	181	▼5	80	▼29	119	▼35	150	▼10	174	▼1
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14	36	0	0	0	0	0	0	0	0	▼14	▼36
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	260	187	266	186	368	185	555	184	648	194	79	192	186	214	249	221	405	194	488	191	181	▼5	80	▼29	119	▼35	150	▼10	160	3
	FIT	Homepage	100	232	123	235	205	238	252	237	309	246	148	197	194	205	276	210	349	215	434	215	▼48	35	▼71	30	▼71	28	▼97	22	▼125	30
		OTA	434	239	552	247	788	270	987	283	1,270	295	453	206	559	211	766	221	938	222	1,245	226	▼19	33	▼7	36	22	49	49	61	25	69
		G-OTA	535	252	615	256	762	262	1,131	276	1,234	283	628	215	674	216	799	219	1,042	234	1,208	231	▼93	37	▼59	40	▼37	43	89	42	26	52
		Affiliate	45	148	55	151	130	251	146	238	163	229	50	163	63	166	82	158	103	167	132	188	▼5	▼15	▼8	▼15	48	92	43	71	31	41
		Other	32	212	38	216	58	239	70	242	79	253	23	231	27	225	51	224	68	228	74	224	9	▼19	11	▼9	7	15	2	15	5	29
		Total	1,146	240	1,383	246	1,943	261	2,586	272	3,055	280	1,302	208	1,517	211	1,974	216	2,500	224	3,093	225	▼156	32	▼134	35	▼31	45	86	48	▼38	56
	COMP		5	0	5	0	9	0	13	0	20	0	2	0	5	0	7	0	8	0	13	0	3	0	0	0	2	0	5	0	7	0
	Grand Total		**5,981**	**249**	**6,736**	**250**	**8,202**	**251**	**9,648**	**253**	**11,045**	**258**	**5,678**	**236**	**6,399**	**237**	**7,991**	**238**	**9,515**	**236**	**10,579**	**236**	**303**	**13**	**337**	**13**	**211**	**14**	**133**	**17**	**466**	**22**
	Occ		**38.0%**	**-**	**42.8%**	**4.8%p**	**52.1%**	**9.3%p**	**61.3%**	**9.2%p**	**70.1%**	**8.9%p**	**36.1%**	**-**	**40.6%**	**4.6%p**	**50.7%**	**10.1%p**	**60.4%**	**9.7%p**	**67.2%**	**6.8%p**		**1.9%p**		**2.1%p**		**1.3%p**		**0.8%p**		**3.0%p**

■ 추가 Pick-up 및 Forecast 비교

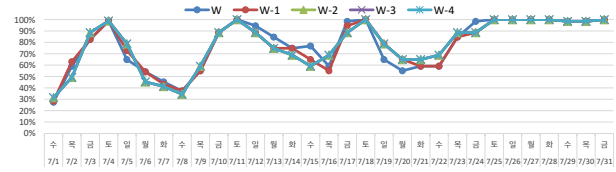
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	21	▼3	▼56	▼23	77	20	1,230	233	70	2
		무기명	▼691	▼5	▼966	▼10	275	5	5,050	255	180	▼1
		Staff	164	22	113	14	51	8	200	245	0	0
		Other	64	4	371	18	▼307	▼14	350	193	▼200	▼8
		Total	▼442	▼6	▼538	▼15	96	10	6,830	248	50	1
	Group	G-Mice	252	▼4	▼82	31	334	▼35	900	187	0	3
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	3	176	▼3	▼176	0	0	0	0
		Total	252	▼4	▼79	31	331	▼35	900	187	0	3
	FIT	Homepage	191	▼3	377	▼13	▼186	11	550	242	▼50	1
		OTA	680	▼15	964	▼48	▼284	33	2,005	273	▼55	7
		G-OTA	566	▼11	554	▼48	12	37	1,850	262	▼50	10
		Affiliate	17	2	31	6	▼14	▼4	150	241	30	▼10
		Other	91	34	151	22	▼60	12	200	290	▼30	▼3
		Total	1,545	▼9	2,077	▼39	▼532	30	4,755	265	▼155	6
	COMP		10	0	▼4	0	14	0	30	0	0	0
	Grand Total		**1,365**	**▼6**	**1,456**	**▼19**	**▼91**	**13**	**12,515**	**249**	**▼105**	**3**
	Occ			**8.7%p**		**9.2%p**		**▼0.6%p**		**79.5%**		**▼0.7%p**

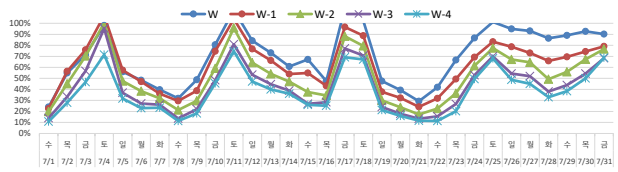
■ 일별 판매 현황



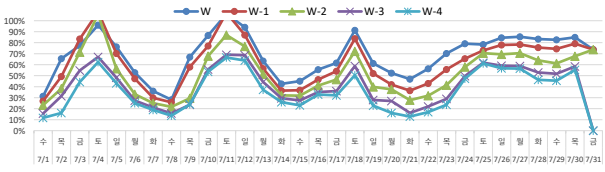
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 쏠비치_진도

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	1,100	7.1%	205	226	6.4%	1,100	7.7%	235	259	7.3%	0	100.0%	30	33	114.6%	184	120.1%	23	65	133.3%	916	6.3%	212	194	5.8%	1,301	8.9%	198	258	8.2%
		무기명	5,900	38.0%	226	1,331	37.7%	6,100	42.7%	248	1,512	42.8%	200	103.4%	22	181	113.6%	460	108.2%	12	182	113.7%	5,640	39.0%	236	1,330	39.8%	6,483	44.2%	220	1,425	45.2%
		Staff	200	1.3%	245	49	1.4%	95	0.7%	245	23	0.7%	▼105	47.5%	0	▼26	47.5%	11	113.1%	3	3	114.7%	84	0.6%	242	20	0.6%	95	0.6%	227	22	0.7%
		Other	550	3.5%	194	107	3.0%	290	2.0%	190	55	1.6%	▼260	52.7%	▼4	▼52	51.6%	▼133	68.6%	▼3	▼27	67.5%	423	2.9%	193	82	2.4%	203	1.4%	187	38	1.2%
		Total	7,750	50.0%	221	1,712	48.5%	7,585	53.1%	244	1,848	52.3%	▼165	97.9%	23	136	108.0%	522	107.4%	14	223	113.7%	7,063	48.9%	230	1,626	48.6%	8,082	55.1%	216	1,742	55.3%
	Group	G-Mice	300	1.9%	219	66	1.9%	147	1.0%	182	27	0.8%	▼153	49.0%	▼37	▼39	40.7%	▼52	73.9%	▼35	▼16	62.0%	199	1.4%	217	43	1.3%	291	2.0%	177	51	1.6%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	300	1.9%	219	66	1.9%	147	1.0%	182	27	0.8%	▼153	49.0%	▼37	▼39	40.7%	▼52	73.9%	▼35	▼16	62.0%	199	1.4%	217	43	1.3%	291	2.0%	177	51	1.6%
	FIT	Homepage	700	4.5%	239	167	4.7%	480	3.4%	235	113	3.2%	▼220	68.6%	▼4	▼54	67.6%	▼155	75.6%	▼2	▼38	75.0%	635	4.4%	237	150	4.5%	398	2.7%	249	99	3.2%
		OTA	3,450	22.2%	233	804	22.8%	3,120	21.9%	252	785	22.2%	▼330	90.4%	19	▼19	97.6%	▼227	93.2%	21	14	101.8%	3,347	23.2%	230	771	23.1%	3,325	22.7%	208	692	22.0%
		G-OTA	2,800	18.1%	224	627	17.8%	2,450	17.2%	252	617	17.5%	▼350	87.5%	28	▼10	98.4%	▼254	90.6%	30	16	102.7%	2,704	18.7%	222	601	18.0%	1,907	13.0%	213	407	12.9%
		Affiliate	200	1.3%	342	68	1.9%	200	1.4%	305	61	1.7%	0	100.0%	▼37	▼7	89.2%	13	107.0%	▼36	▼3	95.5%	187	1.3%	341	64	1.9%	284	1.9%	234	66	2.1%
		Other	300	1.9%	290	87	2.5%	290	2.0%	283	82	2.3%	▼10	96.7%	▼7	▼5	94.3%	▼19	93.9%	▼3	▼6	92.9%	309	2.1%	286	88	2.6%	360	2.5%	254	91	2.9%
		Total	7,450	48.0%	235	1,753	49.7%	6,540	45.8%	254	1,658	46.9%	▼910	87.8%	18	▼95	94.6%	▼642	91.1%	20	▼17	99.0%	7,182	49.7%	233	1,675	50.1%	6,274	42.8%	216	1,356	43.1%
	COMP		10	0.1%	0	0	0.0%	3	0.0%	0	0	0.0%	▼7	30.0%	0	0	0.0%	0	100.0%	0	0	0.0%	3	0.0%	0	0	0.0%	8	0.1%	0	0	0.0%
	Grand Total		**15,510**	**100.0%**	**228**	**3,531**	**100.0%**	**14,275**	**100.0%**	**248**	**3,533**	**100.0%**	**▼1,235**	**92.0%**	**20**	**2**	**100.1%**	**▼172**	**98.8%**	**16**	**190**	**105.7%**	**14,447**	**100.0%**	**231**	**3,344**	**100.0%**	**14,655**	**100.0%**	**215**	**3,149**	**100.0%**
	Occ						**87.8%**					**80.8%**					**▼7.0%p**					**▼2.3%p**					**83.1%**					**84.3%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

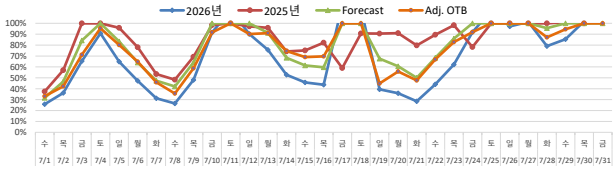
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	857	239	934	238	1,005	242	1,078	243	1,081	244	990	223	1,030	222	1,226	221	1,168	223	1,113	224	▼133	16	▼96	17	▼221	21	▼90	19	▼32	20
		무기명	4,336	250	4,941	248	5,746	248	6,617	248	7,012	250	5,177	239	5,510	240	6,466	239	6,871	239	7,017	239	▼841	11	▼569	9	▼720	10	▼254	9	▼5	11
		Staff	0	0	0	0	0	0	10	248	26	240	0	0	0	0	4	181	13	194	29	205	0	0	0	0	▼4	▼181	▼3	53	▼3	34
		Other	76	175	96	181	111	181	125	179	133	181	154	166	184	169	207	178	244	183	276	180	▼78	9	▼88	13	▼96	3	▼119	▼5	▼143	2
		Total	5,269	247	5,971	246	6,862	246	7,830	246	8,252	248	6,321	235	6,724	235	7,903	235	8,296	235	8,435	235	▼1,052	12	▼753	11	▼1,041	12	▼466	11	▼183	13
	Group	G-Mice	9	175	20	178	31	167	47	170	43	176	75	222	81	218	93	219	94	220	103	222	▼66	▼46	▼61	▼40	▼62	▼53	▼47	▼50	▼60	▼46
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	9	175	20	178	31	167	47	170	43	176	75	222	81	218	93	219	94	220	103	222	▼66	▼46	▼61	▼40	▼62	▼53	▼47	▼50	▼60	▼46
	FIT	Homepage	72	217	120	225	178	230	195	245	239	236	147	207	180	210	224	213	307	219	427	220	▼75	10	▼60	15	▼46	16	▼112	26	▼188	15
		OTA	594	218	743	225	1,298	247	1,706	256	2,034	261	704	204	992	210	1,305	214	1,817	216	2,177	220	▼110	15	▼249	15	▼7	33	▼111	40	▼143	41
		G-OTA	607	207	788	215	1,138	255	1,242	258	1,508	262	619	223	773	216	1,002	212	1,340	214	1,740	210	▼12	▼16	15	▼1	136	43	▼98	44	▼232	52
		Affiliate	28	159	32	159	31	164	76	305	83	294	26	177	33	177	35	180	46	195	47	207	2	▼18	▼1	▼17	▼4	▼17	30	110	36	87
		Other	34	244	48	247	69	253	102	250	141	269	51	212	57	221	89	230	103	236	117	233	▼17	32	▼9	26	▼20	22	▼1	14	24	35
		Total	1,335	212	1,731	220	2,714	248	3,321	257	4,005	261	1,547	211	2,035	212	2,655	213	3,613	216	4,508	217	▼212	1	▼304	8	59	35	▼292	41	▼503	44
	COMP		0	0	0	0	0	0	0	0	1	0	2	0	2	0	2	0	2	0	2	0	▼2	0	▼2	0	▼2	0	▼2	0	▼1	0
	Grand Total		**6,613**	**240**	**7,722**	**240**	**9,607**	**247**	**11,198**	**249**	**12,301**	**252**	**7,945**	**230**	**8,842**	**229**	**10,653**	**229**	**12,005**	**229**	**13,048**	**228**	**▼1,332**	**10**	**▼1,120**	**10**	**▼1,046**	**18**	**▼807**	**20**	**▼747**	**23**
	Occ		**37.4%**	**-**	**43.7%**	**6.3%p**	**54.4%**	**10.7%p**	**63.4%**	**9.0%p**	**69.6%**	**6.2%p**	**45.7%**	**-**	**50.8%**	**5.2%p**	**61.3%**	**10.4%p**	**69.0%**	**7.8%p**	**75.0%**	**6.0%p**		**▼8.3%p**		**▼7.1%p**		**▼6.9%p**		**▼5.7%p**		**▼5.4%p**

■ 추가 Pick-up 및 Forecast 비교

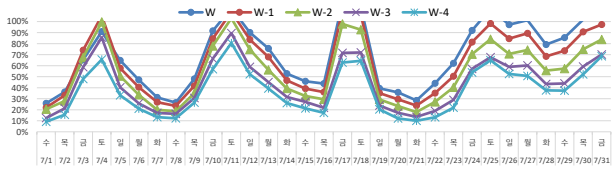
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	19	▼9	▼165	▼33	184	23	1,180	235	▼80	1
		무기명	▼912	▼2	▼1,372	▼14	460	12	6,070	250	30	▼2
		Staff	69	5	58	2	11	3	100	245	▼5	0
		Other	157	9	290	12	▼133	▼3	290	185	0	5
		Total	▼667	▼4	▼1,189	▼18	522	14	7,640	245	▼55	▼1
	Group	G-Mice	104	6	156	41	▼52	▼35	151	200	▼4	▼18
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	104	6	156	41	▼52	▼35	151	200	▼4	▼18
	FIT	Homepage	241	▼1	396	1	▼155	▼2	550	237	▼70	▼2
		OTA	1,086	▼10	1,313	▼31	▼227	21	3,150	244	▼30	8
		G-OTA	942	▼10	1,196	▼40	▼254	30	2,400	245	50	7
		Affiliate	117	11	104	47	13	▼36	200	305	0	0
		Other	149	14	168	17	▼19	▼3	290	283	0	0
		Total	2,535	▼7	3,177	▼28	▼642	20	6,590	247	▼50	6
	COMP		2	0	2	0	0	0	4	0	▼1	0
	Grand Total		**1,974**	**▼4**	**2,146**	**▼20**	**▼172**	**16**	**14,385**	**246**	**▼110**	**2**
	Occ			**11.2%p**		**13.5%p**		**▼2.3%p**		**81.4%**		**▼0.6%p**

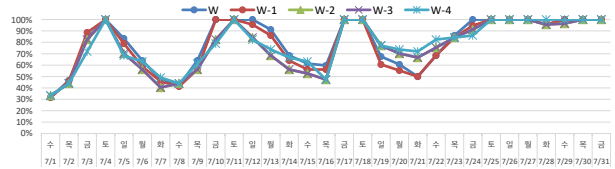
■ 일별 판매 현황



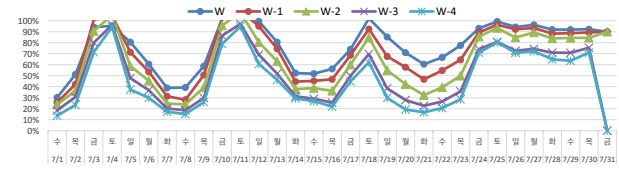
■26Y 주단위 Pick up 추이



■ 주단위 Forecast 추이



■25Y 주단위 Pick up 추이



▣ 소노벨_제주

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	1,300	12.4%	174	226	11.4%	1,300	12.8%	186	242	12.1%	0	100.0%	12	16	106.9%	146	112.7%	15	44	122.4%	1,154	11.4%	171	197	10.5%	1,393	16.1%	161	225	14.3%
		무기명	4,150	39.7%	199	826	41.6%	4,200	41.3%	201	844	42.2%	50	101.2%	2	18	102.2%	338	108.8%	6	93	112.3%	3,862	38.0%	195	752	39.9%	4,385	50.8%	183	803	51.0%
		Staff	130	1.2%	217	28	1.4%	130	1.3%	215	28	1.4%	0	100.0%	▼2	▼0	99.1%	7	105.7%	5	2	108.0%	123	1.2%	210	26	1.4%	158	1.8%	193	31	1.9%
		Other	400	3.8%	155	62	3.1%	280	2.8%	164	46	2.3%	▼120	70.0%	9	▼16	74.1%	▼228	55.1%	12	▼31	59.5%	508	5.0%	152	77	4.1%	239	2.8%	141	34	2.1%
		Total	5,980	57.2%	191	1,142	57.6%	5,910	58.2%	196	1,160	57.9%	▼70	98.8%	5	18	101.5%	263	104.7%	10	108	110.2%	5,647	55.6%	186	1,052	55.8%	6,175	71.6%	177	1,093	69.3%
	Group	G-Mice	700	6.7%	153	107	5.4%	259	2.5%	166	43	2.2%	▼441	37.0%	13	▼64	40.3%	▼413	38.5%	16	▼58	42.7%	672	6.6%	150	101	5.4%	383	4.4%	171	66	4.2%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	13	0.1%	205	3	0.1%	13	0.0%	205	3	0.0%	13	0.0%	205	3	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	700	6.7%	153	107	5.4%	272	2.7%	168	46	2.3%	▼428	38.9%	15	▼61	42.7%	▼400	40.5%	18	▼55	45.3%	672	6.6%	150	101	5.4%	383	4.4%	171	66	4.2%
	FIT	Homepage	250	2.4%	198	50	2.5%	200	2.0%	245	49	2.4%	▼50	80.0%	47	▼1	99.0%	43	127.4%	41	17	152.8%	157	1.5%	204	32	1.7%	310	3.6%	166	52	3.3%
		OTA	1,100	10.5%	192	211	10.6%	1,250	12.3%	212	265	13.2%	150	113.6%	20	54	125.5%	▼30	97.7%	27	29	112.2%	1,280	12.6%	185	236	12.5%	519	6.0%	213	111	7.0%
		G-OTA	2,200	21.1%	197	433	21.8%	2,300	22.6%	192	442	22.1%	100	104.5%	▼5	8	101.9%	74	103.3%	▼1	11	102.6%	2,226	21.9%	193	431	22.9%	874	10.1%	219	192	12.2%
		Affiliate	100	1.0%	157	16	0.8%	120	1.2%	156	19	0.9%	20	120.0%	▼1	3	119.2%	53	179.1%	3	8	183.1%	67	0.7%	153	10	0.5%	186	2.2%	147	27	1.7%
		Other	100	1.0%	250	25	1.3%	100	1.0%	218	22	1.1%	0	100.0%	▼32	▼3	87.2%	11	112.4%	▼28	▼0	99.4%	89	0.9%	246	22	1.2%	173	2.0%	209	36	2.3%
		Total	3,750	35.9%	196	735	37.0%	3,970	39.1%	201	796	39.8%	220	105.9%	5	61	108.3%	151	104.0%	9	65	108.9%	3,819	37.6%	191	731	38.8%	2,062	23.9%	202	417	26.5%
	COMP		20	0.2%	0	0	0.0%	10	0.1%	0	0	0.0%	▼10	50.0%	0	0	0.0%	▼8	55.6%	0	0	0.0%	18	0.2%	0	0	0.0%	9	0.1%	0	0	0.0%
	Grand Total		**10,450**	**100.0%**	**190**	**1,984**	**100.0%**	**10,162**	**100.0%**	**197**	**2,002**	**100.0%**	**▼288**	**97.2%**	**7**	**18**	**100.9%**	**6**	**100.1%**	**11**	**118**	**106.2%**	**10,156**	**100.0%**	**186**	**1,884**	**100.0%**	**8,629**	**100.0%**	**183**	**1,575**	**100.0%**
	Occ						**85.1%**					**82.8%**					**▼2.3%p**					**▼0.9%p**					**83.7%**					**71.7%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

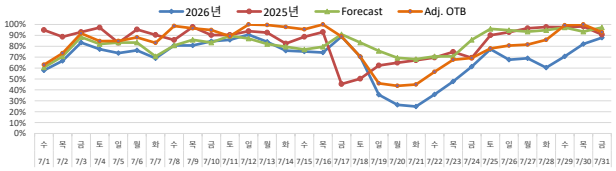
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	928	184	1,034	184	1,162	185	1,235	188	1,294	188	822	186	960	187	1,093	186	1,168	182	1,233	180	106	▼1	74	▼3	69	▼1	67	6	61	8
		무기명	2,438	204	2,838	205	3,527	204	4,067	203	4,332	206	2,250	201	2,709	201	3,454	201	3,909	199	4,178	201	188	3	129	4	73	3	158	4	154	5
		Staff	0	0	0	0	1	203	29	169	49	177	0	0	0	0	3	169	13	162	36	176	0	0	0	0	▼2	34	16	6	13	1
		Other	39	144	77	154	113	163	141	167	171	166	155	110	178	112	233	121	280	128	319	130	▼116	34	▼101	42	▼120	42	▼139	39	▼148	37
		Total	3,405	198	3,949	198	4,803	198	5,472	199	5,846	200	3,227	193	3,847	193	4,783	193	5,370	192	5,766	192	178	5	102	5	20	5	102	7	80	8
	Group	G-Mice	102	154	104	158	108	159	255	163	259	166	480	151	480	151	574	152	677	151	677	149	▼378	2	▼376	7	▼466	7	▼422	12	▼418	17
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	13	205	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13	205
		Total	102	154	104	158	108	159	255	163	272	168	480	151	480	151	574	152	677	151	677	149	▼378	2	▼376	7	▼466	7	▼422	12	▼405	19
	FIT	Homepage	45	198	60	215	82	199	110	244	132	263	31	202	56	184	69	188	85	183	97	177	14	▼5	4	31	13	12	25	61	35	85
		OTA	261	186	313	196	427	203	529	212	635	215	226	162	321	158	401	157	479	157	651	158	35	23	▼8	38	26	45	50	55	▼16	57
		G-OTA	794	163	838	163	1,045	168	1,265	184	1,427	193	330	146	447	146	623	144	905	168	1,256	178	464	17	391	17	422	24	360	16	171	14
		Affiliate	30	134	37	130	42	134	69	167	94	151	45	140	48	140	56	138	64	143	67	146	▼15	▼6	▼11	▼9	▼14	▼4	5	24	27	5
		Other	30	190	39	201	50	192	57	203	67	210	17	228	19	220	28	232	28	243	36	229	13	▼38	20	▼20	22	▼40	29	▼39	31	▼20
		Total	1,160	169	1,287	173	1,646	178	2,030	194	2,355	202	649	156	891	154	1,177	153	1,561	166	2,107	172	511	13	396	19	469	25	469	29	248	30
	COMP		3	0	3	0	2	0	9	0	10	0	10	0	10	0	14	0	14	0	16	0	▼7	0	▼7	0	▼12	0	▼5	0	▼6	0
	Grand Total		**4,670**	**190**	**5,343**	**191**	**6,559**	**192**	**7,766**	**196**	**8,483**	**199**	**4,366**	**182**	**5,228**	**182**	**6,548**	**182**	**7,622**	**183**	**8,566**	**183**	**304**	**8**	**115**	**9**	**11**	**10**	**144**	**14**	**▼83**	**16**
	Occ		**38.0%**	**-**	**43.5%**	**5.5%p**	**53.4%**	**9.9%p**	**63.3%**	**9.8%p**	**69.1%**	**5.8%p**	**36.0%**	**-**	**43.1%**	**7.1%p**	**53.9%**	**10.9%p**	**62.8%**	**8.8%p**	**70.6%**	**7.8%p**		**2.1%p**		**0.5%p**		**▼0.5%p**		**0.5%p**		**▼1.5%p**

■ 추가 Pick-up 및 Forecast 비교

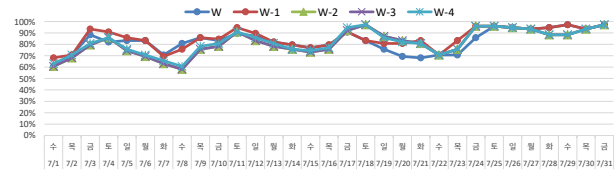
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	6	▼2	▼140	▼17	146	15	1,320	186	▼20	0
		무기명	▼132	▼5	▼470	▼11	338	6	4,150	203	50	▼2
		Staff	81	38	74	33	7	5	130	215	0	0
		Other	109	▼2	337	▼15	▼228	12	280	158	0	6
		Total	64	▼4	▼199	▼14	263	10	5,880	197	30	▼1
	Group	G-Mice	0	0	413	▼16	▼413	16	270	162	▼11	4
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	▼13	▼205	13	205	0	0	13	205
		Total	0	0	400	▼18	▼400	18	270	162	2	6
	FIT	Homepage	68	▼18	25	▼59	43	41	200	230	0	15
		OTA	615	▼3	645	▼31	▼30	27	1,300	207	▼50	5
		G-OTA	873	▼1	799	1	74	▼1	2,300	191	0	1
		Affiliate	26	5	▼27	1	53	3	100	155	20	1
		Other	33	8	22	37	11	▼28	100	220	0	▼2
		Total	1,615	▼1	1,464	▼10	151	9	4,000	198	▼30	3
	COMP		0	0	8	0	▼8	0	10	0	0	0
	Grand Total		**1,679**	**▼2**	**1,673**	**▼14**	**6**	**11**	**10,160**	**196**	**2**	**1**
	Occ			**13.7%p**		**14.6%p**		**▼0.9%p**		**82.8%**		**0.0%p**

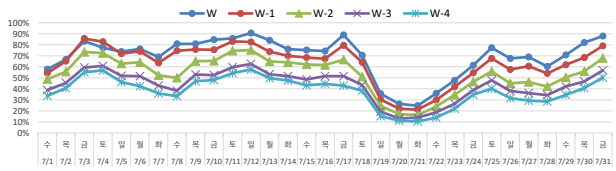
■ 일별 판매 현황



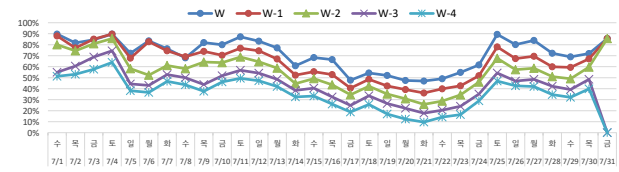
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노캄_제주

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	920	15.0%	244	224	15.7%	1,050	16.9%	234	246	16.8%	130	114.1%	▼10	21	109.5%	238	129.3%	46	93	160.6%	812	15.0%	188	153	15.3%	836	16.1%	175	146	15.5%
		무기명	3,000	48.8%	227	681	47.6%	3,050	49.1%	240	732	50.1%	50	101.7%	13	51	107.4%	655	127.3%	42	257	154.0%	2,395	44.4%	198	475	47.5%	2,885	55.7%	187	538	56.8%
		Staff	100	1.6%	313	31	2.2%	100	1.6%	278	28	1.9%	0	100.0%	▼35	▼4	88.7%	7	107.5%	51	7	131.8%	93	1.7%	227	21	2.1%	109	2.1%	214	23	2.5%
		Other	250	4.1%	199	50	3.5%	200	3.2%	183	37	2.5%	▼50	80.0%	▼16	▼13	73.7%	▼138	59.2%	26	▼16	69.1%	338	6.3%	157	53	5.3%	107	2.1%	153	16	1.7%
		Total	4,270	69.4%	231	987	68.9%	4,400	70.9%	237	1,042	71.3%	130	103.0%	6	55	105.6%	762	120.9%	44	340	148.3%	3,638	67.4%	193	702	70.2%	3,937	76.0%	184	724	76.4%
	Group	G-Mice	200	3.3%	165	33	2.3%	106	1.7%	183	19	1.3%	▼94	53.0%	18	▼14	58.9%	0	100.0%	16	2	109.6%	106	2.0%	167	18	1.8%	262	5.1%	150	39	4.1%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	▼309	0.0%	▼64	▼20	0.0%	309	5.7%	64	20	2.0%	0	0.0%	0	0	0.0%
		Total	200	3.3%	165	33	2.3%	106	1.7%	183	19	1.3%	▼94	53.0%	18	▼14	58.9%	▼309	25.5%	93	▼18	52.0%	415	7.7%	90	37	3.7%	262	5.1%	150	39	4.1%
	FIT	Homepage	260	4.2%	205	53	3.7%	110	1.8%	230	25	1.7%	▼150	42.3%	25	▼28	47.5%	▼1	99.1%	26	3	111.7%	111	2.1%	204	23	2.3%	70	1.4%	185	13	1.4%
		OTA	580	9.4%	260	151	10.5%	550	8.9%	250	138	9.4%	▼30	94.8%	▼10	▼13	91.1%	61	112.5%	50	40	140.5%	489	9.1%	200	98	9.8%	206	4.0%	196	40	4.3%
		G-OTA	690	11.2%	245	169	11.8%	850	13.7%	225	191	13.1%	160	123.2%	▼20	22	113.3%	204	131.6%	40	71	159.7%	646	12.0%	185	120	12.0%	410	7.9%	186	76	8.1%
		Affiliate	40	0.7%	172	7	0.5%	90	1.4%	178	16	1.1%	50	225.0%	7	9	233.5%	69	428.6%	7	12	445.3%	21	0.4%	171	4	0.4%	163	3.1%	205	33	3.5%
		Other	90	1.5%	358	32	2.3%	100	1.6%	295	30	2.0%	10	111.1%	▼63	▼3	91.5%	36	156.3%	34	13	176.8%	64	1.2%	261	17	1.7%	101	2.0%	202	20	2.2%
		Total	1,660	27.0%	248	412	28.8%	1,700	27.4%	235	400	27.4%	40	102.4%	▼13	▼13	96.9%	369	127.7%	39	139	153.3%	1,331	24.7%	196	261	26.1%	950	18.4%	193	184	19.4%
	COMP		20	0.3%	0	0	0.0%	2	0.0%	0	0	0.0%	▼18	10.0%	0	0	0.0%	▼13	13.3%	0	0	0.0%	15	0.3%	0	0	0.0%	28	0.5%	11	0	0.0%
	Grand Total		**6,150**	**100.0%**	**233**	**1,432**	**100.0%**	**6,208**	**100.0%**	**235**	**1,461**	**100.0%**	**58**	**100.9%**	**3**	**29**	**102.0%**	**809**	**115.0%**	**50**	**461**	**146.0%**	**5,399**	**100.0%**	**185**	**1,000**	**100.0%**	**5,177**	**100.0%**	**183**	**947**	**100.0%**
	Occ						**49.0%**					**48.8%**					**▼0.1%p**					**▼1.5%p**					**50.4%**					**50.1%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

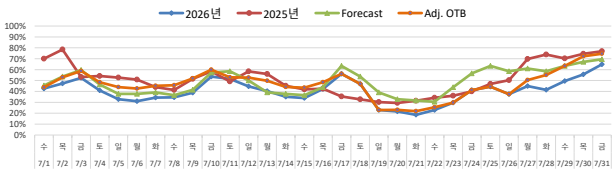
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	735	239	808	236	915	247	977	237	1,019	235	632	189	709	188	770	187	790	180	842	183	103	51	99	47	145	59	187	57	177	52
		무기명	1,799	250	2,066	245	2,458	243	2,796	242	3,009	240	1,873	213	2,146	214	2,460	213	2,743	212	2,893	211	▼74	37	▼80	32	▼2	30	53	30	116	30
		Staff	0	0	0	0	2	359	19	244	30	255	0	0	0	0	0	0	7	131	23	179	0	0	0	0	2	359	12	113	7	76
		Other	32	148	53	169	83	178	99	185	130	181	118	120	134	123	164	126	196	133	209	133	▼86	28	▼81	46	▼81	52	▼97	52	▼79	49
		Total	2,566	246	2,927	241	3,458	243	3,891	239	4,188	238	2,623	203	2,989	203	3,394	203	3,736	201	3,967	200	▼57	43	▼62	38	64	40	155	38	221	37
	Group	G-Mice	99	187	101	185	103	185	101	186	106	183	35	148	35	148	75	161	77	163	88	163	64	39	66	38	28	24	24	23	18	20
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	300	64	300	64	300	64	300	64	307	64	▼300	▼64	▼300	▼64	▼300	▼64	▼300	▼64	▼307	▼64
		Total	99	187	101	185	103	185	101	186	106	183	335	72	335	72	375	83	377	84	395	86	▼236	115	▼234	113	▼272	102	▼276	102	▼289	97
	FIT	Homepage	36	218	29	223	40	211	54	214	68	227	14	117	26	153	35	151	38	156	62	169	22	101	3	70	5	60	16	59	6	58
		OTA	112	234	142	229	174	227	216	248	266	250	66	169	95	164	125	165	157	164	205	163	46	65	47	64	49	62	59	84	61	87
		G-OTA	165	195	211	196	269	187	347	203	413	224	67	153	77	153	106	153	160	154	255	167	98	42	134	43	163	34	187	48	158	58
		Affiliate	9	189	15	166	19	163	28	151	45	154	13	159	17	150	20	160	23	169	23	168	▼4	30	▼2	17	▼1	4	5	▼18	22	▼14
		Other	27	300	34	303	39	299	46	285	56	287	14	197	14	207	19	233	19	227	27	227	13	103	20	96	20	66	27	58	29	60
		Total	349	218	431	216	541	209	691	221	848	233	174	160	229	161	305	163	397	163	572	168	175	58	202	55	236	46	294	58	276	65
	COMP		1	0	1	0	1	0	2	0	2	0	15	0	15	0	15	0	15	0	12	0	▼14	0	▼14	0	▼14	0	▼13	0	▼10	0
	Grand Total		**3,015**	**241**	**3,460**	**236**	**4,103**	**237**	**4,685**	**235**	**5,144**	**236**	**3,147**	**186**	**3,568**	**188**	**4,089**	**188**	**4,525**	**187**	**4,946**	**187**	**▼132**	**55**	**▼108**	**49**	**14**	**48**	**160**	**48**	**198**	**48**
	Occ		**23.7%**	**-**	**27.2%**	**3.5%p**	**32.3%**	**5.1%p**	**36.9%**	**4.6%p**	**40.5%**	**3.6%p**	**29.4%**	**-**	**33.3%**	**3.9%p**	**38.2%**	**4.9%p**	**42.2%**	**4.1%p**	**46.1%**	**3.9%p**		**▼5.6%p**		**▼6.1%p**		**▼5.9%p**		**▼5.4%p**		**▼5.7%p**

■ 추가 Pick-up 및 Forecast 비교

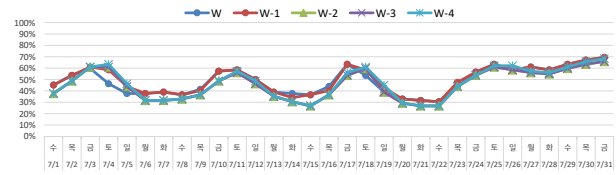
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	31	▼2	▼207	▼47	238	46	1,100	231	▼50	3
		무기명	41	▼0	▼614	▼42	655	42	3,000	240	50	0
		Staff	70	23	63	▼28	7	51	100	280	0	▼2
		Other	70	2	208	▼25	▼138	26	250	185	▼50	▼2
		Total	212	▼1	▼550	▼44	762	44	4,450	235	▼50	2
	Group	G-Mice	0	0	0	▼16	0	16	120	185	▼14	▼2
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	309	64	▼309	▼64	0	0	0	0
		Total	0	0	309	▼93	▼309	93	120	185	▼14	▼2
	FIT	Homepage	42	3	43	▼23	▼1	26	130	230	▼20	0
		OTA	284	0	223	▼50	61	50	560	250	▼10	0
		G-OTA	437	1	233	▼39	204	40	850	223	0	2
		Affiliate	45	24	▼24	17	69	7	90	190	0	▼12
		Other	44	8	8	▼26	36	34	100	300	0	▼5
		Total	852	2	483	▼37	369	39	1,730	235	▼30	0
	COMP		0	0	13	0	▼13	0	2	0	0	0
	Grand Total		**1,064**	**▼0**	**255**	**▼50**	**809**	**50**	**6,302**	**234**	**▼94**	**1**
	Occ			**8.4%p**		**9.9%p**		**▼1.5%p**		**49.6%**		**▼0.7%p**

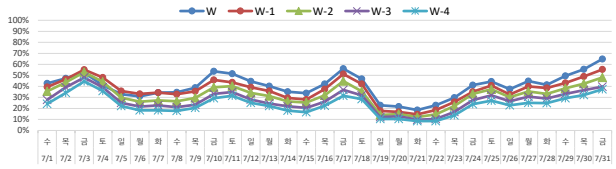
■ 일별 판매 현황



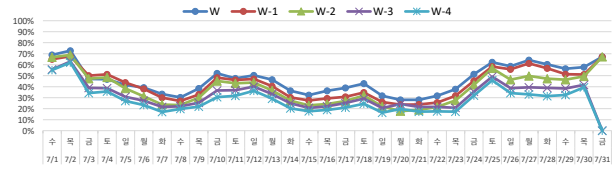
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노캄_고양

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	550	3.2%	157	86	3.9%	430	2.5%	186	80	3.4%	▼120	78.2%	29	▼6	92.6%	▼58	88.1%	26	2	102.2%	488	3.1%	160	78	3.8%	497	2.7%	159	79	3.9%
		무기명	750	4.4%	188	141	6.3%	750	4.3%	209	157	6.6%	0	100.0%	21	16	111.2%	151	125.2%	16	41	135.4%	599	3.8%	193	116	5.6%	619	3.4%	198	122	6.1%
		Staff	300	1.8%	225	68	3.0%	300	1.7%	220	66	2.8%	0	100.0%	▼5	▼2	97.8%	41	115.8%	▼4	8	113.7%	259	1.6%	224	58	2.8%	204	1.1%	231	47	2.3%
		Other	350	2.1%	127	44	2.0%	300	1.7%	160	48	2.0%	▼50	85.7%	33	4	108.3%	▼48	86.2%	34	4	109.9%	348	2.2%	126	44	2.1%	312	1.7%	105	33	1.6%
		Total	1,950	11.5%	174	339	15.3%	1,780	10.2%	197	351	14.8%	▼170	91.3%	23	12	103.4%	86	105.1%	22	55	118.6%	1,694	10.6%	175	296	14.2%	1,632	9.0%	172	281	13.9%
	Group	G-Mice	6,000	35.3%	110	660	29.7%	6,900	39.5%	115	794	33.5%	900	115.0%	5	134	120.2%	1,877	137.4%	8	254	147.0%	5,023	31.4%	107	540	25.9%	6,021	33.2%	104	629	31.1%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	3,600	21.2%	92	331	14.9%	3,700	21.2%	88	326	13.8%	100	102.8%	▼4	▼6	98.3%	▼287	92.8%	3	▼11	96.6%	3,987	25.0%	85	337	16.2%	5,501	30.3%	76	419	20.7%
		Total	9,600	56.4%	103	991	44.6%	10,600	60.7%	106	1,119	47.3%	1,000	110.4%	2	128	112.9%	1,590	117.6%	8	242	127.7%	9,010	56.4%	97	877	42.1%	11,522	63.5%	91	1,048	51.8%
	FIT	Homepage	600	3.5%	228	137	6.2%	400	2.3%	232	93	3.9%	▼200	66.7%	4	▼44	67.7%	▼140	74.1%	5	▼30	75.7%	540	3.4%	227	123	5.9%	506	2.8%	229	116	5.7%
		OTA	1,050	6.2%	183	192	8.7%	850	4.9%	220	187	7.9%	▼200	81.0%	37	▼5	97.2%	▼172	83.2%	26	▼11	94.4%	1,022	6.4%	194	198	9.5%	1,036	5.7%	166	172	8.5%
		G-OTA	2,700	15.9%	183	495	22.3%	2,700	15.5%	203	548	23.2%	0	100.0%	20	53	110.8%	66	102.5%	4	25	104.7%	2,634	16.5%	199	523	25.2%	1,727	9.5%	180	311	15.4%
		Affiliate	510	3.0%	72	37	1.7%	440	2.5%	70	31	1.3%	▼70	86.3%	▼2	▼6	83.9%	34	108.4%	▼2	1	104.8%	406	2.5%	72	29	1.4%	1,100	6.1%	77	85	4.2%
		Other	200	1.2%	150	30	1.4%	200	1.1%	185	37	1.6%	0	100.0%	35	7	123.3%	▼37	84.4%	39	2	107.0%	237	1.5%	146	35	1.7%	31	0.2%	278	9	0.4%
		Total	5,060	29.7%	176	891	40.1%	4,590	26.3%	195	896	37.9%	▼470	90.7%	19	5	100.5%	▼249	94.9%	7	▼12	98.6%	4,839	30.3%	188	908	43.6%	4,400	24.3%	157	692	34.2%
	COMP		400	2.4%	0	0	0.0%	480	2.8%	0	0	0.0%	80	120.0%	0	0	0.0%	51	111.9%	0	0	0.0%	429	2.7%	0	0	0.0%	585	3.2%	0	0	0.0%
	Grand Total		**17,010**	**100.0%**	**131**	**2,221**	**100.0%**	**17,450**	**100.0%**	**136**	**2,366**	**100.0%**	**440**	**102.6%**	**5**	**144**	**106.5%**	**1,478**	**109.3%**	**5**	**285**	**113.7%**	**15,972**	**100.0%**	**130**	**2,080**	**100.0%**	**18,139**	**100.0%**	**111**	**2,022**	**100.0%**
	Occ						**66.6%**					**68.3%**					**1.7%p**					**5.8%p**					**62.5%**					**74.4%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

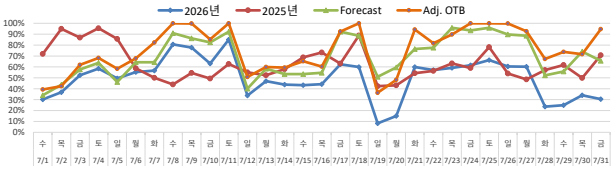
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	99	199	119	192	158	193	182	192	229	191	106	203	129	189	174	196	201	196	240	192	▼7	▼5	▼10	3	▼16	▼3	▼19	▼4	▼11	▼1
		무기명	286	215	359	218	438	217	502	215	556	213	236	205	300	202	346	205	397	207	438	207	50	10	59	16	92	12	105	8	118	6
		Staff	0	0	0	0	0	0	11	257	33	231	0	0	0	0	0	0	12	190	36	219	0	0	0	0	0	0	▼1	67	▼3	12
		Other	4	172	40	99	46	112	47	114	68	110	22	144	26	151	99	115	101	117	108	120	▼18	28	14	▼52	▼53	▼3	▼54	▼3	▼40	▼10
		Total	389	210	518	203	642	203	742	204	886	200	364	201	455	195	619	188	711	191	822	192	25	9	63	7	23	15	31	13	64	8
	Group	G-Mice	3,164	99	3,196	99	3,441	102	4,339	105	5,468	110	1,305	107	1,443	111	1,334	115	2,532	109	2,889	109	1,859	▼8	1,753	▼12	2,107	▼12	1,807	▼4	2,579	1
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	248	101	245	101	285	101	3,047	88	3,471	88	569	90	569	90	1,049	93	2,166	88	3,456	80	▼321	11	▼324	11	▼764	9	881	▼0	15	8
		Total	3,412	99	3,441	99	3,726	102	7,386	98	8,939	101	1,874	102	2,012	105	2,383	105	4,698	99	6,345	93	1,538	▼3	1,429	▼6	1,343	▼3	2,688	▼2	2,594	8
	FIT	Homepage	38	237	49	236	69	228	68	243	93	248	71	233	80	233	121	215	134	218	207	225	▼33	4	▼31	3	▼52	13	▼66	25	▼114	23
		OTA	28	215	48	225	88	223	144	223	254	217	108	230	116	225	180	215	215	214	274	203	▼80	▼15	▼68	0	▼92	9	▼71	9	▼20	14
		G-OTA	1,031	200	1,133	200	1,371	200	1,473	201	1,644	206	899	224	994	220	1,092	214	1,179	213	1,325	203	132	▼24	139	▼19	279	▼15	294	▼11	319	3
		Affiliate	0	0	0	0	2	162	4	150	415	72	4	113	3	127	4	151	73	74	84	78	▼4	▼113	▼3	▼127	▼2	11	▼69	75	331	▼6
		Other	0	0	1	160	7	188	17	196	22	216	1	155	1	155	3	169	6	218	8	234	▼1	▼155	0	5	4	19	11	▼22	14	▼18
		Total	1,097	202	1,231	203	1,537	202	1,706	205	2,428	186	1,083	225	1,194	221	1,400	214	1,607	207	1,898	200	14	▼23	37	▼18	137	▼12	99	▼2	530	▼14
	COMP		103	0	118	0	124	0	414	0	443	0	63	0	64	0	113	0	254	0	383	0	40	0	54	0	11	0	160	0	60	0
	Grand Total		**5,001**	**128**	**5,308**	**131**	**6,029**	**136**	**10,248**	**119**	**12,696**	**121**	**3,384**	**150**	**3,725**	**151**	**4,515**	**148**	**7,270**	**129**	**9,448**	**120**	**1,617**	**▼22**	**1,583**	**▼21**	**1,514**	**▼11**	**2,978**	**▼9**	**3,248**	**1**
	Occ		**19.6%**	**-**	**20.8%**	**1.2%p**	**23.6%**	**2.8%p**	**40.1%**	**16.5%p**	**49.7%**	**9.6%p**	**13.2%**	**-**	**14.6%**	**1.3%p**	**17.7%**	**3.1%p**	**28.5%**	**10.8%p**	**37.0%**	**8.5%p**		**6.3%p**		**6.2%p**		**5.9%p**		**11.7%p**		**12.7%p**

■ 추가 Pick-up 및 Forecast 비교

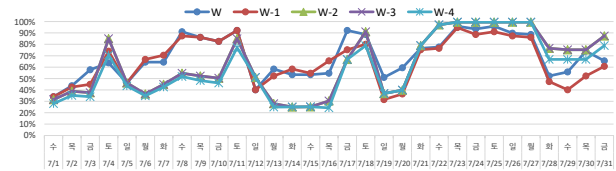
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	201	▼5	259	▼30	▼58	26	450	190	▼20	▼4
		무기명	194	▼4	43	▼20	151	16	750	211	0	▼2
		Staff	267	▼11	226	▼7	41	▼4	300	220	0	0
		Other	232	50	280	16	▼48	34	300	160	0	0
		Total	894	▼3	808	▼26	86	22	1,800	199	▼20	▼2
	Group	G-Mice	1,432	5	▼445	▼2	1,877	8	6,200	115	700	0
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	229	0	516	▼3	▼287	3	3,100	88	600	0
		Total	1,661	4	71	▼4	1,590	8	9,300	106	1,300	▼0
	FIT	Homepage	307	▼16	447	▼21	▼140	5	450	232	▼50	0
		OTA	596	3	768	▼24	▼172	26	900	221	▼50	▼1
		G-OTA	1,056	▼3	990	▼8	66	4	2,700	202	0	1
		Affiliate	25	▼2	▼9	1	34	▼2	400	70	40	0
		Other	178	▼31	215	▼71	▼37	39	200	185	0	0
		Total	2,162	9	2,411	1	▼249	7	4,650	196	▼60	▼1
	COMP		37	0	▼14	0	51	0	450	0	30	0
	Grand Total		**4,754**	**15**	**3,276**	**9**	**1,478**	**5**	**16,200**	**139**	**1,250**	**▼4**
	Occ			**18.6%p**		**12.8%p**		**5.8%p**		**63.4%**		**4.9%p**

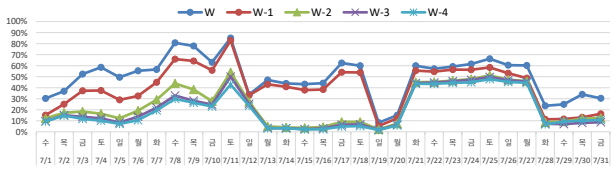
■ 일별 판매 현황



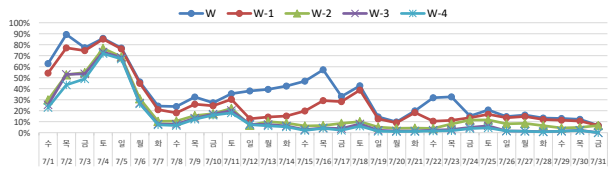
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노문_해운대

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	700	12.0%	145	102	14.3%	650	11.5%	161	105	13.6%	▼50	92.9%	16	3	103.1%	▼100	86.7%	18	▼3	97.3%	750	14.7%	143	108	17.0%	1,487	33.0%	122	182	33.5%
		무기명	1,000	17.2%	149	149	20.9%	1,500	26.6%	155	233	30.4%	500	150.0%	7	85	157.0%	57	104.0%	7	19	109.1%	1,443	28.3%	148	214	33.7%	1,391	30.9%	126	175	32.3%
		Staff	180	3.1%	155	28	3.9%	180	3.2%	155	28	3.6%	0	100.0%	0	0	100.0%	6	103.4%	1	1	104.2%	174	3.4%	154	27	4.2%	228	5.1%	136	31	5.7%
		Other	170	2.9%	110	19	2.6%	50	0.9%	136	7	0.9%	▼120	29.4%	26	▼12	36.4%	▼69	42.0%	32	▼6	55.2%	119	2.3%	104	12	1.9%	86	1.9%	84	7	1.3%
		Total	2,050	35.2%	145	297	41.7%	2,380	42.2%	156	372	48.6%	330	116.1%	12	76	125.6%	▼106	95.7%	12	12	103.4%	2,486	48.8%	145	360	56.9%	3,192	70.9%	124	395	72.8%
	Group	G-Mice	700	12.0%	78	55	7.7%	320	5.7%	109	35	4.6%	▼380	45.7%	31	▼20	64.1%	▼57	84.9%	37	8	127.6%	377	7.4%	73	27	4.3%	95	2.1%	61	6	1.1%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	600	10.3%	79	47	6.7%	986	17.5%	74	73	9.5%	386	164.3%	▼5	26	154.4%	368	159.5%	▼5	24	149.9%	618	12.1%	79	49	7.7%	146	3.2%	88	13	2.4%
		Total	1,300	22.3%	78	102	14.3%	1,306	23.1%	83	108	14.1%	6	100.5%	4	6	106.1%	311	131.3%	6	32	141.9%	995	19.5%	77	76	12.0%	241	5.4%	77	19	3.4%
	FIT	Homepage	250	4.3%	145	36	5.1%	130	2.3%	153	20	2.6%	▼120	52.0%	8	▼16	54.9%	▼40	76.5%	6	▼5	79.5%	170	3.3%	147	25	3.9%	107	2.4%	122	13	2.4%
		OTA	850	14.6%	122	104	14.6%	570	10.1%	158	90	11.7%	▼280	67.1%	36	▼14	86.8%	216	161.0%	39	48	214.2%	354	6.9%	119	42	6.6%	514	11.4%	117	60	11.1%
		G-OTA	1,200	20.6%	126	151	21.3%	1,150	20.4%	149	171	22.3%	▼50	95.8%	23	20	113.3%	212	122.6%	24	55	146.7%	938	18.4%	125	117	18.4%	380	8.4%	124	47	8.7%
		Affiliate	0	0.0%	0	0	0.0%	2	0.0%	98	0	0.0%	2	0.0%	98	0	0.0%	1	200.0%	▼34	0	149.0%	1	0.0%	132	0	0.0%	0	0.0%	0	0	0.0%
		Other	150	2.6%	141	21	3.0%	30	0.5%	162	5	0.6%	▼120	20.0%	21	▼16	23.0%	▼73	29.1%	34	▼8	36.9%	103	2.0%	128	13	2.1%	58	1.3%	141	8	1.5%
		Total	2,450	42.1%	127	312	43.9%	1,882	33.3%	152	286	37.3%	▼568	76.8%	25	▼26	91.7%	316	120.2%	26	89	145.2%	1,566	30.7%	126	197	31.1%	1,059	23.5%	122	129	23.7%
	COMP		20	0.3%	0	0	0.0%	76	1.3%	0	0	0.0%	56	380.0%	0	0	0.0%	25	149.0%	2	0	0.0%	51	1.0%	(2)	(0)	0.0%	11	0.2%	0	0	0.0%
	Grand Total		**5,820**	**100.0%**	**122**	**711**	**100.0%**	**5,644**	**100.0%**	**136**	**767**	**100.0%**	**▼176**	**97.0%**	**14**	**56**	**107.9%**	**546**	**110.7%**	**12**	**133**	**121.0%**	**5,098**	**100.0%**	**124**	**634**	**100.0%**	**4,503**	**100.0%**	**120**	**543**	**100.0%**
	Occ						**79.9%**					**77.5%**					**▼2.4%p**					**7.5%p**					**70.0%**					**71.5%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

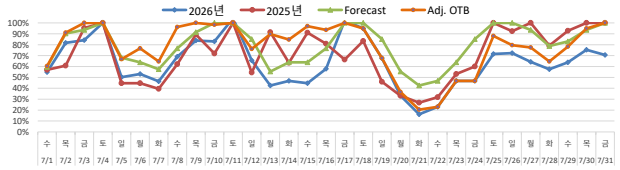
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	213	156	373	162	463	156	528	161	559	168	434	152	482	150	523	145	712	149	722	153	▼221	4	▼109	12	▼60	11	▼184	12	▼163	15
		무기명	949	159	1,313	159	1,498	158	1,698	160	1,816	165	1,385	156	1,499	155	1,614	152	1,807	152	1,875	154	▼436	3	▼186	4	▼116	6	▼109	7	▼59	10
		Staff	0	0	0	0	3	153	19	127	41	133	0	0	0	0	1	82	21	109	58	122	0	0	0	0	2	71	▼2	18	▼17	11
		Other	0	0	0	0	0	0	0	0	0	0	4	73	12	94	15	91	25	101	43	109	▼4	▼73	▼12	▼94	▼15	▼91	▼25	▼101	▼43	▼109
		Total	1,162	158	1,686	159	1,964	158	2,245	160	2,416	165	1,823	155	1,993	153	2,153	150	2,565	150	2,698	153	▼661	3	▼307	6	▼189	8	▼320	9	▼282	12
	Group	G-Mice	44	71	35	71	156	74	367	116	266	111	1	64	1	64	50	66	179	79	234	78	43	7	34	7	106	8	188	37	32	33
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	144	64	144	64	651	67	989	74	986	74	0	0	0	0	0	0	776	81	690	83	144	64	144	64	651	67	213	▼7	296	▼9
		Total	188	66	179	66	807	69	1,356	86	1,252	82	1	64	1	64	50	66	955	81	924	82	187	2	178	2	757	2	401	5	328	0
	FIT	Homepage	10	139	21	140	22	137	42	145	55	154	14	98	16	99	23	110	31	127	47	131	▼4	42	5	40	▼1	27	11	19	8	24
		OTA	22	150	44	200	68	181	125	175	213	173	10	87	19	91	35	103	55	113	85	110	12	63	25	109	33	77	70	62	128	64
		G-OTA	63	113	95	125	291	148	427	151	614	161	52	120	58	117	81	113	118	109	218	104	11	▼7	37	8	210	34	309	42	396	57
		Affiliate	0	0	0	0	0	0	2	98	2	98	0	0	0	0	1	132	1	132	1	132	0	0	0	0	▼1	▼132	1	▼34	1	▼34
		Other	4	156	3	163	3	163	6	167	11	162	11	160	13	147	20	140	24	145	29	146	▼7	▼4	▼10	16	▼17	23	▼18	22	▼18	15
		Total	99	126	163	148	384	153	602	156	895	163	87	117	106	113	160	114	229	116	380	112	12	8	57	35	224	39	373	39	515	51
	COMP		8	0	8	0	51	0	75	0	76	0	0	0	0	0	0	0	62	0	56	0	8	0	8	0	51	0	13	0	20	0
	Grand Total		**1,457**	**143**	**2,036**	**150**	**3,206**	**132**	**4,278**	**133**	**4,639**	**140**	**1,911**	**153**	**2,100**	**151**	**2,363**	**146**	**3,811**	**128**	**4,058**	**131**	**▼454**	**▼10**	**▼64**	**▼1**	**843**	**▼14**	**467**	**4**	**581**	**9**
	Occ		**20.0%**	**-**	**27.9%**	**7.9%p**	**44.0%**	**16.1%p**	**58.7%**	**14.7%p**	**63.7%**	**5.0%p**	**26.2%**	**-**	**28.8%**	**2.6%p**	**32.4%**	**3.6%p**	**52.3%**	**19.9%p**	**55.7%**	**3.4%p**		**▼6.2%p**		**▼0.9%p**		**11.6%p**		**6.4%p**		**8.0%p**

■ 추가 Pick-up 및 Forecast 비교

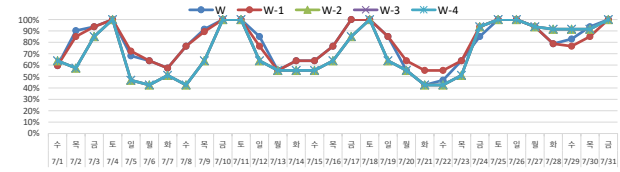
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	91	▼7	191	▼25	▼100	18	600	157	50	4
		무기명	▼316	▼9	▼373	▼17	57	7	1,500	157	0	▼2
		Staff	139	22	133	21	6	1	180	162	0	▼7
		Other	50	136	119	104	▼69	32	50	136	0	0
		Total	▼36	▼9	70	▼20	▼106	12	2,330	157	50	▼0
	Group	G-Mice	54	▼1	111	▼38	▼57	37	300	75	20	34
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	▼368	5	368	▼5	989	74	▼3	0
		Total	54	1	▼257	▼5	311	6	1,289	74	17	8
	FIT	Homepage	75	▼1	115	▼7	▼40	6	110	145	20	8
		OTA	357	▼15	141	▼54	216	39	520	153	50	5
		G-OTA	536	▼12	324	▼36	212	24	1,100	145	50	4
		Affiliate	0	0	▼1	34	1	▼34	2	98	0	0
		Other	19	0	92	▼34	▼73	34	150	157	▼120	5
		Total	987	▼11	671	▼37	316	26	1,882	148	0	4
	COMP		0	0	▼25	▼2	25	2	75	0	1	0
	Grand Total		**1,005**	**▼4**	**459**	**▼15**	**546**	**12**	**5,576**	**133**	**68**	**3**
	Occ			**13.8%p**		**6.3%p**		**7.5%p**		**76.5%**		**0.9%p**

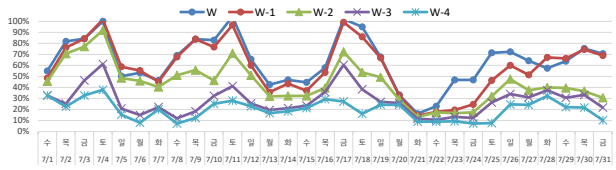
■ 일별 판매 현황



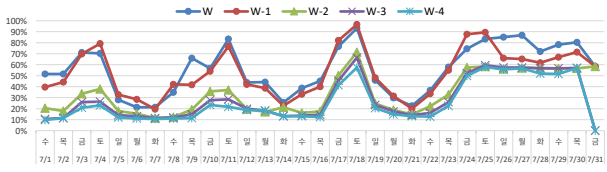
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 쏠비치_남해

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	2,950	23.6%	305	898	20.4%	1,600	13.4%	348	556	12.7%	▼1,350	54.2%	43	▼342	61.9%	▼2,062	43.7%	42	▼563	49.7%	3,662	34.9%	306	1,119	31.2%	0	0.0%	0	0	0.0%
		무기명	5,450	43.6%	356	1,943	44.0%	5,050	42.3%	358	1,808	41.1%	▼400	92.7%	2	▼135	93.1%	704	116.2%	▼1	247	115.9%	4,346	41.4%	359	1,560	43.5%	0	0.0%	0	0	0.0%
		Staff	200	1.6%	480	96	2.2%	250	2.1%	407	102	2.3%	50	125.0%	▼73	6	106.0%	52	126.3%	▼64	9	109.1%	198	1.9%	471	93	2.6%	0	0.0%	0	0	0.0%
		Other	80	0.6%	389	31	0.7%	200	1.7%	297	59	1.4%	120	250.0%	▼92	28	190.8%	142	344.8%	▼85	37	268.1%	58	0.6%	382	22	0.6%	0	0.0%	0	0	0.0%
		Total	8,680	69.5%	342	2,968	67.2%	7,100	59.5%	356	2,525	57.4%	▼1,580	81.8%	14	▼443	85.1%	▼1,164	85.9%	17	▼270	90.4%	8,264	78.8%	338	2,795	78.0%	0	0.0%	0	0	0.0%
	Group	G-Mice	200	1.6%	295	59	1.3%	370	3.1%	272	101	2.3%	170	185.0%	▼23	42	170.6%	346	1541.7%	▼30	93	1388.3%	24	0.2%	302	7	0.2%	0	0.0%	0	0	0.0%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	200	1.6%	295	59	1.3%	370	3.1%	272	101	2.3%	170	185.0%	▼23	42	170.6%	346	1541.7%	▼30	93	1388.3%	24	0.2%	302	7	0.2%	0	0.0%	0	0	0.0%
	FIT	Homepage	450	3.6%	328	148	3.3%	300	2.5%	324	97	2.2%	▼150	66.7%	▼4	▼50	65.9%	▼132	69.4%	▼3	▼44	68.9%	432	4.1%	327	141	3.9%	0	0.0%	0	0	0.0%
		OTA	1,930	15.5%	388	750	17.0%	2,100	17.6%	402	844	19.2%	170	108.8%	14	94	112.6%	711	151.2%	44	347	169.9%	1,389	13.2%	358	497	13.9%	0	0.0%	0	0	0.0%
		G-OTA	1,040	8.3%	396	412	9.3%	1,550	13.0%	411	636	14.5%	510	149.0%	14	224	154.4%	1,351	778.9%	38	562	858.9%	199	1.9%	372	74	2.1%	0	0.0%	0	0	0.0%
		Affiliate	0	0.0%	0	0	0.0%	240	2.0%	340	81	1.9%	240	0.0%	340	81	0.0%	240	0.0%	340	81	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Other	160	1.3%	482	77	1.7%	250	2.1%	442	111	2.5%	90	156.3%	▼40	33	143.3%	97	163.4%	▼17	40	157.4%	153	1.5%	459	70	2.0%	0	0.0%	0	0	0.0%
		Total	3,580	28.7%	387	1,387	31.4%	4,440	37.2%	399	1,770	40.3%	860	124.0%	11	383	127.6%	2,267	204.3%	39	987	226.2%	2,173	20.7%	360	782	21.8%	0	0.0%	0	0	0.0%
	COMP		30	0.2%	0	0	0.0%	30	0.3%	0	0	0.0%	0	100.0%	0	0	0.0%	3	111.1%	0	0	0.0%	27	0.3%	0	0	0.0%	0	0.0%	0	0	0.0%
	Grand Total		**12,490**	**100.0%**	**353**	**4,414**	**100.0%**	**11,940**	**100.0%**	**368**	**4,396**	**100.0%**	**▼550**	**95.6%**	**15**	**▼18**	**99.6%**	**1,452**	**113.8%**	**26**	**811**	**122.6%**	**10,488**	**100.0%**	**342**	**3,584**	**100.0%**	**0**	**0.0%**	**0**	**0**	**0.0%**
	Occ						**89.7%**					**87.1%**					**▼2.6%p**					**▼0.0%p**					**87.2%**					**0.0%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

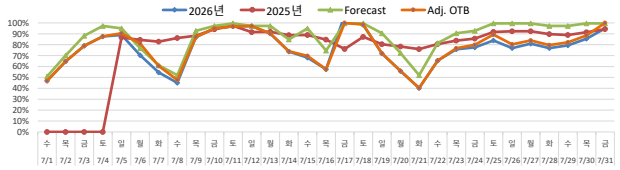
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	1,569	354	1,590	353	1,601	351	1,589	350	1,584	349	3,524	309	3,808	309	4,095	310	4,266	311	4,442	305	▼1,955	45	▼2,218	44	▼2,494	41	▼2,677	39	▼2,858	44
		무기명	4,308	363	4,530	363	5,009	362	5,222	356	5,262	355	3,500	374	3,852	377	4,318	380	4,731	377	5,070	366	808	▼11	678	▼14	691	▼18	491	▼21	192	▼11
		Staff	0	0	0	0	5	476	18	481	46	480	0	0	0	0	0	0	12	529	55	426	0	0	0	0	5	476	6	▼48	▼9	54
		Other	43	265	47	263	48	262	57	252	76	261	4	279	4	279	8	386	11	377	12	365	39	▼14	43	▼17	40	▼124	46	▼125	64	▼104
		Total	5,920	360	6,167	360	6,663	359	6,886	354	6,968	354	7,028	341	7,664	343	8,421	346	9,020	346	9,579	338	▼1,108	19	▼1,497	16	▼1,758	13	▼2,134	8	▼2,611	16
	Group	G-Mice	39	299	68	286	88	281	92	286	233	261	0	0	0	0	0	0	0	0	22	260	39	299	68	286	88	281	92	286	211	0
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	39	299	68	286	88	281	92	286	233	261	0	0	0	0	0	0	0	0	22	260	39	299	68	286	88	281	92	286	211	0
	FIT	Homepage	84	294	94	295	120	299	133	310	169	310	34	262	57	262	115	276	170	302	249	303	50	32	37	34	5	23	▼37	9	▼80	7
		OTA	507	400	607	400	854	397	1,045	416	1,377	411	61	263	99	267	179	292	290	344	548	346	446	137	508	132	675	105	755	72	829	65
		G-OTA	898	344	1,018	353	1,105	363	1,309	401	1,362	415	0	0	0	0	2	354	4	388	16	283	898	344	1,018	353	1,103	10	1,305	13	1,346	131
		Affiliate	34	348	34	340	44	297	217	342	226	340	0	0	0	0	0	0	0	0	0	0	34	348	34	340	44	297	217	342	226	340
		Other	53	484	70	439	101	436	128	459	147	462	7	345	13	309	15	308	23	459	35	460	46	139	57	130	86	128	105	0	112	2
		Total	1,576	364	1,823	369	2,224	375	2,832	400	3,281	405	102	268	169	269	311	287	487	335	848	337	1,474	96	1,654	100	1,913	88	2,345	65	2,433	68
	COMP		1	0	3	0	3	0	2	0	8	0	0	0	3	0	3	0	10	0	12	0	1	0	0	0	0	0	▼8	0	▼4	0
	Grand Total		**7,536**	**360**	**8,061**	**361**	**8,978**	**362**	**9,812**	**367**	**10,490**	**367**	**7,130**	**340**	**7,836**	**342**	**8,735**	**344**	**9,517**	**345**	**10,461**	**337**	**406**	**20**	**225**	**19**	**243**	**18**	**295**	**21**	**29**	**30**
	Occ		**55.0%**	**-**	**58.8%**	**3.8%p**	**65.5%**	**6.7%p**	**71.6%**	**6.1%p**	**76.6%**	**4.9%p**	**59.3%**	**-**	**65.1%**	**5.9%p**	**72.6%**	**7.5%p**	**79.1%**	**6.5%p**	**86.9%**	**7.8%p**		**▼4.3%p**		**▼6.3%p**		**▼7.1%p**		**▼7.5%p**		**▼10.4%p**

■ 추가 Pick-up 및 Forecast 비교

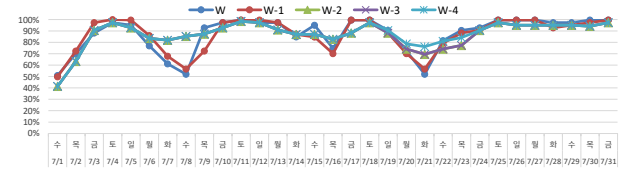
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	16	▼1	2,078	▼43	▼2,062	42	1,850	340	▼250	7
		무기명	▼212	3	▼916	4	704	▼1	5,000	359	50	▼1
		Staff	204	▼73	152	▼9	52	▼64	250	400	0	7
		Other	124	36	▼18	121	142	▼85	200	298	0	▼1
		Total	132	2	1,296	▼15	▼1,164	17	7,300	354	▼200	2
	Group	G-Mice	137	11	▼209	41	346	▼30	240	290	130	▼18
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	137	11	▼209	41	346	▼30	240	290	130	▼18
	FIT	Homepage	131	14	263	16	▼132	▼3	250	325	50	▼1
		OTA	723	▼9	12	▼53	711	44	2,000	402	100	0
		G-OTA	188	▼4	▼1,163	▼42	1,351	38	1,600	397	▼50	14
		Affiliate	14	▼1	▼226	▼340	240	340	220	342	20	▼2
		Other	103	▼20	6	▼3	97	▼17	250	440	0	2
		Total	1,159	▼6	▼1,108	▼45	2,267	39	4,320	395	120	4
	COMP		22	0	19	0	3	0	30	0	0	0
	Grand Total		**1,450**	**1**	**▼2**	**▼26**	**1,452**	**26**	**11,890**	**366**	**50**	**2**
	Occ			**10.6%p**		**10.6%p**		**▼0.0%p**		**86.8%**		**0.4%p**

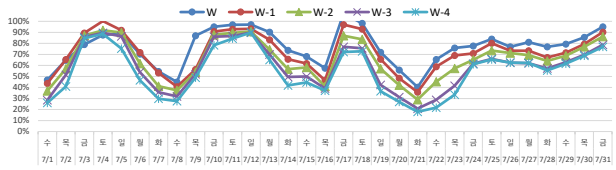
■ 일별 판매 현황



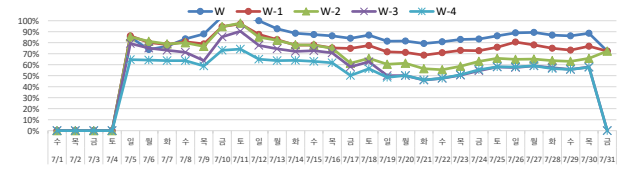
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 르네블루 바이 쏠비치

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 7월	Membership	기 명	300	13.0%	306	92	12.2%	230	9.1%	374	86	10.6%	▼70	76.7%	68	▼6	93.7%	230	0.0%	374	86	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		무기명	400	17.4%	316	126	16.7%	325	12.9%	360	117	14.4%	▼75	81.3%	45	▼9	92.8%	325	0.0%	360	117	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Staff	100	4.3%	319	32	4.2%	30	1.2%	317	10	1.2%	▼70	30.0%	▼2	▼22	29.8%	30	0.0%	317	10	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Other	20	0.9%	315	6	0.8%	150	6.0%	177	27	3.3%	130	750.0%	▼138	20	421.1%	150	0.0%	177	27	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	820	35.6%	312	256	34.0%	735	29.2%	325	239	29.5%	▼85	89.6%	13	▼17	93.4%	735	0.0%	325	239	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
	Group	G-Mice	150	6.5%	273	41	5.4%	76	3.0%	245	19	2.3%	▼74	50.7%	▼28	▼22	45.4%	76	0.0%	245	19	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	150	6.5%	273	41	5.4%	76	3.0%	245	19	2.3%	▼74	50.7%	▼28	▼22	45.4%	76	0.0%	245	19	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
	FIT	Homepage	40	1.7%	341	14	1.8%	220	8.7%	409	90	11.1%	180	550.0%	68	76	660.3%	220	0.0%	409	90	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		OTA	700	30.4%	344	240	31.9%	770	30.5%	300	231	28.5%	70	110.0%	▼44	▼9	96.1%	770	0.0%	300	231	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		G-OTA	530	23.0%	343	182	24.1%	660	26.2%	320	211	26.0%	130	124.5%	▼23	29	116.2%	660	0.0%	320	211	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Affiliate	0	0.0%	0	0	0.0%	55	2.2%	365	20	2.5%	55	0.0%	365	20	0.0%	55	0.0%	365	20	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Other	50	2.2%	419	21	2.8%	5	0.2%	281	1	0.2%	▼45	10.0%	▼138	▼20	6.7%	5	0.0%	281	1	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	1,320	57.3%	346	457	60.6%	1,710	67.8%	324	554	68.2%	390	129.5%	▼22	97	121.2%	1,710	0.0%	324	554	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
	COMP		15	0.7%	0	0	0.0%	0	0.0%	0	0	0.0%	▼15	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
	Grand Total		**2,305**	**100.0%**	**327**	**754**	**100.0%**	**2,521**	**100.0%**	**322**	**811**	**100.0%**	**216**	**109.4%**	**▼5**	**57**	**107.6%**	**2,521**	**0.0%**	**322**	**811**	**0.0%**	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**	**0.0%**	**0**	**0**	**0.0%**
	Occ						**85.5%**					**93.5%**					**8.0%p**					**93.5%p**					**0.0%**					**0.0%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

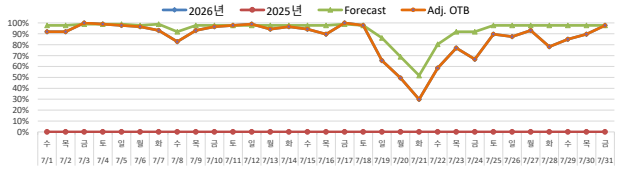
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	165	337	175	354	186	380	203	383	213	374	0	0	0	0	0	0	0	0	0	0	165	337	175	354	186	380	203	383	213	374
		무기명	219	351	256	373	273	364	294	368	308	360	0	0	0	0	0	0	0	0	0	0	219	351	256	373	273	364	294	368	308	360
		Staff	0	0	0	0	1	124	5	235	15	208	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	124	5	235	15	208
		Other	164	166	167	164	159	167	156	168	141	169	0	0	0	0	0	0	0	0	0	0	164	166	167	164	159	167	156	168	141	169
		Total	548	291	598	309	619	318	658	324	677	321	0	0	0	0	0	0	0	0	0	0	548	291	598	309	619	318	658	324	677	321
	Group	G-Mice	42	197	55	198	63	204	70	224	76	245	0	0	0	0	0	0	0	0	0	0	42	197	55	198	63	204	70	224	76	245
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	42	197	55	198	63	204	70	224	76	245	0	0	0	0	0	0	0	0	0	0	42	197	55	198	63	204	70	224	76	245
	FIT	Homepage	133	333	162	369	196	402	193	419	196	422	0	0	0	0	0	0	0	0	0	0	133	333	162	369	196	402	193	419	196	422
		OTA	278	230	322	227	437	254	527	277	701	291	0	0	0	0	0	0	0	0	0	0	278	230	322	227	437	254	527	277	701	291
		G-OTA	374	237	483	279	570	296	598	307	628	316	0	0	0	0	0	0	0	0	0	0	374	237	483	279	570	296	598	307	628	316
		Affiliate	0	0	0	0	1	218	46	369	51	365	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	218	46	369	51	365
		Other	0	0	0	0	2	237	3	231	2	237	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	237	3	231	2	237
		Total	785	251	967	277	1,206	298	1,367	313	1,578	320	0	0	0	0	0	0	0	0	0	0	785	251	967	277	1,206	298	1,367	313	1,578	320
	COMP		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Grand Total		**1,375**	**265**	**1,620**	**286**	**1,888**	**301**	**2,095**	**314**	**2,331**	**318**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1,375**	**265**	**1,620**	**286**	**1,888**	**301**	**2,095**	**314**	**2,331**	**318**
	Occ		**51.0%**	**-**	**60.1%**	**9.1%p**	**70.0%**	**9.9%p**	**77.7%**	**7.7%p**	**86.4%**	**8.8%p**	**0.0%**	**-**	**0.0%**	**0**	**0.0%**	**0**	**0.0%**	**0**	**0.0%**	**0**	**51.0%p**		**60.1%p**		**70.0%p**		**77.7%p**		**86.4%p**	

■ 추가 Pick-up 및 Forecast 비교

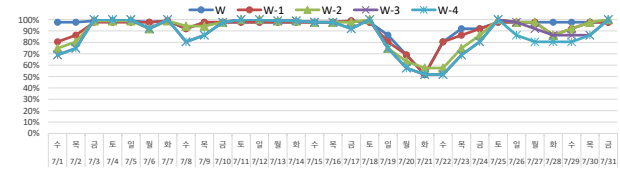
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 7월	Membership	기 명	17	▼0	▼213	▼374	230	374	225	375	5	▼1
		무기명	17	1	▼308	▼360	325	360	335	360	▼10	0
		Staff	15	109	▼15	▼208	30	317	35	325	▼5	▼8
		Other	9	8	▼141	▼169	150	177	170	183	▼20	▼6
		Total	58	4	▼677	▼321	735	325	765	324	▼30	2
	Group	G-Mice	0	0	▼76	▼245	76	245	70	225	6	20
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	0	0	▼76	▼245	76	245	70	225	6	20
	FIT	Homepage	24	▼13	▼196	▼422	220	409	250	400	▼30	9
		OTA	69	9	▼701	▼291	770	300	640	289	130	11
		G-OTA	32	4	▼628	▼316	660	320	690	315	▼30	5
		Affiliate	4	▼0	▼51	▼365	55	365	50	369	5	▼4
		Other	3	44	▼2	▼237	5	281	10	290	▼5	▼9
		Total	132	4	▼1,578	▼320	1,710	324	1,640	319	70	4
	COMP		0	0	0	0	0	0	0	0	0	0
	Grand Total		**190**	**4**	**▼2,331**	**▼318**	**2,521**	**322**	**2,475**	**318**	**46**	**4**
	Occ			**7.0%p**		**▼86.4%p**		**93.5%p**		**91.8%**		**1.7%p**

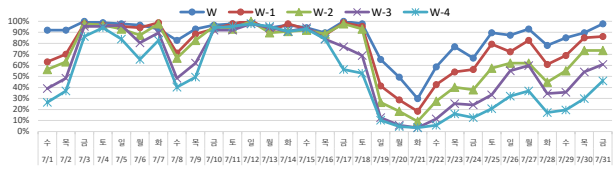
■ 일별 판매 현황



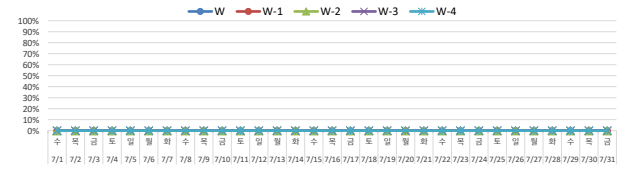
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



Revenue Meeting Report_2026.06.30

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	30,640	10.8%	218	6,688	10.1%	28,475	10.3%	228	6,492	9.8%	▼2,165	92.9%	10	▼196	97.1%	714	102.6%	18	661	111.3%	27,761	10.6%	210	5,831	9.9%	31,862	12.4%	191	6,095	11.3%
		무기명	104,540	36.8%	236	24,662	37.3%	101,935	36.9%	239	24,326	36.6%	▼2,605	97.5%	3	▼337	98.6%	5,425	105.6%	10	2,212	110.0%	96,510	36.8%	229	22,114	37.5%	103,199	40.2%	219	22,646	42.0%
		Staff	4,225	1.5%	269	1,136	1.7%	4,070	1.5%	267	1,087	1.6%	▼155	96.3%	▼2	▼49	95.7%	583	116.7%	10	191	121.4%	3,487	1.3%	257	896	1.5%	3,783	1.5%	242	914	1.7%
		Other	8,855	3.1%	199	1,759	2.7%	7,670	2.8%	205	1,571	2.4%	▼1,185	86.6%	6	▼187	89.3%	▼1,320	85.3%	17	▼118	93.0%	8,990	3.4%	188	1,690	2.9%	5,342	2.1%	191	1,021	1.9%
		Total	148,260	52.2%	231	34,245	51.7%	142,150	51.4%	236	33,476	50.3%	▼6,110	95.9%	5	▼769	97.8%	5,402	104.0%	12	2,946	109.7%	136,748	52.1%	223	30,530	51.8%	144,186	56.2%	213	30,676	56.9%
	Group	G-Mice	18,010	6.3%	156	2,806	4.2%	15,580	5.6%	163	2,539	3.8%	▼2,430	86.5%	7	▼267	90.5%	▼15	99.9%	22	348	115.9%	15,595	5.9%	140	2,191	3.7%	12,062	4.7%	147	1,778	3.3%
		E-Mice	50	0.0%	122	6	0.0%	171	0.1%	160	27	0.0%	121	342.0%	38	21	447.3%	111	285.0%	41	20	382.9%	60	0.0%	119	7	0.0%	22	0.0%	99	2	0.0%
		Inbound	4,160	1.5%	96	399	0.6%	3,990	1.4%	99	397	0.6%	▼170	95.9%	4	▼2	99.4%	49	101.2%	1	9	102.3%	3,941	1.5%	98	388	0.7%	3,710	1.4%	96	356	0.7%
		Total	22,220	7.8%	144	3,211	4.9%	19,741	7.1%	150	2,963	4.5%	▼2,479	88.8%	6	▼248	92.3%	145	100.7%	18	377	114.6%	19,596	7.5%	132	2,586	4.4%	15,794	6.2%	135	2,136	4.0%
	FIT	Homepage	11,665	4.1%	256	2,982	4.5%	10,130	3.7%	262	2,652	4.0%	▼1,535	86.8%	6	▼330	88.9%	▼468	95.6%	13	14	100.5%	10,598	4.0%	249	2,638	4.5%	9,366	3.7%	235	2,203	4.1%
		OTA	56,850	20.0%	257	14,604	22.1%	58,110	21.0%	265	15,415	23.2%	1,260	102.2%	8	811	105.6%	4,488	108.4%	21	2,329	117.8%	53,622	20.4%	244	13,086	22.2%	48,435	18.9%	221	10,702	19.8%
		G-OTA	35,380	12.5%	250	8,857	13.4%	37,040	13.4%	262	9,688	14.6%	1,660	104.7%	11	831	109.4%	4,216	112.8%	26	1,963	125.4%	32,824	12.5%	235	7,725	13.1%	28,738	11.2%	219	6,290	11.7%
		Affiliate	2,640	0.9%	211	557	0.8%	2,810	1.0%	237	666	1.0%	170	106.4%	26	109	119.5%	576	125.8%	8	154	130.0%	2,234	0.9%	229	512	0.9%	3,307	1.3%	187	618	1.1%
		Other	5,885	2.1%	296	1,740	2.6%	5,790	2.1%	291	1,683	2.5%	▼95	98.4%	▼5	▼57	96.7%	▼277	95.4%	▼9	▼133	92.7%	6,067	2.3%	299	1,816	3.1%	5,770	2.2%	223	1,289	2.4%
		Total	112,420	39.6%	256	28,739	43.4%	113,880	41.2%	264	30,103	45.2%	1,460	101.3%	9	1,364	104.7%	8,535	108.1%	20	4,326	116.8%	105,345	40.1%	245	25,777	43.8%	95,616	37.3%	221	21,102	39.1%
	COMP		884	0.3%	0	0	0.0%	734	0.3%	0	0	0.0%	▼150	83.0%	0	0	0.0%	▼26	96.6%	1	1	0.0%	760	0.3%	(1)	(1)	0.0%	933	0.4%	3	2	0.0%
	Grand Total		**283,784**	**100.0%**	**233**	**66,195**	**100.0%**	**276,505**	**100.0%**	**241**	**66,542**	**100.0%**	**▼7,279**	**97.4%**	**7**	**347**	**100.5%**	**14,056**	**105.4%**	**16**	**7,651**	**113.0%**	**262,449**	**100.0%**	**224**	**58,892**	**100.0%**	**256,529**	**100.0%**	**210**	**53,916**	**100.0%**
	Occ						**78.9%**					**77.0%**					**▼1.8%p**					**0.6%p**					**76.4%**					**77.3%**

■ Pick up Trend

[단위 : RN_실, ADR_천원 / VAT제외]

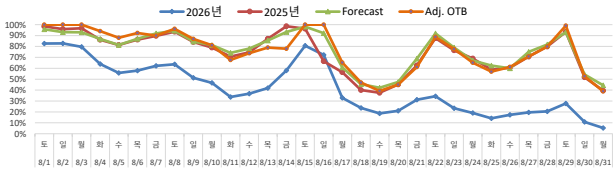
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	17,874	253	19,482	250	20,673	248	22,158	246	0	0	19,508	239	20,894	237	22,525	236	23,535	235	0	0	▼1,634	14	▼1,412	13	▼1,852	12	▼1,377	11
		무기명	0	0	66,613	250	73,958	249	81,230	246	88,174	245	0	0	63,877	245	71,381	242	78,472	241	84,857	240	0	0	2,736	5	2,577	7	2,758	5	3,317	5
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	50	199	134	260	394	279	502	269	0	0	177	204	436	202	748	201	1,270	207	0	0	▼127	▼5	▼302	58	▼354	78	▼768	61
		Total	0	0	84,537	251	93,574	249	102,297	247	110,834	245	0	0	83,562	244	92,711	241	101,745	240	109,662	238	0	0	975	7	863	8	552	7	1,172	7
	Group	G-Mice	0	0	2,867	135	3,465	148	6,763	137	7,337	157	0	0	933	149	3,102	125	5,693	120	6,191	127	0	0	1,934	▼15	363	24	1,070	17	1,146	30
		E-Mice	0	0	136	167	136	167	176	159	171	160	0	0	0	0	0	0	0	0	0	0	0	0	136	167	136	167	176	159	171	160
		Inbound	0	0	0	0	58	135	582	105	670	105	0	0	0	0	330	109	536	108	659	109	0	0	0	0	▼272	26	46	▼3	11	▼3
		Total	0	0	3,003	136	3,659	149	7,521	135	8,178	153	0	0	933	149	3,432	123	6,229	119	6,850	125	0	0	2,070	▼13	227	26	1,292	16	1,328	28
	FIT	Homepage	0	0	811	310	1,275	307	1,860	299	2,377	298	0	0	1,126	266	1,973	256	2,582	258	3,092	254	0	0	▼315	44	▼698	51	▼722	42	▼715	43
		OTA	0	0	2,297	319	6,823	309	10,271	303	14,492	295	0	0	1,957	277	5,493	263	9,112	262	12,407	265	0	0	340	42	1,330	46	1,159	41	2,085	30
		G-OTA	0	0	2,395	309	5,368	301	8,066	299	10,854	292	0	0	1,604	287	3,449	273	5,394	274	8,074	272	0	0	791	22	1,919	28	2,672	25	2,780	19
		Affiliate	0	0	29	275	210	249	867	307	1,155	309	0	0	44	175	142	154	218	147	438	192	0	0	▼15	100	68	95	649	161	717	117
		Other	0	0	92	304	508	241	719	254	1,217	287	0	0	177	274	453	236	555	242	773	272	0	0	▼85	30	55	5	164	12	444	15
		Total	0	0	5,624	313	14,184	302	21,783	300	30,095	294	0	0	4,908	277	11,510	262	17,861	263	24,784	265	0	0	716	36	2,674	40	3,922	37	5,311	29
	COMP		0	0	36	0	45	0	133	0	166	0	0	0	4	0	69	0	136	0	164	0	0	0	32	0	▼24	0	▼3	0	2	0
	Grand Total		**0**	**0**	**93,200**	**251**	**111,462**	**252**	**131,734**	**249**	**149,273**	**250**	**0**	**0**	**89,407**	**244**	**107,722**	**239**	**125,971**	**237**	**141,460**	**237**	**0**	**0**	**3,793**	**6**	**3,740**	**13**	**5,763**	**12**	**7,813**	**12**
	Occ		0.0%	-	26.0%	26.0%p	31.1%	5.1%p	36.7%	5.6%p	41.6%	4.9%p	0.0%	-	26.0%	26.0%p	31.4%	5.3%p	36.7%	5.3%p	41.2%	4.5%p		0		▼0.1%p		▼0.3%p		0.0%p		0.4%p

■ 추가 Pick-up 및 Forecast 비교

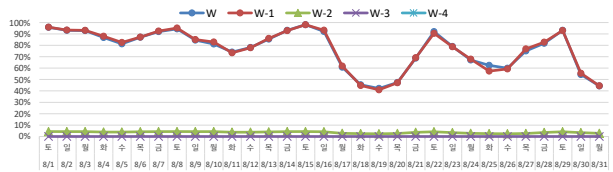
[단위 : RN_실, ADR_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			객실수	객단가	객실수	객단가	객실수	객단가	객실수	객단가	객실수	객단가
2026년 8월	Membership	기 명	6,317	▼18	5,603	▼36	714	18	29,175	228	▼700	▼0
		무기명	13,761	▼6	8,336	▼16	5,425	10	101,550	239	385	0
		Staff	4,070	267	3,487	257	583	10	4,100	267	▼30	▼0
		Other	7,168	▼64	8,488	▼81	▼1,320	17	7,835	204	▼165	1
		Total	31,316	▼10	25,914	▼22	5,402	12	142,660	235	▼510	0
	Group	G-Mice	8,243	6	8,258	▼16	▼15	22	15,664	161	▼84	2
		E-Mice	0	0	▼111	▼41	111	41	176	159	▼5	1
		Inbound	3,320	▼6	3,271	▼7	49	1	3,931	97	59	3
		Total	11,563	▼3	11,418	▼21	145	18	19,771	148	▼30	2
	FIT	Homepage	7,753	▼36	8,221	▼49	▼468	13	10,370	260	▼240	2
		OTA	43,618	▼30	39,130	▼51	4,488	21	57,525	265	585	1
		G-OTA	26,186	▼30	21,970	▼56	4,216	26	37,040	261	0	0
		Affiliate	1,655	▼72	1,079	▼80	576	8	2,885	234	▼75	3
		Other	4,573	3	4,850	12	▼277	▼9	5,620	290	170	0
		Total	83,785	▼30	75,250	▼50	8,535	20	113,440	264	440	1
	COMP		568	0	594	▼1	▼26	1	754	0	▼20	0
	Grand Total		**127,232**	**▼9**	**113,176**	**▼25**	**14,056**	**16**	**276,625**	**240**	**▼120**	**1**
	Occ			**35.4%p**		**34.8%p**		**▼0.6%p**		**77.1%**		**▼0.0%p**

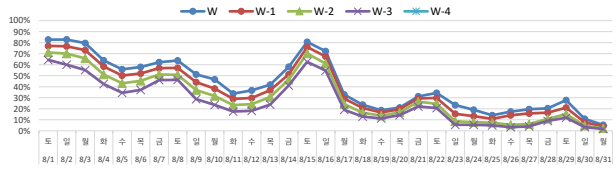
■ 일별 판매 현황



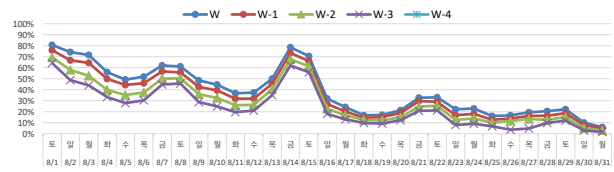
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 비발디_Total

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	5,150	8.2%	209	1,078	7.1%	4,890	8.0%	222	1,085	7.1%	▼260	95.0%	12	7	100.6%	1	100.0%	17	82	108.2%	4,889	8.0%	205	1,003	7.0%	5,897	9.8%	201	1,184	8.8%
		무기명	18,580	29.5%	229	4,246	28.1%	18,150	29.8%	242	4,388	28.9%	▼430	97.7%	13	142	103.4%	678	103.9%	13	399	110.0%	17,472	28.7%	228	3,989	27.8%	19,887	32.9%	230	4,574	34.1%
		Staff	950	1.5%	268	254	1.7%	860	1.4%	256	221	1.5%	▼90	90.5%	▼11	▼34	86.8%	60	107.5%	4	18	109.1%	800	1.3%	253	202	1.4%	982	1.6%	267	263	2.0%
		Other	2,350	3.7%	214	504	3.3%	2,250	3.7%	218	491	3.2%	▼100	95.7%	4	▼13	97.5%	▼439	83.7%	18	▼47	91.2%	2,689	4.4%	200	538	3.8%	1,943	3.2%	207	402	3.0%
		Total	27,030	42.9%	225	6,082	40.2%	26,150	43.0%	237	6,185	40.7%	▼880	96.7%	11	103	101.7%	300	101.2%	15	452	107.9%	25,850	42.5%	222	5,733	39.9%	28,709	47.6%	224	6,422	47.9%
	Group	G-Mice	3,830	6.1%	147	564	3.7%	2,491	4.1%	163	405	2.7%	▼1,339	65.0%	15	▼159	71.8%	▼1,161	68.2%	22	▼110	78.7%	3,652	6.0%	141	515	3.6%	2,472	4.1%	128	317	2.4%
		E-Mice	50	0.1%	122	6	0.0%	171	0.3%	160	27	0.2%	121	342.0%	38	21	447.3%	111	285.0%	41	20	382.9%	60	0.1%	119	7	0.0%	22	0.0%	99	2	0.0%
		Inbound	320	0.5%	140	45	0.3%	150	0.2%	115	17	0.1%	▼170	46.9%	▼25	▼28	38.5%	▼97	60.7%	▼28	▼18	49.0%	247	0.4%	143	35	0.2%	291	0.5%	119	35	0.3%
		Total	4,200	6.7%	146	614	4.1%	2,812	4.6%	160	449	3.0%	▼1,388	67.0%	14	▼165	73.1%	▼1,147	71.0%	19	▼108	80.7%	3,959	6.5%	141	557	3.9%	2,785	4.6%	127	354	2.6%
	FIT	Homepage	3,700	5.9%	255	943	6.2%	3,220	5.3%	266	858	5.6%	▼480	87.0%	12	▼85	91.0%	▼421	88.4%	15	▼56	93.9%	3,641	6.0%	251	914	6.4%	3,439	5.7%	228	784	5.8%
		OTA	18,710	29.7%	254	4,760	31.5%	19,270	31.7%	258	4,980	32.8%	560	103.0%	4	221	104.6%	955	105.2%	10	433	109.5%	18,315	30.1%	248	4,548	31.7%	15,139	25.1%	225	3,403	25.4%
		G-OTA	7,375	11.7%	289	2,129	14.1%	7,520	12.4%	286	2,151	14.2%	145	102.0%	▼3	22	101.1%	316	104.4%	5	126	106.2%	7,204	11.8%	281	2,025	14.1%	7,697	12.8%	260	2,003	14.9%
		Affiliate	265	0.4%	312	83	0.5%	310	0.5%	305	94	0.6%	45	117.0%	▼8	12	114.1%	47	117.9%	▼31	6	107.0%	263	0.4%	336	88	0.6%	216	0.4%	273	59	0.4%
		Other	1,550	2.5%	334	517	3.4%	1,430	2.3%	328	469	3.1%	▼120	92.3%	▼5	▼48	90.8%	▼7	99.5%	▼12	▼19	96.1%	1,437	2.4%	340	488	3.4%	2,217	3.7%	172	381	2.8%
		Total	31,600	50.2%	267	8,431	55.7%	31,750	52.2%	269	8,553	56.3%	150	100.5%	3	122	101.4%	890	102.9%	8	490	106.1%	30,860	50.7%	261	8,063	56.2%	28,708	47.6%	231	6,630	49.5%
	COMP		169	0.3%	0	0	0.0%	149	0.2%	0	0	0.0%	▼20	88.2%	0	0	0.0%	▼1	99.3%	0	0	0.0%	150	0.2%	0	0	0.0%	163	0.3%	2	0	0.0%
	Grand Total		**62,999**	**100.0%**	**240**	**15,128**	**100.0%**	**60,861**	**100.0%**	**250**	**15,187**	**100.0%**	**▼2,138**	**96.6%**	**9**	**60**	**100.4%**	**42**	**100.1%**	**14**	**835**	**105.8%**	**60,819**	**100.0%**	**236**	**14,353**	**100.0%**	**60,365**	**100.0%**	**222**	**13,406**	**100.0%**
	Occ						**71.8%**					**69.3%**					**▼2.5%p**					**▼0.0%p**					**69.3%**					**69.9%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

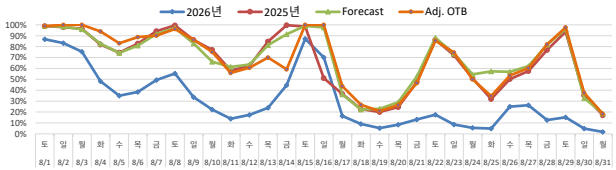
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	2,468	268	2,829	262	3,001	263	3,340	259	0	0	2,710	239	2,946	236	3,247	234	3,453	22	0	0	▼242	29	▼117	26	▼246	28	▼113	238
		무기명	0	0	11,030	256	12,420	253	13,671	250	14,882	249	0	0	10,859	243	12,091	241	13,445	238	14,627	237	0	0	171	13	329	13	226	12	255	12
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	54	305	272	301	282	310	0	0	90	221	215	227	291	218	446	220	0	0	▼90	▼221	▼161	78	▼19	83	▼164	90
		Total	0	0	13,498	258	15,303	255	16,944	253	18,504	251	0	0	13,659	242	15,252	239	16,983	237	18,526	196	0	0	▼161	16	51	15	▼39	16	▼22	55
	Group	G-Mice	0	0	78	283	121	276	1,431	127	1,443	128	0	0	60	400	1,205	123	1,289	130	1,244	121	0	0	18	▼117	▼1,084	153	142	▼3	199	7
		E-Mice	0	0	136	167	136	167	176	159	171	160	0	0	0	0	0	0	0	0	0	0	0	0	136	167	136	167	176	159	171	160
		Inbound	0	0	0	0	0	0	46	129	46	129	0	0	0	0	0	0	0	0	104	360	0	0	0	0	0	0	46	129	▼58	▼231
		Total	0	0	214	209	257	218	1,653	130	1,660	131	0	0	60	400	1,205	123	1,289	130	1,348	140	0	0	154	▼191	▼948	95	364	1	312	▼9
	FIT	Homepage	0	0	148	292	255	306	333	310	470	316	0	0	326	251	581	238	808	243	983	241	0	0	▼178	41	▼326	68	▼475	67	▼513	75
		OTA	0	0	446	319	1,833	309	3,131	301	4,206	298	0	0	560	265	2,059	250	3,151	255	4,096	260	0	0	▼114	54	▼226	58	▼20	46	110	38
		G-OTA	0	0	473	326	967	323	1,374	324	1,730	331	0	0	624	324	1,092	317	1,679	328	2,144	329	0	0	▼151	2	▼125	5	▼305	▼4	▼414	2
		Affiliate	0	0	0	0	5	123	11	121	173	379	0	0	0	0	6	113	15	129	32	178	0	0	0	0	▼1	10	▼4	▼7	141	201
		Other	0	0	10	376	84	243	131	267	376	326	0	0	23	290	67	234	90	251	224	323	0	0	▼13	86	17	8	41	16	152	3
		Total	0	0	1,077	319	3,144	311	4,980	307	6,955	311	0	0	1,533	287	3,805	267	5,743	274	7,479	279	0	0	▼456	32	▼661	44	▼763	32	▼524	32
	COMP		0	0	2	0	2	0	40	0	41	0	0	0	0	0	31	0	35	0	38	0	0	0	2	0	▼29	0	5	0	3	0
	Grand Total		**0**	**0**	**14,791**	**262**	**18,706**	**264**	**23,617**	**255**	**27,160**	**259**	**0**	**0**	**15,252**	**247**	**20,293**	**237**	**24,050**	**240**	**27,391**	**216**	**0**	**0**	**▼461**	**15**	**▼1,587**	**26**	**▼433**	**16**	**▼231**	**43**
	Occ		**0.0%**	**-**	**16.8%**	**16.8%p**	**21.3%**	**4.5%p**	**26.9%**	**5.6%p**	**30.9%**	**4.0%p**	**0.0%**	**-**	**18.4%**	**18.4%p**	**24.5%**	**6.1%p**	**29.0%**	**4.5%p**	**33.0%**	**4.0%p**	**0**		**▼1.6%p**		**▼3.2%p**		**▼2.1%p**		**▼2.1%p**	

■ 추가 Pick-up 및 Forecast 비교

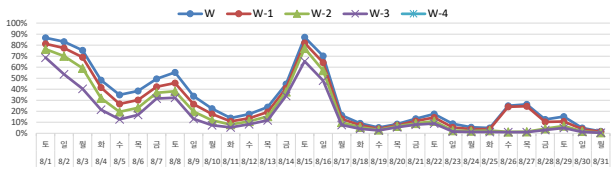
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 현주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	1,550	▼38	1,549	▼54	1	17	4,970	224	▼80	▼2
		무기명	3,268	▼7	2,590	▼20	678	13	17,950	243	200	▼1
		Staff	860	256	800	253	60	4	860	256	0	0
		Other	1,968	▼92	2,407	▼110	▼439	18	2,250	216	0	2
		Total	7,646	▼15	7,346	▼30	300	15	26,030	237	120	▼1
	Group	G-Mice	1,048	35	2,209	13	▼1,161	22	2,749	165	▼258	▼3
		E-Mice	0	0	▼111	▼41	111	41	176	159	▼5	1
		Inbound	104	▼14	201	14	▼97	▼28	150	115	0	0
		Total	1,152	29	2,299	10	▼1,147	19	3,075	162	▼263	▼3
	FIT	Homepage	2,750	▼50	3,171	▼65	▼421	15	3,400	260	▼180	6
		OTA	15,064	▼40	14,109	▼50	955	10	19,260	258	10	0
		G-OTA	5,790	▼45	5,474	▼50	316	5	7,490	286	30	▼0
		Affiliate	137	▼74	90	▼43	47	▼31	285	297	25	8
		Other	1,054	2	1,061	14	▼7	▼12	1,350	330	80	▼2
		Total	24,795	▼42	23,905	▼50	890	8	31,785	268	▼35	1
	COMP		108	0	109	0	▼1	0	149	0	0	0
	Grand Total		**33,701**	**▼10**	**33,659**	**▼23**	**42**	**14**	**61,039**	**249**	**▼178**	**0**
	Occ			**38.4%p**		**38.4%p**		**▼0.0%p**		**69.5%**		**▼0.2%p**

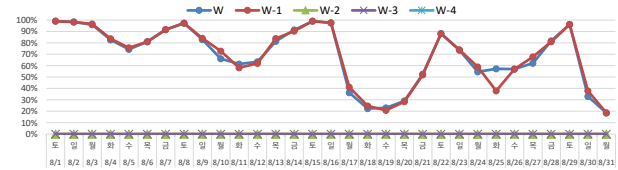
■ 일별 판매 현황



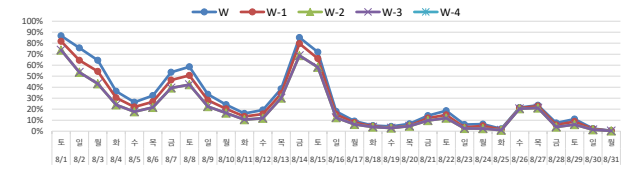
■26Y 주단위 Pick up 추이



■ 주단위 Forecast 추이



■25Y 주단위 Pick up 추이



▣ 한국중부_Total

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	12,165	11.9%	209	2,542	10.8%	12,020	12.0%	222	2,666	11.3%	▼145	98.8%	13	123	104.8%	380	103.3%	24	365	115.9%	11,640	11.9%	198	2,300	10.7%	13,805	14.2%	194	2,673	12.9%
		무기명	41,680	40.8%	231	9,634	41.0%	40,530	40.4%	229	9,269	39.4%	▼1,150	97.2%	▼2	▼365	96.2%	392	101.0%	8	394	104.4%	40,138	41.0%	221	8,875	41.1%	42,152	43.5%	220	9,276	44.8%
		Staff	1,260	1.2%	259	326	1.4%	1,140	1.1%	256	292	1.2%	▼120	90.5%	▼2	▼33	89.8%	153	115.5%	12	51	121.0%	987	1.0%	245	242	1.1%	1,127	1.2%	248	280	1.4%
		Other	3,220	3.2%	192	619	2.6%	2,620	2.6%	194	508	2.2%	▼600	81.4%	2	▼111	82.1%	▼497	84.1%	9	▼69	88.1%	3,117	3.2%	185	577	2.7%	1,714	1.8%	196	336	1.6%
		Total	58,325	57.1%	225	13,121	55.8%	56,310	56.2%	226	12,735	54.2%	▼2,015	96.5%	1	▼386	97.1%	428	100.8%	12	741	106.2%	55,882	57.0%	215	11,994	55.6%	58,798	60.6%	214	12,565	60.7%
	Group	G-Mice	5,195	5.1%	174	906	3.9%	4,652	4.6%	167	775	3.3%	▼543	89.5%	▼8	▼130	85.6%	▼63	98.7%	5	14	101.8%	4,715	4.8%	161	761	3.5%	4,374	4.5%	148	646	3.1%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	120	0.1%	104	12	0.1%	47	0.0%	134	6	0.0%	▼73	39.2%	30	▼6	50.6%	▼20	70.1%	21	▼1	83.5%	67	0.1%	113	8	0.0%	155	0.2%	124	19	0.1%
		Total	5,315	5.2%	173	918	3.9%	4,699	4.7%	166	782	3.3%	▼616	88.4%	▼6	▼137	85.1%	▼83	98.3%	6	13	101.7%	4,782	4.9%	161	769	3.6%	4,529	4.7%	147	665	3.2%
	FIT	Homepage	3,910	3.8%	245	956	4.1%	3,640	3.6%	256	932	4.0%	▼270	93.1%	12	▼24	97.5%	114	103.2%	20	100	112.0%	3,526	3.6%	236	832	3.9%	2,682	2.8%	233	625	3.0%
		OTA	20,060	19.6%	251	5,042	21.4%	20,450	20.4%	257	5,258	22.4%	390	101.9%	6	216	104.3%	1,192	106.2%	20	695	115.2%	19,258	19.6%	237	4,563	21.1%	18,778	19.4%	222	4,166	20.1%
		G-OTA	11,350	11.1%	235	2,671	11.4%	12,000	12.0%	248	2,978	12.7%	650	105.7%	13	307	111.5%	943	108.5%	25	507	120.5%	11,057	11.3%	223	2,471	11.5%	9,112	9.4%	210	1,915	9.3%
		Affiliate	965	0.9%	240	231	1.0%	880	0.9%	258	227	1.0%	▼85	91.2%	18	▼4	98.1%	▼8	99.1%	9	6	102.8%	888	0.9%	249	221	1.0%	1,020	1.1%	251	256	1.2%
		Other	2,100	2.1%	275	577	2.5%	2,160	2.2%	277	599	2.5%	60	102.9%	2	22	103.8%	▼336	86.5%	▼15	▼130	82.2%	2,496	2.5%	292	729	3.4%	1,864	1.9%	263	490	2.4%
		Total	38,385	37.6%	247	9,477	40.3%	39,130	39.0%	255	9,994	42.5%	745	101.9%	9	517	105.5%	1,905	105.1%	19	1,178	113.4%	37,225	38.0%	237	8,816	40.9%	33,456	34.5%	223	7,452	36.0%
	COMP		155	0.2%	0	0	0.0%	107	0.1%	0	0	0.0%	▼48	69.0%	0	0	0.0%	▼12	89.9%	0	0	0.0%	119	0.1%	0	0	0.0%	208	0.2%	8	2	0.0%
	Grand Total		**102,180**	**100.0%**	**230**	**23,517**	**100.0%**	**100,246**	**100.0%**	**235**	**23,511**	**100.0%**	**▼1,934**	**98.1%**	**4**	**▼6**	**100.0%**	**2,238**	**102.3%**	**14**	**1,933**	**109.0%**	**98,008**	**100.0%**	**220**	**21,578**	**100.0%**	**96,991**	**100.0%**	**213**	**20,684**	**100.0%**
	Occ						**85.8%**					**84.7%**					**▼1.2%p**					**1.0%p**					**83.6%**					**85.8%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

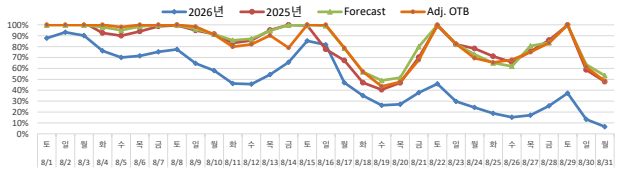
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	8,481	238	8,959	236	9,428	235	9,938	233	0	0	8,877	218	9,425	217	10,127	217	10,482	216	0	0	▼396	19	▼466	19	▼699	18	▼544	17
		무기명	0	0	27,444	239	30,108	237	32,853	235	35,351	234	0	0	26,525	234	29,387	231	32,430	231	35,077	230	0	0	919	4	721	6	423	4	274	4
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	7	197	7	197	22	229	90	197	0	0	47	198	100	182	216	183	457	198	0	0	▼40	▼2	▼93	15	▼194	45	▼367	▼0
		Total	0	0	35,932	238	39,074	237	42,303	235	45,379	234	0	0	35,449	230	38,912	228	42,773	228	46,016	227	0	0	483	8	162	9	▼470	7	▼637	7
	Group	G-Mice	0	0	983	110	1,240	135	1,433	144	1,911	171	0	0	780	126	1,624	117	1,838	134	1,948	135	0	0	203	▼16	▼384	18	▼405	10	▼37	36
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	47	134	47	134	0	0	0	0	24	171	24	171	24	171	0	0	0	0	▼24	▼171	23	▼37	23	▼37
		Total	0	0	983	110	1,240	135	1,480	144	1,958	170	0	0	780	126	1,648	118	1,862	135	1,972	135	0	0	203	▼16	▼408	17	▼382	9	▼14	34
	FIT	Homepage	0	0	380	321	559	312	854	295	1,056	289	0	0	453	263	780	251	969	251	1,153	245	0	0	▼73	58	▼221	60	▼115	44	▼97	44
		OTA	0	0	1,097	296	3,022	292	4,295	287	6,120	277	0	0	947	283	2,085	270	3,360	264	4,934	265	0	0	150	13	937	22	935	23	1,186	12
		G-OTA	0	0	989	286	2,189	271	3,031	269	3,918	264	0	0	584	264	1,108	254	1,777	246	3,278	254	0	0	405	21	1,081	17	1,254	23	640	10
		Affiliate	0	0	18	318	41	287	275	329	367	303	0	0	27	176	65	157	98	143	232	205	0	0	▼9	141	▼24	129	177	186	135	98
		Other	0	0	25	283	153	221	230	238	374	259	0	0	92	263	202	238	249	239	302	255	0	0	▼67	21	▼49	▼17	▼19	▼1	72	4
		Total	0	0	2,509	296	5,964	284	8,685	281	11,835	274	0	0	2,103	271	4,240	259	6,453	254	9,899	257	0	0	406	25	1,724	25	2,232	27	1,936	17
	COMP		0	0	8	0	14	0	19	0	23	0	0	0	4	0	12	0	12	0	13	0	0	0	4	0	2	0	7	0	10	0
	Grand Total		**0**	**0**	**39,432**	**239**	**46,292**	**240**	**52,487**	**240**	**59,195**	**240**	**0**	**0**	**38,336**	**230**	**44,812**	**227**	**51,100**	**228**	**57,900**	**229**	**0**	**0**	**1,096**	**9**	**1,480**	**14**	**1,387**	**12**	**1,295**	**11**
	Occ		**0.0%**	**-**	**33.3%**	**-**	**39.1%**	**-**	**44.3%**	**-**	**50.0%**	**5.7%p**	**0.0%**	**-**	**32.7%**	**32.7%p**	**38.2%**	**5.5%p**	**43.6%**	**5.4%p**	**49.4%**	**5.8%p**	**0**		**0.6%p**		**0.9%p**		**0.7%p**		**0.6%p**	

■ 추가 Pick-up 및 Forecast 비교

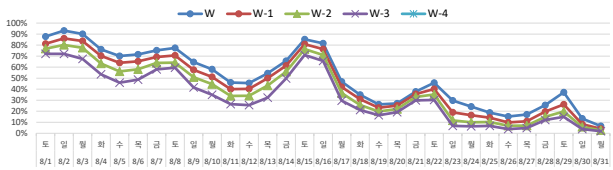
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	2,082	▼11	1,702	▼35	380	24	12,320	221	▼300	1
		무기명	5,179	▼6	4,787	▼13	392	8	40,500	228	30	1
		Staff	1,140	256	987	245	153	12	1,150	257	▼10	▼1
		Other	2,530	▼4	3,027	▼12	▼497	9	2,700	195	▼80	▼1
		Total	10,931	▼8	10,503	▼19	428	12	56,670	226	▼360	1
	Group	G-Mice	2,741	▼4	2,804	▼9	▼63	5	4,605	158	47	8
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	20	▼21	▼20	21	47	134	0	0
		Total	2,741	▼3	2,824	▼9	▼83	6	4,652	158	47	8
	FIT	Homepage	2,584	▼33	2,470	▼53	114	20	3,705	257	▼65	▼1
		OTA	14,330	▼20	13,138	▼40	1,192	20	20,150	258	300	▼0
		G-OTA	8,082	▼16	7,139	▼40	943	25	11,990	249	10	▼1
		Affiliate	513	▼45	521	▼55	▼8	9	945	254	▼65	4
		Other	1,786	18	2,122	32	▼336	▼15	2,005	278	155	▼1
		Total	27,295	▼19	25,390	▼37	1,905	19	38,795	256	335	▼0
	COMP		84	0	96	0	▼12	0	102	0	5	0
	Grand Total		**41,051**	**▼5**	**38,813**	**▼20**	**2,238**	**14**	**100,219**	**234**	**27**	**1**
	Occ			**34.7%p**		**33.6%p**		**1.0%p**		**84.6%**		**0.0%p**

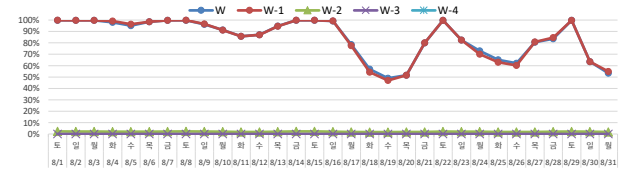
■ 일별 판매 현황



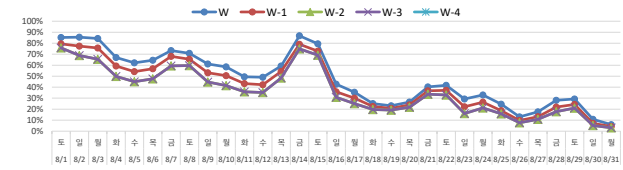
■26Y 주단위 Pick up 추이



■ 주단위 Forecast 추이



■25Y 주단위 Pick up 추이



▣ 아시아퍼시픽_Total

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	2,840	8.7%	198	563	9.6%	2,690	8.4%	211	569	9.4%	▼150	94.7%	13	6	101.1%	256	110.5%	33	135	131.1%	2,434	8.0%	178	434	8.5%	3,069	11.1%	181	556	12.1%
		무기명	8,020	24.7%	218	1,752	29.9%	7,780	24.3%	226	1,757	29.0%	▼240	97.0%	7	5	100.3%	797	111.4%	22	332	123.3%	6,983	22.9%	204	1,425	27.9%	7,867	28.4%	203	1,599	34.7%
		Staff	680	2.1%	241	164	2.8%	710	2.2%	244	173	2.9%	30	104.4%	2	9	105.4%	40	106.0%	22	25	116.6%	670	2.2%	221	148	2.9%	547	2.0%	220	120	2.6%
		Other	1,140	3.5%	164	187	3.2%	1,150	3.6%	167	192	3.2%	10	100.9%	3	5	102.6%	▼157	88.0%	11	▼11	94.5%	1,307	4.3%	155	203	4.0%	673	2.4%	149	100	2.2%
		Total	12,680	39.0%	210	2,665	45.4%	12,330	38.5%	218	2,690	44.4%	▼350	97.2%	8	25	100.9%	936	108.2%	24	481	121.7%	11,394	37.3%	194	2,210	43.2%	12,156	43.9%	195	2,375	51.6%
	Group	G-Mice	5,350	16.5%	122	655	11.2%	5,100	15.9%	127	648	10.7%	▼250	95.3%	5	▼7	98.9%	▼74	98.6%	22	105	119.3%	5,174	16.9%	105	543	10.6%	2,410	8.7%	130	314	6.8%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	3,000	9.2%	92	276	4.7%	3,017	9.4%	97	294	4.8%	17	100.6%	5	18	106.5%	19	100.6%	2	6	102.2%	2,998	9.8%	96	288	5.6%	3,197	11.6%	94	299	6.5%
		Total	8,350	25.7%	111	931	15.9%	8,117	25.3%	116	942	15.5%	▼233	97.2%	5	11	101.2%	▼55	99.3%	14	111	113.4%	8,172	26.8%	102	830	16.2%	5,607	20.3%	109	613	13.3%
	FIT	Homepage	920	2.8%	223	205	3.5%	920	2.9%	230	212	3.5%	0	100.0%	7	7	103.2%	45	105.1%	10	19	109.7%	875	2.9%	221	193	3.8%	793	2.9%	234	186	4.0%
		OTA	3,470	10.7%	215	746	12.7%	3,420	10.7%	234	801	13.2%	▼50	98.6%	19	55	107.4%	▼29	99.2%	35	113	116.4%	3,449	11.3%	199	688	13.5%	3,023	10.9%	171	516	11.2%
		G-OTA	5,480	16.9%	209	1,147	19.5%	5,730	17.9%	217	1,243	20.5%	250	104.6%	8	96	108.4%	356	106.6%	19	179	116.9%	5,374	17.6%	198	1,064	20.8%	3,986	14.4%	177	706	15.3%
		Affiliate	730	2.2%	88	64	1.1%	620	1.9%	97	60	1.0%	▼110	84.9%	10	▼3	94.6%	153	132.8%	13	21	153.2%	467	1.5%	84	39	0.8%	1,419	5.1%	93	133	2.9%
		Other	490	1.5%	226	111	1.9%	530	1.7%	221	117	1.9%	40	108.2%	▼5	6	105.7%	95	121.8%	22	31	135.6%	435	1.4%	198	86	1.7%	360	1.3%	214	77	1.7%
		Total	11,090	34.1%	205	2,273	38.7%	11,220	35.0%	217	2,433	40.1%	130	101.2%	12	160	107.1%	620	105.8%	22	363	117.5%	10,600	34.7%	195	2,070	40.5%	9,581	34.6%	169	1,617	35.1%
	COMP		390	1.2%	0	0	0.0%	358	1.1%	0	0	0.0%	▼32	91.8%	0	0	0.0%	▼21	94.5%	2	1	0.0%	379	1.2%	(2)	(1)	0.0%	335	1.2%	(1)	(0)	0.0%
	Grand Total		**32,510**	**100.0%**	**181**	**5,869**	**100.0%**	**32,025**	**100.0%**	**189**	**6,065**	**100.0%**	**▼485**	**98.5%**	**9**	**196**	**103.3%**	**1,480**	**104.8%**	**22**	**956**	**118.7%**	**30,545**	**100.0%**	**167**	**5,110**	**100.0%**	**27,679**	**100.0%**	**166**	**4,604**	**100.0%**
	Occ						**64.5%**					**63.4%**					**▼1.2%p**					**1.0%p**					**62.4%**					**59.2%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

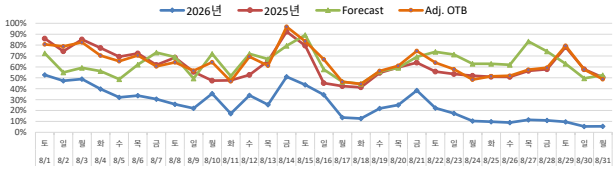
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	1,374	240	1,578	237	1,711	233	1,908	231	0	0	1,322	208	1,454	205	1,577	203	1,730	203	0	0	52	32	124	32	134	29	178	28
		무기명	0	0	4,028	242	4,789	240	5,385	238	6,047	236	0	0	4,208	229	5,007	226	5,500	225	6,097	223	0	0	▼180	13	▼218	14	▼115	14	▼50	14
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	41	202	52	209	64	205	76	207	0	0	19	169	66	167	117	185	146	186	0	0	22	33	▼14	42	▼53	19	▼70	21
		Total	0	0	5,443	241	6,419	239	7,160	237	8,031	235	0	0	5,549	224	6,527	221	7,194	219	7,973	218	0	0	▼106	17	▼108	18	▼34	18	58	17
	Group	G-Mice	0	0	1,299	118	1,391	121	1,413	121	2,564	127	0	0	80	161	80	161	2,359	98	2,632	109	0	0	1,219	▼43	1,311	▼40	▼946	23	▼68	18
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	378	94	457	96	0	0	0	0	306	104	428	104	533	104	0	0	0	0	▼306	▼104	▼50	▼9	▼76	▼8
		Total	0	0	1,299	118	1,391	121	1,791	115	3,021	123	0	0	80	161	386	116	2,787	99	3,165	108	0	0	1,219	▼43	1,005	5	▼996	16	▼144	14
	FIT	Homepage	0	0	66	299	98	293	142	295	167	309	0	0	47	253	65	245	67	238	91	237	0	0	19	46	33	48	75	57	76	72
		OTA	0	0	136	319	248	310	360	306	488	303	0	0	32	229	76	238	141	239	213	232	0	0	104	90	172	72	219	68	275	71
		G-OTA	0	0	256	278	600	282	811	274	1,109	277	0	0	54	226	228	211	416	224	681	220	0	0	202	52	372	71	395	50	428	58
		Affiliate	0	0	0	0	6	135	41	206	45	205	0	0	0	0	9	122	13	123	23	125	0	0	0	0	▼3	14	28	83	22	80
		Other	0	0	22	281	33	271	47	271	59	285	0	0	7	317	11	273	18	284	23	272	0	0	15	▼37	22	▼2	29	▼14	36	13
		Total	0	0	480	293	985	289	1,401	282	1,868	285	0	0	140	240	389	222	655	228	1,031	223	0	0	340	52	596	67	746	54	837	63
	COMP		0	0	20	0	20	0	57	0	65	0	0	0	0	0	26	0	83	0	92	0	0	0	20	0	▼6	0	▼26	0	▼27	0
	Grand Total		**0**	**0**	**7,242**	**222**	**8,815**	**225**	**10,409**	**221**	**12,985**	**215**	**0**	**0**	**5,769**	**223**	**7,328**	**215**	**10,719**	**187**	**12,261**	**188**	**0**	**0**	**1,473**	**▼2**	**1,487**	**11**	**▼310**	**34**	**724**	**27**
	Occ		**0.0%**	**-**	**14.3%**	**14.3%p**	**17.4%**	**3.1%p**	**20.6%**	**3.2%p**	**25.7%**	**5.1%p**	**0.0%**	**-**	**11.8%**	**11.8%p**	**15.0%**	**3.2%p**	**21.9%**	**6.9%p**	**25.0%**	**3.1%p**		**0**		**2.6%p**		**2.5%p**		**▼1.3%p**		**0.7%p**

■ 추가 Pick-up 및 Forecast 비교

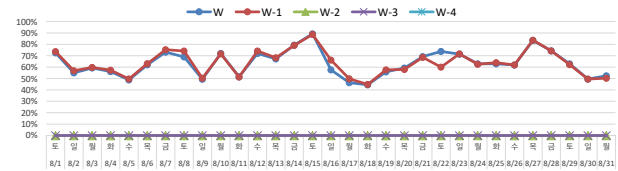
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	782	▼19	526	▼52	256	33	2,740	211	▼50	1
		무기명	1,733	▼10	936	▼32	797	22	7,850	225	▼70	1
		Staff	710	244	670	221	40	22	710	244	0	0
		Other	1,074	▼41	1,231	▼52	▼157	11	1,150	167	0	0
		Total	4,299	▼17	3,363	▼41	936	24	12,450	217	▼120	1
	Group	G-Mice	2,536	▼0	2,610	▼22	▼74	22	5,100	126	0	1
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	2,560	2	2,541	0	19	2	3,017	94	0	3
		Total	5,096	▼7	5,151	▼21	▼55	14	8,117	115	0	1
	FIT	Homepage	753	▼79	708	▼88	45	10	925	231	▼5	▼1
		OTA	2,932	▼69	2,961	▼103	▼29	35	3,420	236	0	▼2
		G-OTA	4,621	▼60	4,265	▼79	356	19	5,730	217	0	▼0
		Affiliate	575	▼107	422	▼120	153	13	620	98	0	▼0
		Other	471	▼65	376	▼87	95	22	530	221	0	0
		Total	9,352	▼68	8,732	▼90	620	22	11,225	218	▼5	▼1
	COMP		293	0	314	▼2	▼21	2	358	0	0	0
	Grand Total		**19,040**	**▼25**	**17,560**	**▼47**	**1,480**	**22**	**32,150**	**189**	**▼125**	**0**
	Occ			**37.7%p**		**36.7%p**		**1.0%p**		**63.6%**		**▼0.2%p**

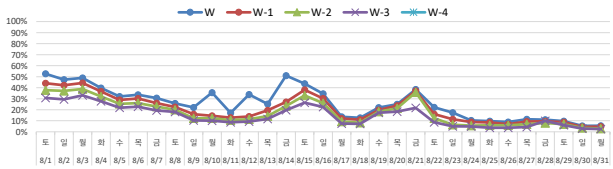
■ 일별 판매 현황



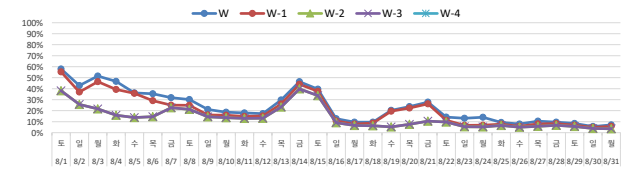
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 한국남부_Total

한국남부

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	10,485	12.2%	239	2,505	11.6%	8,875	10.6%	245	2,173	10.0%	▼1,610	84.6%	6	▼332	86.7%	77	100.9%	7	79	103.8%	8,798	12.0%	238	2,094	11.7%	9,091	12.7%	185	1,682	11.1%
		무기명	36,260	42.1%	249	9,030	41.7%	35,475	42.5%	251	8,912	40.9%	▼785	97.8%	2	▼119	98.7%	3,558	111.1%	6	1,087	113.9%	31,917	43.7%	245	7,824	43.8%	33,293	46.6%	216	7,197	47.3%
		Staff	1,335	1.6%	293	392	1.8%	1,360	1.6%	295	401	1.8%	25	101.9%	1	9	102.4%	330	132.0%	0	97	132.1%	1,030	1.4%	295	304	1.7%	1,127	1.6%	223	251	1.6%
		Other	2,145	2.5%	210	450	2.1%	1,650	2.0%	231	381	1.7%	▼495	76.9%	21	▼69	84.6%	▼227	87.9%	33	9	102.3%	1,877	2.6%	198	372	2.1%	1,012	1.4%	181	184	1.2%
		Total	50,225	58.3%	246	12,377	57.1%	47,360	56.8%	251	11,866	54.5%	▼2,865	94.3%	4	▼511	95.9%	3,738	108.6%	8	1,272	112.0%	43,622	59.7%	243	10,594	59.3%	44,523	62.3%	209	9,314	61.2%
	Group	G-Mice	3,635	4.2%	187	681	3.1%	3,337	4.0%	213	711	3.3%	▼298	91.8%	26	29	104.3%	1,283	162.5%	32	339	191.1%	2,054	2.8%	181	372	2.1%	2,806	3.9%	178	501	3.3%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	720	0.8%	91	66	0.3%	776	0.9%	102	79	0.4%	56	107.8%	11	13	120.3%	147	123.4%	10	22	137.5%	629	0.9%	91	57	0.3%	67	0.1%	52	3	0.0%
		Total	4,355	5.1%	172	747	3.4%	4,113	4.9%	192	790	3.6%	▼242	94.4%	20	43	105.7%	1,430	153.3%	32	360	184.0%	2,683	3.7%	160	429	2.4%	2,873	4.0%	176	504	3.3%
	FIT	Homepage	3,135	3.6%	280	878	4.0%	2,350	2.8%	276	650	3.0%	▼785	75.0%	▼4	▼228	74.0%	▼206	91.9%	3	▼49	93.0%	2,556	3.5%	273	698	3.9%	2,452	3.4%	248	609	4.0%
		OTA	14,610	17.0%	278	4,056	18.7%	14,970	18.0%	292	4,376	20.1%	360	102.5%	15	320	107.9%	2,370	118.8%	31	1,088	133.1%	12,600	17.2%	261	3,288	18.4%	11,495	16.1%	228	2,617	17.2%
		G-OTA	11,175	13.0%	260	2,910	13.4%	11,790	14.1%	281	3,315	15.2%	615	105.5%	21	406	113.9%	2,601	128.3%	46	1,151	153.2%	9,189	12.6%	236	2,165	12.1%	7,943	11.1%	210	1,666	10.9%
		Affiliate	680	0.8%	264	179	0.8%	1,000	1.2%	284	284	1.3%	320	147.1%	21	105	158.5%	384	162.3%	18	120	173.6%	616	0.8%	266	164	0.9%	652	0.9%	261	170	1.1%
		Other	1,745	2.0%	306	535	2.5%	1,670	2.0%	298	497	2.3%	▼75	95.7%	▼9	▼37	93.0%	▼29	98.3%	▼4	▼15	97.0%	1,699	2.3%	302	513	2.9%	1,329	1.9%	256	340	2.2%
		Total	31,345	36.4%	273	8,558	39.5%	31,780	38.1%	287	9,122	41.9%	435	101.4%	14	565	106.6%	5,120	119.2%	31	2,295	133.6%	26,660	36.5%	256	6,827	38.2%	23,871	33.4%	226	5,403	35.5%
	COMP		170	0.2%	0	0	0.0%	120	0.1%	0	0	0.0%	▼50	70.6%	0	0	0.0%	8	107.1%	▼1	▼0	0.0%	112	0.2%	1	0	0.0%	227	0.3%	3	1	0.0%
	Grand Total		**86,095**	**100.0%**	**252**	**21,681**	**100.0%**	**83,373**	**100.0%**	**261**	**21,778**	**100.0%**	**▼2,722**	**96.8%**	**9**	**97**	**100.4%**	**10,296**	**114.1%**	**17**	**3,928**	**122.0%**	**73,077**	**100.0%**	**244**	**17,851**	**100.0%**	**71,494**	**100.0%**	**213**	**15,222**	**100.0%**
	Occ						**83.9%**					**81.6%**					**▼2.3%p**					**▼0.0%p**					**81.6%**					**83.6%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

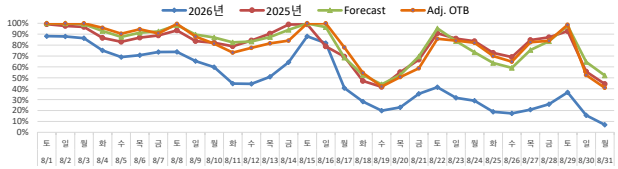
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	5,551	273	6,116	267	6,533	264	6,972	261	0	0	6,599	274	7,069	270	7,574	269	7,870	267	0	0	▼1,048	▼0	▼953	▼3	▼1,041	▼6	▼898	▼6
		무기명	0	0	24,111	262	26,641	261	29,321	258	31,894	257	0	0	22,285	262	24,896	259	27,097	258	29,056	257	0	0	1,826	1	1,745	2	2,224	0	2,838	0
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	2	140	21	289	36	274	54	255	0	0	21	176	55	185	124	207	221	214	0	0	▼19	▼36	▼34	104	▼88	68	▼167	41
		Total	0	0	29,664	264	32,778	262	35,890	259	38,920	258	0	0	28,905	264	32,020	261	34,795	260	37,147	259	0	0	759	▼0	758	1	1,095	▼1	1,773	▼1
	Group	G-Mice	0	0	507	202	713	203	2,486	147	1,419	221	0	0	13	306	193	181	207	186	299	189	0	0	494	▼104	520	23	2,279	▼39	1,120	31
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	58	135	111	117	120	122	0	0	0	0	0	0	84	112	84	112	0	0	0	0	58	135	27	5	36	9
		Total	0	0	507	202	771	198	2,597	146	1,539	213	0	0	13	306	193	181	291	165	383	173	0	0	494	▼104	578	17	2,306	▼19	1,156	40
	FIT	Homepage	0	0	217	306	363	306	531	301	684	294	0	0	300	290	547	283	738	285	865	282	0	0	▼83	16	▼184	23	▼207	16	▼181	12
		OTA	0	0	618	360	1,720	337	2,485	331	3,678	321	0	0	418	283	1,273	271	2,460	268	3,164	274	0	0	200	77	447	65	25	63	514	48
		G-OTA	0	0	677	343	1,612	335	2,850	327	4,097	305	0	0	342	268	1,021	259	1,522	260	1,971	260	0	0	335	75	591	76	1,328	67	2,126	45
		Affiliate	0	0	11	206	158	247	540	308	570	300	0	0	17	173	62	159	92	157	151	185	0	0	▼6	33	96	88	448	151	419	115
		Other	0	0	35	314	238	248	311	258	408	277	0	0	55	282	173	232	198	238	224	244	0	0	▼20	32	65	16	113	20	184	33
		Total	0	0	1,558	343	4,091	325	6,717	322	9,437	309	0	0	1,132	279	3,076	265	5,010	265	6,375	267	0	0	426	64	1,015	60	1,707	57	3,062	42
	COMP		0	0	6	0	9	0	17	0	37	0	0	0	0	0	0	0	6	0	21	0	0	0	6	0	9	0	11	0	16	0
	Grand Total		**0**	**0**	**31,735**	**267**	**37,649**	**268**	**45,221**	**262**	**49,933**	**266**	**0**	**0**	**30,050**	**265**	**35,289**	**261**	**40,102**	**260**	**43,926**	**259**	**0**	**0**	**1,685**	**2**	**2,360**	**7**	**5,119**	**2**	**6,007**	**7**
	Occ		**0.0%**	**-**	**31.1%**	**31.1%p**	**36.9%**	**5.8%p**	**44.3%**	**7.4%p**	**48.9%**	**4.6%p**	**0.0%**	**-**	**33.6%**	**33.6%p**	**39.4%**	**5.9%p**	**44.8%**	**5.4%p**	**49.1%**	**4.3%p**		**0**		**▼2.5%p**		**▼2.6%p**		**▼0.5%p**		**▼0.2%p**

■ 추가 Pick-up 및 Forecast 비교

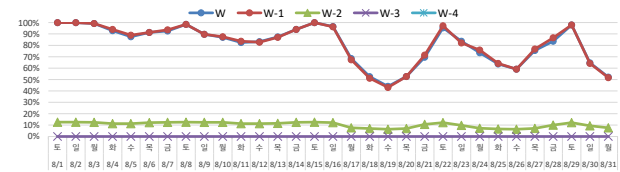
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	1,903	▼17	1,826	▼23	77	7	9,145	245	▼270	0
		무기명	3,581	▼5	23	▼12	3,558	6	35,250	252	225	▼0
		Staff	1,360	295	1,030	295	330	0	1,380	294	▼20	0
		Other	1,596	▼24	1,823	▼57	▼227	33	1,735	227	▼85	3
		Total	8,440	▼7	4,702	▼15	3,738	8	47,510	251	▼150	▼0
	Group	G-Mice	1,918	▼8	635	▼39	1,283	32	3,210	216	127	▼3
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	656	▼20	509	▼30	147	10	717	99	59	3
		Total	2,574	▼21	1,144	▼53	1,430	32	3,927	195	186	▼3
	FIT	Homepage	1,666	▼18	1,872	▼21	▼206	3	2,340	276	10	0
		OTA	11,292	▼29	8,922	▼60	2,370	31	14,695	289	275	3
		G-OTA	7,693	▼24	5,092	▼69	2,601	46	11,830	280	▼40	2
		Affiliate	430	▼16	46	▼34	384	18	1,035	280	▼35	5
		Other	1,262	21	1,291	25	▼29	▼4	1,735	294	▼65	4
		Total	22,343	▼22	17,223	▼53	5,120	31	31,635	285	145	2
	COMP		83	0	75	1	8	▼1	145	0	▼25	0
	Grand Total		**33,440**	**▼4**	**23,144**	**▼21**	**10,296**	**17**	**83,217**	**260**	**156**	**1**
	Occ			**32.7%p**		**32.7%p**		**▼0.0%p**		**81.5%**		**0.2%p**

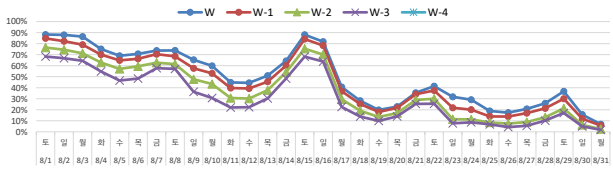
■ 일별 판매 현황



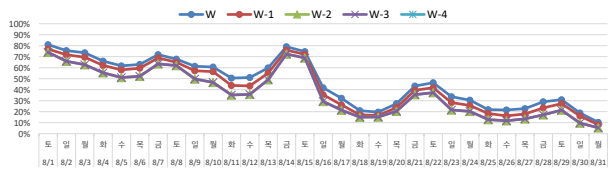
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노벨_비발디파크

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	2,400	6.8%	174	417	6.1%	2,300	6.6%	187	430	6.1%	▼100	95.8%	13	13	103.2%	59	102.6%	16	47	112.4%	2,241	6.4%	171	383	5.8%	2,727	7.9%	168	458	7.7%
		무기명	11,000	30.9%	195	2,145	31.2%	10,400	29.9%	202	2,101	29.7%	▼600	94.5%	7	▼44	97.9%	333	103.3%	8	152	107.8%	10,067	29.0%	194	1,949	29.5%	11,403	33.2%	191	2,183	36.8%
		Staff	300	0.8%	205	62	0.9%	350	1.0%	205	72	1.0%	50	116.7%	▼0	10	116.7%	32	110.1%	8	9	114.4%	318	0.9%	197	63	0.9%	304	0.9%	196	60	1.0%
		Other	1,200	3.4%	169	203	3.0%	1,300	3.7%	175	228	3.2%	100	108.3%	6	24	112.0%	▼330	79.8%	11	▼40	85.1%	1,630	4.7%	164	267	4.0%	978	2.8%	150	147	2.5%
		Total	14,900	41.9%	190	2,826	41.2%	14,350	41.3%	197	2,830	40.1%	▼550	96.3%	8	4	100.1%	94	100.7%	11	168	106.3%	14,256	41.0%	187	2,662	40.3%	15,412	44.9%	185	2,848	48.0%
	Group	G-Mice	2,900	8.2%	137	396	5.8%	2,000	5.8%	160	320	4.5%	▼900	69.0%	23	▼76	80.7%	▼825	70.8%	25	▼61	84.1%	2,825	8.1%	135	381	5.8%	1,700	4.9%	120	204	3.4%
		E-Mice	50	0.1%	122	6	0.1%	171	0.5%	160	27	0.4%	121	342.0%	38	21	447.3%	111	285.0%	41	20	382.9%	60	0.2%	119	7	0.1%	22	0.1%	99	2	0.0%
		Inbound	300	0.8%	145	43	0.6%	150	0.4%	115	17	0.2%	▼150	50.0%	▼30	▼26	39.7%	▼92	62.0%	▼26	▼17	50.4%	242	0.7%	141	34	0.5%	291	0.8%	119	35	0.6%
		Total	3,250	9.1%	137	446	6.5%	2,321	6.7%	157	365	5.2%	▼929	71.4%	20	▼81	81.7%	▼806	74.2%	22	▼57	86.4%	3,127	9.0%	135	422	6.4%	2,013	5.9%	120	241	4.1%
	FIT	Homepage	2,500	7.0%	217	543	7.9%	2,350	6.8%	235	552	7.8%	▼150	94.0%	18	9	101.7%	▼175	93.1%	20	10	101.9%	2,525	7.3%	215	542	8.2%	2,509	7.3%	191	480	8.1%
		OTA	11,500	32.3%	205	2,358	34.3%	12,000	34.6%	211	2,532	35.8%	500	104.3%	6	175	107.4%	456	104.0%	10	208	109.0%	11,544	33.2%	201	2,324	35.2%	9,518	27.7%	173	1,643	27.7%
		G-OTA	2,800	7.9%	205	574	8.4%	3,000	8.6%	214	642	9.1%	200	107.1%	9	68	111.8%	205	107.3%	12	78	113.9%	2,795	8.0%	202	564	8.5%	3,238	9.4%	182	591	10.0%
		Affiliate	100	0.3%	215	22	0.3%	160	0.5%	220	35	0.5%	60	160.0%	5	14	163.6%	82	205.1%	14	19	219.5%	78	0.2%	206	16	0.2%	132	0.4%	208	27	0.5%
		Other	400	1.1%	245	98	1.4%	450	1.3%	245	110	1.6%	50	112.5%	0	12	112.5%	126	138.9%	4	32	140.9%	324	0.9%	241	78	1.2%	1,463	4.3%	72	106	1.8%
		Total	17,300	48.7%	208	3,594	52.3%	17,960	51.7%	216	3,872	54.8%	660	103.8%	8	278	107.7%	694	104.0%	11	348	109.9%	17,266	49.7%	204	3,524	53.3%	16,860	49.1%	169	2,847	48.0%
	COMP		100	0.3%	0	0	0.0%	100	0.3%	0	0	0.0%	0	100.0%	0	0	0.0%	▼4	96.2%	0	0	0.0%	104	0.3%	0	0	0.0%	60	0.2%	7	0	0.0%
	Grand Total		**35,550**	**100.0%**	**193**	**6,866**	**100.0%**	**34,731**	**100.0%**	**203**	**7,066**	**100.0%**	**▼819**	**97.7%**	**10**	**200**	**102.9%**	**▼22**	**99.9%**	**13**	**459**	**106.9%**	**34,753**	**100.0%**	**190**	**6,608**	**100.0%**	**34,345**	**100.0%**	**173**	**5,936**	**100.0%**
	Occ						**82.0%**					**80.1%**					**▼1.9%p**					**▼0.1%p**					**80.1%**					**81.6%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

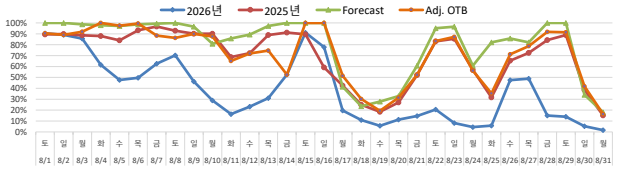
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	1,343	204	1,508	204	1,572	202	1,706	200	0	0	1,475	188	1,595	185	1,740	185	1,819	184	0	0	▼132	16	▼87	19	▼168	17	▼113	16
		무기명	0	0	6,644	214	7,523	213	8,328	210	8,896	209	0	0	6,574	209	7,296	207	8,124	205	8,781	203	0	0	70	6	227	6	204	5	115	5
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	4	155	45	186	37	180	0	0	56	158	123	161	179	162	257	159	0	0	▼56	▼158	▼119	▼7	▼134	24	▼220	21
		Total	0	0	7,987	213	9,035	211	9,945	209	10,639	207	0	0	8,105	204	9,014	202	10,043	200	10,857	199	0	0	▼118	8	21	9	▼98	8	▼218	8
	Group	G-Mice	0	0	63	253	90	220	1,376	118	1,377	118	0	0	0	0	1,144	108	1,151	109	1,153	109	0	0	63	253	▼1,054	112	225	9	224	9
		E-Mice	0	0	136	167	136	167	176	159	171	160	0	0	0	0	0	0	0	0	0	0	0	0	136	167	136	167	176	159	171	160
		Inbound	0	0	0	0	0	0	46	129	46	129	0	0	0	0	0	0	0	0	18	156	0	0	0	0	0	0	46	129	28	▼27
		Total	0	0	199	194	226	188	1,598	123	1,594	123	0	0	0	0	1,144	108	1,151	109	1,171	110	0	0	199	194	▼918	80	447	14	423	13
	FIT	Homepage	0	0	112	262	174	259	208	263	289	265	0	0	252	212	472	207	636	210	777	211	0	0	▼140	50	▼298	52	▼428	53	▼488	55
		OTA	0	0	288	257	1,123	250	1,915	242	2,587	238	0	0	407	215	1,593	213	2,319	212	2,911	213	0	0	▼119	42	▼470	37	▼404	30	▼324	24
		G-OTA	0	0	277	253	522	253	726	258	856	262	0	0	307	234	505	234	639	235	763	235	0	0	▼30	19	17	20	87	23	93	26
		Affiliate	0	0	0	0	2	120	8	120	61	279	0	0	0	0	6	113	11	118	23	135	0	0	0	0	▼4	7	▼3	2	38	144
		Other	0	0	1	205	39	182	62	203	125	228	0	0	11	230	46	184	55	194	65	205	0	0	▼10	▼24	▼7	▼1	7	10	60	23
		Total	0	0	678	256	1,860	250	2,919	246	3,918	245	0	0	977	221	2,622	215	3,660	215	4,539	216	0	0	▼299	36	▼762	35	▼741	31	▼621	29
	COMP		0	0	2	0	2	0	39	0	39	0	0	0	0	0	31	0	33	0	35	0	0	0	2	0	▼29	0	6	0	4	0
	Grand Total		**0**	**0**	**8,866**	**216**	**11,123**	**217**	**14,501**	**206**	**16,190**	**208**	**0**	**0**	**9,082**	**206**	**12,811**	**196**	**14,887**	**196**	**16,602**	**197**	**0**	**0**	**▼216**	**9**	**▼1,688**	**21**	**▼386**	**10**	**▼412**	**11**
	Occ		**0.0%**	**-**	**20.4%**	**20.4%p**	**25.6%**	**5.2%p**	**33.4%**	**7.8%p**	**37.3%**	**3.9%p**	**0.0%**	**-**	**20.9%**	**20.9%p**	**29.5%**	**8.6%p**	**34.3%**	**4.8%p**	**38.3%**	**4.0%p**		**0**		**▼0.5%p**		**▼3.9%p**		**▼0.9%p**		**▼0.9%p**

■ 추가 Pick-up 및 Forecast 비교

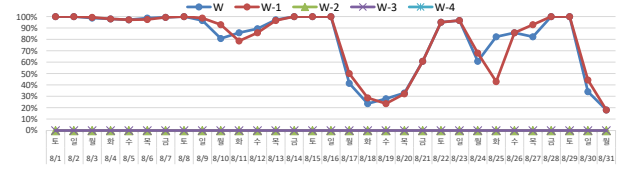
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	594	▼13	535	▼29	59	16	2,300	190	0	▼3
		무기명	1,504	▼7	1,171	▼15	333	8	10,400	205	0	▼3
		Staff	350	205	318	197	32	8	350	205	0	0
		Other	1,263	▼5	1,593	▼16	▼330	11	1,300	175	0	0
		Total	3,711	▼10	3,617	▼21	94	11	14,350	200	0	▼2
	Group	G-Mice	623	42	1,448	17	▼825	25	2,000	162	0	▼2
		E-Mice	0	0	▼111	▼41	111	41	176	159	▼5	1
		Inbound	104	▼14	196	12	▼92	▼26	150	115	0	0
		Total	727	34	1,533	12	▼806	22	2,326	159	▼5	▼2
	FIT	Homepage	2,061	▼30	2,236	▼51	▼175	20	2,500	230	▼150	5
		OTA	9,413	▼27	8,957	▼36	456	10	12,000	211	0	0
		G-OTA	2,144	▼48	1,939	▼60	205	12	2,900	210	100	4
		Affiliate	99	▼59	17	▼74	82	14	150	215	10	5
		Other	325	17	199	14	126	4	400	245	50	0
		Total	14,042	▼30	13,348	▼41	694	11	17,950	214	10	1
	COMP		61	0	65	0	▼4	0	100	0	0	0
	Grand Total		**18,541**	**▼4**	**18,563**	**▼17**	**▼22**	**13**	**34,726**	**204**	**5**	**▼0**
	Occ			**42.8%p**		**42.8%p**		**▼0.1%p**		**80.1%**		**0.0%p**

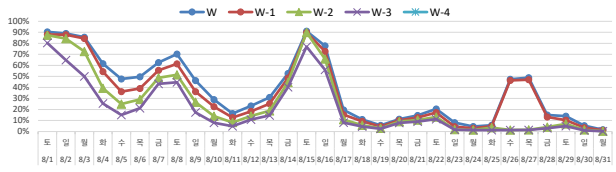
■ 일별 판매 현황



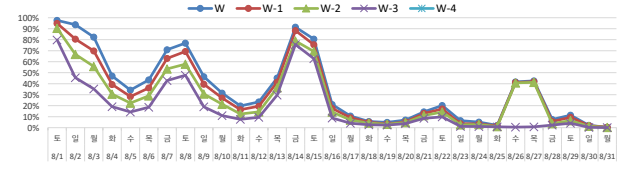
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노캄_비발디파크

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	370	5.9%	237	88	5.0%	420	6.9%	235	99	5.8%	50	113.5%	▼2	11	112.5%	31	108.0%	1	8	108.6%	389	6.5%	234	91	5.4%	496	10.2%	238	118	8.6%
		무기명	1,500	23.9%	258	388	22.1%	1,650	27.3%	254	419	24.7%	150	110.0%	▼4	32	108.1%	230	116.2%	▼1	57	115.8%	1,420	23.7%	255	362	21.7%	1,247	25.7%	268	335	24.4%
		Staff	150	2.4%	234	35	2.0%	100	1.7%	234	23	1.4%	▼50	66.7%	0	▼12	66.7%	▼5	95.2%	5	▼1	97.2%	105	1.8%	229	24	1.4%	200	4.1%	280	56	4.1%
		Other	350	5.6%	234	82	4.7%	300	5.0%	265	80	4.7%	▼50	85.7%	31	▼2	97.1%	▼53	85.0%	34	▼2	97.3%	353	5.9%	231	82	4.9%	101	2.1%	298	30	2.2%
		Total	2,370	37.8%	250	592	33.7%	2,470	40.9%	251	621	36.5%	100	104.2%	1	28	104.8%	203	109.0%	5	62	111.2%	2,267	37.8%	246	558	33.4%	2,044	42.1%	264	539	39.3%
	Group	G-Mice	150	2.4%	250	38	2.1%	30	0.5%	238	7	0.4%	▼120	20.0%	▼12	▼30	19.0%	▼118	20.3%	▼5	▼29	19.8%	148	2.5%	243	36	2.2%	43	0.9%	321	14	1.0%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	▼2	0.0%	▼183	▼0	0.0%	2	0.0%	183	0	0.0%	0	0.0%	0	0	0.0%
		Total	150	2.4%	250	38	2.1%	30	0.5%	238	7	0.4%	▼120	20.0%	▼12	▼30	19.0%	▼120	20.0%	▼4	▼29	19.6%	150	2.5%	242	36	2.2%	43	0.9%	321	14	1.0%
	FIT	Homepage	610	9.7%	317	194	11.0%	350	5.8%	345	121	7.1%	▼260	57.4%	28	▼73	62.4%	▼240	59.3%	29	▼66	64.8%	590	9.8%	316	186	11.2%	242	5.0%	292	71	5.2%
		OTA	2,060	32.9%	297	612	34.8%	2,100	34.7%	300	630	37.1%	40	101.9%	3	18	103.0%	168	108.7%	4	59	110.3%	1,932	32.2%	296	571	34.2%	1,592	32.8%	287	457	33.3%
		G-OTA	1,010	16.1%	300	303	17.3%	1,050	17.4%	294	309	18.2%	40	104.0%	▼6	6	101.8%	42	104.2%	▼2	11	103.6%	1,008	16.8%	296	298	17.8%	874	18.0%	307	268	19.6%
		Affiliate	5	0.1%	290	1	0.1%	5	0.1%	290	1	0.1%	0	100.0%	0	0	100.0%	5	0.0%	290	1	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Other	50	0.8%	336	17	1.0%	30	0.5%	336	10	0.6%	▼20	60.0%	0	▼7	60.0%	▼9	76.9%	▼174	▼10	50.6%	39	0.7%	510	20	1.2%	59	1.2%	375	22	1.6%
		Total	3,735	59.6%	302	1,127	64.1%	3,535	58.5%	303	1,071	63.0%	▼200	94.6%	1	▼56	95.0%	▼34	99.0%	2	▼5	99.6%	3,569	59.6%	301	1,076	64.4%	2,767	57.0%	296	818	59.7%
	COMP		10	0.2%	0	0	0.0%	10	0.2%	0	0	0.0%	0	100.0%	0	0	0.0%	4	166.7%	0	0	0.0%	6	0.1%	0	0	0.0%	1	0.0%	0	0	0.0%
	Grand Total		**6,265**	**100.0%**	**280**	**1,757**	**100.0%**	**6,045**	**100.0%**	**281**	**1,699**	**100.0%**	**▼220**	**96.5%**	**1**	**▼58**	**96.7%**	**53**	**100.9%**	**2**	**29**	**101.7%**	**5,992**	**100.0%**	**279**	**1,670**	**100.0%**	**4,855**	**100.0%**	**282**	**1,370**	**100.0%**
	Occ						**55.7%**					**53.7%**					**▼2.0%p**					**0.5%p**					**53.2%**					**43.1%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

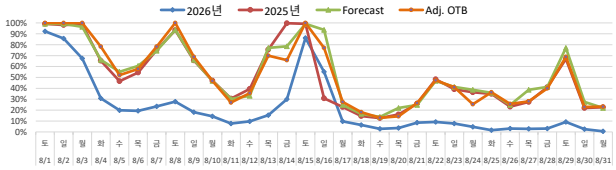
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	276	218	324	219	301	236	363	237	0	0	234	258	259	256	301	256	322	258	0	0	42	▼40	65	▼37	0	▼20	41	▼21
		무기명	0	0	860	237	1,047	237	1,106	253	1,333	249	0	0	670	259	774	262	901	264	1,092	264	0	0	190	▼22	273	▼25	205	▼12	241	▼15
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	20	251	101	274	94	275	0	0	9	230	27	236	41	240	51	246	0	0	▼9	▼230	▼7	15	60	34	43	28
		Total	0	0	1,136	232	1,391	233	1,508	251	1,790	248	0	0	913	259	1,060	260	1,243	262	1,465	262	0	0	223	▼26	331	▼27	265	▼11	325	▼14
	Group	G-Mice	0	0	0	0	0	0	9	149	9	149	0	0	0	0	0	0	46	218	63	267	0	0	0	0	0	0	▼37	▼69	▼54	▼118
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	0	0	0	0	0	0	9	149	9	149	0	0	0	0	0	0	46	218	63	267	0	0	0	0	0	0	▼37	▼69	▼54	▼118
	FIT	Homepage	0	0	8	347	21	336	43	345	69	360	0	0	36	307	63	316	97	329	116	326	0	0	▼28	40	▼42	19	▼54	16	▼47	34
		OTA	0	0	15	306	203	331	330	327	445	335	0	0	27	338	93	326	146	324	194	319	0	0	▼12	▼32	110	5	184	4	251	16
		G-OTA	0	0	0	0	62	295	105	310	146	330	0	0	20	294	48	272	72	274	104	273	0	0	▼20	▼294	14	23	33	35	42	57
		Affiliate	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	0	0	1	357	1	357	0	0	2	361	2	361	2	361	7	296	0	0	▼2	▼361	▼2	▼361	▼1	▼4	▼6	61
		Total	0	0	23	320	286	324	479	325	661	337	0	0	85	315	206	311	317	314	421	309	0	0	▼62	5	80	13	162	11	240	28
	COMP		0	0	0	0	0	0	1	0	2	0	0	0	0	0	0	0	2	0	3	0	0	0	0	0	0	0	▼1	0	▼1	0
	Grand Total		**0**	**0**	**1,159**	**234**	**1,677**	**248**	**1,997**	**268**	**2,462**	**271**	**0**	**0**	**998**	**263**	**1,266**	**268**	**1,608**	**270**	**1,952**	**272**	**0**	**0**	**161**	**▼29**	**411**	**▼20**	**389**	**▼2**	**510**	**▼1**
	Occ		**0.0%**	**-**	**10.3%**	**10.3%p**	**14.9%**	**4.6%p**	**17.7%**	**2.8%p**	**21.9%**	**4.1%p**	**0.0%**	**-**	**8.9%**	**8.9%p**	**11.3%**	**2.4%p**	**14.3%**	**3.0%p**	**17.3%**	**3.1%p**		**0**		**1.4%p**		**3.7%p**		**3.5%p**		**4.5%p**

■ 추가 Pick-up 및 Forecast 비교

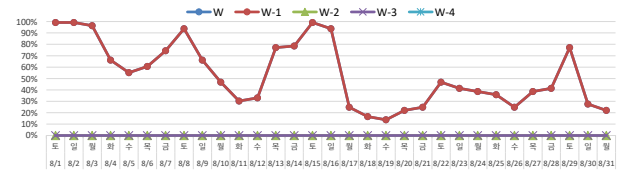
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	57	▼2	26	▼3	31	1	400	235	20	0
		무기명	317	5	87	5	230	▼1	1,600	258	50	▼4
		Staff	100	234	105	229	▼5	5	100	234	0	0
		Other	206	▼10	259	▼43	▼53	34	300	253	0	12
		Total	680	3	477	▼2	203	5	2,400	253	70	▼1
	Group	G-Mice	21	89	139	94	▼118	▼5	50	250	▼20	▼12
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	2	183	▼2	▼183	0	0	0	0
		Total	21	89	141	93	▼120	▼4	50	250	▼20	▼12
	FIT	Homepage	281	▼15	521	▼44	▼240	29	400	330	▼50	15
		OTA	1,655	▼35	1,487	▼40	168	4	2,100	299	0	1
		G-OTA	904	▼36	862	▼34	42	▼2	1,050	294	0	0
		Affiliate	5	290	0	0	5	290	5	290	0	0
		Other	29	▼21	38	153	▼9	▼174	30	336	0	0
		Total	2,874	▼34	2,908	▼35	▼34	2	3,585	301	▼50	2
	COMP		8	0	4	0	4	0	10	0	0	0
	Grand Total		**3,583**	**10**	**3,530**	**7**	**53**	**2**	**6,045**	**281**	**0**	**▼0**
	Occ			**31.8%p**		**31.4%p**		**0.5%p**		**53.7%**		**0**

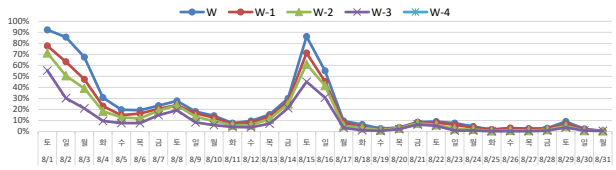
■ 일별 판매 현황



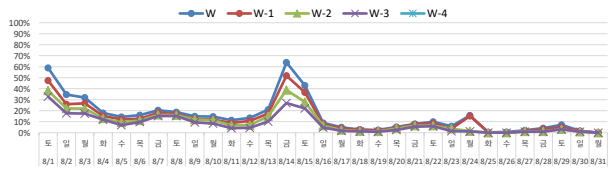
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노펫_비발디파크

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	280	7.3%	338	95	6.6%	250	6.7%	330	83	5.9%	▼30	89.3%	▼8	▼12	87.2%	▼19	92.9%	▼2	▼7	92.4%	269	7.3%	332	89	6.6%	278	7.8%	327	91	7.1%
		무기명	680	17.7%	347	236	16.4%	700	18.9%	355	249	17.8%	20	102.9%	8	13	105.3%	35	105.3%	16	23	110.1%	665	18.0%	339	226	16.7%	809	22.8%	366	296	23.2%
		Staff	50	1.3%	362	18	1.3%	50	1.3%	362	18	1.3%	0	100.0%	0	0	100.0%	8	119.0%	8	3	121.7%	42	1.1%	354	15	1.1%	52	1.5%	382	20	1.6%
		Other	150	3.9%	345	52	3.6%	120	3.2%	345	41	3.0%	▼30	80.0%	0	▼10	80.0%	▼30	80.0%	0	▼10	80.0%	150	4.1%	345	52	3.8%	78	2.2%	331	26	2.0%
		Total	1,160	30.2%	345	400	27.8%	1,120	30.2%	349	391	28.0%	▼40	96.6%	3	▼10	97.5%	▼6	99.5%	10	9	102.3%	1,126	30.5%	339	382	28.2%	1,217	34.3%	356	433	33.9%
	Group	G-Mice	30	0.8%	380	11	0.8%	30	0.8%	380	11	0.8%	0	100.0%	0	0	100.0%	▼2	93.8%	8	▼0	95.8%	32	0.9%	372	12	0.9%	4	0.1%	338	1	0.1%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	30	0.8%	380	11	0.8%	30	0.8%	380	11	0.8%	0	100.0%	0	0	100.0%	▼2	93.8%	8	▼0	95.8%	32	0.9%	372	12	0.9%	4	0.1%	338	1	0.1%
	FIT	Homepage	440	11.5%	403	177	12.3%	400	10.8%	405	162	11.6%	▼40	90.9%	2	▼15	91.4%	▼13	96.9%	10	▼1	99.3%	413	11.2%	395	163	12.1%	248	7.0%	402	100	7.8%
		OTA	1,150	30.0%	369	424	29.5%	1,150	31.0%	374	430	30.9%	0	100.0%	5	6	101.4%	53	104.8%	14	35	108.8%	1,097	29.8%	360	395	29.2%	985	27.8%	362	357	27.9%
		G-OTA	950	24.8%	400	380	26.4%	920	24.8%	391	360	25.8%	▼30	96.8%	▼9	▼20	94.7%	▼14	98.5%	1	▼5	98.7%	934	25.3%	390	365	27.0%	1,022	28.8%	348	356	27.8%
		Affiliate	5	0.1%	449	2	0.2%	20	0.5%	449	9	0.6%	15	400.0%	0	7	400.0%	6	142.9%	6	3	144.7%	14	0.4%	443	6	0.5%	5	0.1%	318	2	0.1%
		Other	100	2.6%	442	44	3.1%	70	1.9%	446	31	2.2%	▼30	70.0%	4	▼13	70.6%	3	104.5%	18	3	109.0%	67	1.8%	428	29	2.1%	64	1.8%	463	30	2.3%
		Total	2,645	68.9%	389	1,028	71.4%	2,560	69.0%	388	992	71.2%	▼85	96.8%	▼1	▼36	96.5%	35	101.4%	8	34	103.6%	2,525	68.5%	379	958	70.9%	2,324	65.6%	363	844	66.0%
	COMP		2	0.1%	0	0	0.0%	2	0.1%	0	0	0.0%	0	100.0%	0	0	0.0%	▼2	50.0%	0	0	0.0%	4	0.1%	0	0	0.0%	0	0.0%	0	0	0.0%
	Grand Total		**3,837**	**100.0%**	**375**	**1,440**	**100.0%**	**3,712**	**100.0%**	**376**	**1,394**	**100.0%**	**▼125**	**96.7%**	**0**	**▼46**	**96.8%**	**25**	**100.7%**	**9**	**43**	**103.2%**	**3,687**	**100.0%**	**366**	**1,351**	**100.0%**	**3,545**	**100.0%**	**360**	**1,278**	**100.0%**
	Occ						**78.8%**					**76.3%**					**▼2.6%p**					**0.5%p**					**75.8%**					**72.8%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

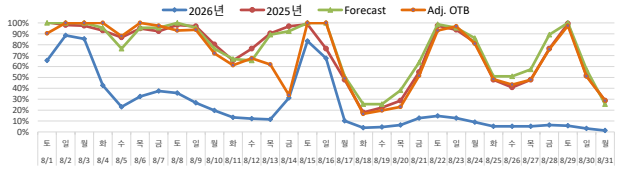
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	104	366	128	365	143	367	178	365	0	0	132	395	150	387	167	375	193	370	0	0	▼28	▼29	▼22	▼23	▼24	▼7	▼15	▼5
		무기명	0	0	326	407	388	400	433	396	496	390	0	0	289	398	338	394	382	388	464	384	0	0	37	9	50	6	51	8	32	6
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	0	0	0	0	9	428	0	0	0	0	2	352	4	369	7	363	0	0	0	0	▼2	▼352	▼4	▼369	2	65
		Total	0	0	430	397	516	391	576	389	683	384	0	0	421	397	490	392	553	384	664	380	0	0	9	0	26	▼0	23	5	19	4
	Group	G-Mice	0	0	15	407	15	407	19	390	19	390	0	0	60	400	60	400	68	387	68	387	0	0	▼45	7	▼45	7	▼49	2	▼49	2
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	0	0	15	407	15	407	19	390	19	390	0	0	60	400	60	400	68	387	68	387	0	0	▼45	7	▼45	7	▼49	2	▼49	2
	FIT	Homepage	0	0	20	455	48	474	64	465	92	462	0	0	36	472	46	440	68	429	77	421	0	0	▼16	▼17	2	35	▼4	35	15	41
		OTA	0	0	42	470	88	470	119	464	161	462	0	0	41	443	85	433	133	421	179	415	0	0	1	27	3	37	▼14	43	▼18	47
		G-OTA	0	0	98	470	143	468	196	472	235	470	0	0	124	492	215	462	282	450	366	440	0	0	▼26	▼22	▼72	6	▼86	22	▼131	30
		Affiliate	0	0	0	0	0	0	0	0	19	403	0	0	0	0	0	0	2	218	2	218	0	0	0	0	0	0	▼2	▼218	17	185
		Other	0	0	3	473	4	474	8	451	19	450	0	0	0	0	1	299	1	299	4	440	0	0	3	473	3	175	7	152	15	10
		Total	0	0	163	469	283	470	387	468	526	463	0	0	201	478	347	452	486	438	628	430	0	0	▼38	▼10	▼64	18	▼99	30	▼102	33
	COMP		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Grand Total		**0**	**0**	**608**	**417**	**814**	**419**	**982**	**420**	**1,228**	**418**	**0**	**0**	**682**	**421**	**897**	**416**	**1,107**	**408**	**1,360**	**403**	**0**	**0**	**▼74**	**▼5**	**▼83**	**3**	**▼125**	**13**	**▼132**	**15**
	Occ		**0.0%**	**-**	**12.5%**	**12.5%p**	**16.7%**	**4.2%p**	**20.2%**	**3.5%p**	**25.2%**	**5.1%p**	**0.0%**	**-**	**14.0%**	**14.0%p**	**18.4%**	**4.4%p**	**22.7%**	**4.3%p**	**27.9%**	**5.2%p**		**0**		**▼1.5%p**		**▼1.7%p**		**▼2.6%p**		**▼2.7%p**

■ 추가 Pick-up 및 Forecast 비교

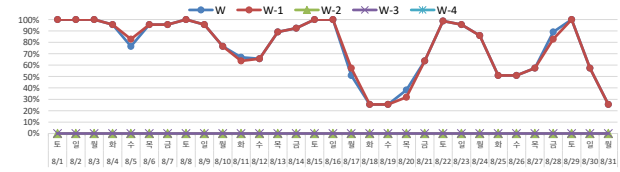
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	72	▼35	91	▼33	▼19	▼2	250	330	0	0
		무기명	204	▼35	169	▼51	35	16	700	361	0	▼6
		Staff	50	362	42	354	8	8	50	362	0	0
		Other	111	▼83	141	▼83	▼30	0	120	345	0	0
		Total	437	▼35	443	▼45	▼6	10	1,120	352	0	▼4
	Group	G-Mice	11	▼10	13	▼18	▼2	8	30	380	0	0
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	11	▼10	13	▼18	▼2	8	30	380	0	0
	FIT	Homepage	308	▼57	321	▼67	▼13	10	380	405	20	0
		OTA	989	▼88	936	▼102	53	14	1,150	374	0	0
		G-OTA	685	▼79	699	▼80	▼14	1	950	389	▼30	3
		Affiliate	1	46	▼5	40	6	6	5	449	15	0
		Other	51	▼4	48	▼22	3	18	70	446	0	0
		Total	2,034	▼76	1,999	▼84	35	8	2,555	386	5	1
	COMP		2	0	4	0	▼2	0	2	0	0	0
	Grand Total		**2,484**	**▼42**	**2,459**	**▼52**	**25**	**9**	**3,707**	**376**	**5**	**▼0**
	Occ			**51.0%p**		**50.5%p**		**0.5%p**		**76.2%**		**0.1%p**

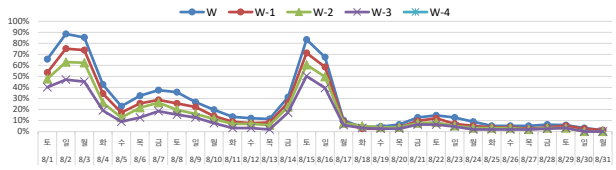
■ 일별 판매 현황



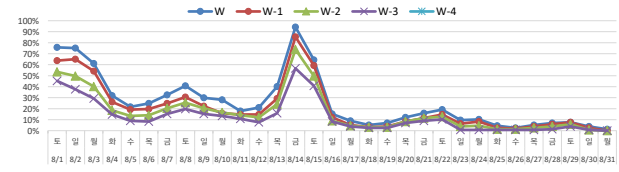
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노펠리체_비발디파크

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	1,100	12.3%	235	259	9.0%	1,000	11.5%	268	268	9.3%	▼100	90.9%	33	10	103.7%	▼49	95.3%	43	32	113.7%	1,049	12.3%	225	236	8.8%	1,179	12.9%	226	266	9.8%
		무기명	2,300	25.7%	306	704	24.6%	2,450	28.3%	328	804	28.0%	150	106.5%	22	100	114.2%	94	104.0%	29	99	114.0%	2,356	27.6%	299	705	26.4%	3,041	33.2%	297	903	33.1%
		Staff	250	2.8%	344	86	3.0%	200	2.3%	344	69	2.4%	▼50	80.0%	0	▼17	80.0%	2	101.0%	9	2	103.8%	198	2.3%	335	66	2.5%	258	2.8%	311	80	3.0%
		Other	300	3.4%	301	90	3.2%	300	3.5%	301	90	3.1%	0	100.0%	0	0	100.0%	49	119.5%	9	17	123.1%	251	2.9%	292	73	2.7%	466	5.1%	260	121	4.5%
		Total	3,950	44.1%	288	1,139	39.7%	3,950	45.6%	312	1,231	42.9%	0	100.0%	23	92	108.1%	96	102.5%	31	150	113.9%	3,854	45.1%	280	1,080	40.4%	4,944	54.0%	277	1,370	50.3%
	Group	G-Mice	200	2.2%	259	52	1.8%	90	1.0%	259	23	0.8%	▼110	45.0%	0	▼28	45.0%	▼86	51.1%	5	▼21	52.1%	176	2.1%	254	45	1.7%	155	1.7%	254	39	1.4%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	200	2.2%	259	52	1.8%	90	1.0%	259	23	0.8%	▼110	45.0%	0	▼28	45.0%	▼86	51.1%	5	▼21	52.1%	176	2.1%	254	45	1.7%	155	1.7%	254	39	1.4%
	FIT	Homepage	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	▼7	0.0%	▼296	▼2	0.0%	7	0.1%	296	2	0.1%	274	3.0%	314	86	3.2%
		OTA	2,400	26.8%	347	833	29.1%	2,400	27.7%	351	842	29.4%	0	100.0%	4	10	101.2%	207	109.4%	11	97	113.0%	2,193	25.7%	340	746	27.9%	1,900	20.7%	322	611	22.5%
		G-OTA	1,600	17.9%	344	550	19.2%	1,600	18.5%	341	546	19.0%	0	100.0%	▼3	▼5	99.1%	81	105.3%	4	33	106.5%	1,519	17.8%	337	512	19.2%	1,509	16.5%	314	475	17.4%
		Affiliate	100	1.1%	414	41	1.4%	70	0.8%	414	29	1.0%	▼30	70.0%	0	▼12	70.0%	▼51	57.9%	9	▼20	59.2%	121	1.4%	405	49	1.8%	63	0.7%	421	27	1.0%
		Other	700	7.8%	359	251	8.8%	550	6.3%	359	197	6.9%	▼150	78.6%	0	▼54	78.6%	▼117	82.5%	2	▼41	82.9%	667	7.8%	357	238	8.9%	319	3.5%	360	115	4.2%
		Total	4,800	53.6%	349	1,676	58.5%	4,620	53.3%	349	1,614	56.3%	▼180	96.3%	0	▼61	96.3%	113	102.5%	6	67	104.4%	4,507	52.8%	343	1,547	57.9%	4,065	44.4%	323	1,313	48.2%
	COMP		5	0.1%	0	0	0.0%	5	0.1%	0	0	0.0%	0	100.0%	0	0	0.0%	3	250.0%	0	0	0.0%	2	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
	Grand Total		**8,955**	**100.0%**	**320**	**2,866**	**100.0%**	**8,665**	**100.0%**	**331**	**2,868**	**100.0%**	**▼290**	**96.8%**	**11**	**2**	**100.1%**	**126**	**101.5%**	**18**	**196**	**107.3%**	**8,539**	**100.0%**	**313**	**2,672**	**100.0%**	**9,164**	**100.0%**	**297**	**2,723**	**100.0%**
	Occ						**57.8%**					**55.7%**					**▼2.1%p**					**0.6%p**					**55.1%**					**59.1%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

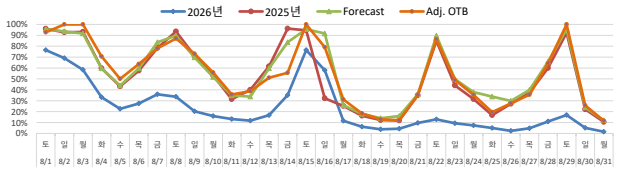
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	347	484	409	445	468	425	525	402	0	0	412	300	448	293	492	289	549	286	0	0	▼65	184	▼39	152	▼24	136	▼24	116
		무기명	0	0	1,161	400	1,257	396	1,478	376	1,680	369	0	0	1,103	355	1,228	352	1,403	338	1,536	330	0	0	58	45	29	44	75	37	144	39
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	28	360	106	357	106	357	0	0	16	373	39	364	44	358	87	332	0	0	▼16	▼373	▼11	▼4	62	▼2	19	24
		Total	0	0	1,508	420	1,694	407	2,052	386	2,311	376	0	0	1,531	341	1,715	337	1,939	326	2,172	319	0	0	▼23	79	▼21	70	113	60	139	57
	Group	G-Mice	0	0	0	0	0	0	11	292	18	267	0	0	0	0	1	513	24	236	28	290	0	0	0	0	▼1	▼513	▼13	56	▼10	▼23
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	0	0	0	0	0	0	11	292	18	267	0	0	0	0	1	513	24	236	28	290	0	0	0	0	▼1	▼513	▼13	56	▼10	▼23
	FIT	Homepage	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	295	4	295	0	0	0	0	0	0	▼4	▼295	▼4	▼295
		OTA	0	0	44	421	235	409	514	403	675	405	0	0	48	384	173	373	358	374	509	371	0	0	▼4	37	62	36	156	30	166	34
		G-OTA	0	0	55	400	157	403	235	403	330	402	0	0	126	371	227	363	528	379	664	374	0	0	▼71	29	▼70	40	▼293	23	▼334	28
		Affiliate	0	0	0	0	0	0	0	0	54	444	0	0	0	0	0	0	0	0	5	394	0	0	0	0	0	0	0	0	49	50
		Other	0	0	2	527	31	252	46	292	207	375	0	0	5	320	10	344	18	369	133	380	0	0	▼3	208	21	▼92	28	▼77	74	▼6
		Total	0	0	101	412	423	395	795	397	1,266	401	0	0	179	373	410	367	908	377	1,315	373	0	0	▼78	39	13	29	▼113	20	▼49	28
	COMP		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Grand Total		**0**	**0**	**1,609**	**419**	**2,117**	**405**	**2,858**	**389**	**3,595**	**384**	**0**	**0**	**1,710**	**344**	**2,126**	**343**	**2,871**	**342**	**3,515**	**339**	**0**	**0**	**▼101**	**75**	**▼9**	**62**	**▼13**	**47**	**80**	**45**
	Occ		**0.0%**	**-**	**10.3%**	**10.3%p**	**13.6%**	**3.3%p**	**18.4%**	**4.8%p**	**23.1%**	**4.7%p**	**0.0%**	**-**	**11.0%**	**11.0%p**	**13.7%**	**2.7%p**	**18.5%**	**4.8%p**	**22.7%**	**4.2%p**		**0**		**▼0.7%p**		**▼0.1%p**		**▼0.2%p**		**0.4%p**

■ 추가 Pick-up 및 Forecast 비교

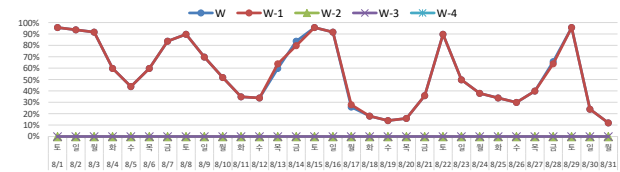
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	475	▼134	524	▼178	▼49	43	1,050	268	▼50	0
		무기명	770	▼41	676	▼70	94	29	2,350	330	100	▼2
		Staff	200	344	198	335	2	9	200	344	0	0
		Other	194	▼56	145	▼65	49	9	300	301	0	0
		Total	1,639	▼64	1,543	▼96	96	31	3,900	312	50	▼0
	Group	G-Mice	72	▼8	158	▼13	▼86	5	170	259	▼80	0
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	72	▼8	158	▼13	▼86	5	170	259	▼80	0
	FIT	Homepage	0	0	7	296	▼7	▼296	0	0	0	0
		OTA	1,725	▼54	1,518	▼65	207	11	2,400	351	0	0
		G-OTA	1,270	▼61	1,189	▼65	81	4	1,600	344	0	▼3
		Affiliate	16	▼30	67	▼39	▼51	9	70	414	0	0
		Other	343	▼16	460	▼18	▼117	2	520	359	30	0
		Total	3,354	▼51	3,241	▼57	113	6	4,590	350	30	▼1
	COMP		5	0	2	0	3	0	5	0	0	0
	Grand Total		**5,070**	**▼53**	**4,944**	**▼71**	**126**	**18**	**8,665**	**331**	**0**	**▼0**
	Occ			**32.6%p**		**32.0%p**		**0.6%p**		**55.7%**		**0**

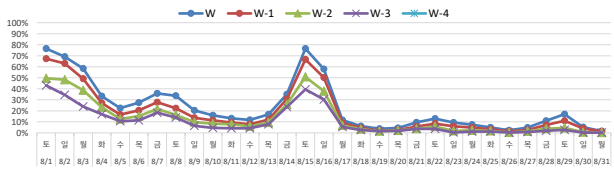
■ 일별 판매 현황



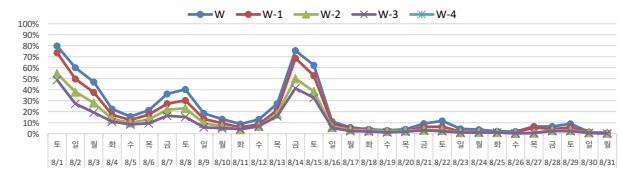
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노빌리지_비발디파크

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	500	11.4%	304	152	9.5%	450	10.8%	314	141	8.9%	▼50	90.0%	10	▼11	93.0%	▼31	93.6%	15	▼2	98.4%	481	11.6%	299	144	9.5%	576	12.9%	289	166	10.9%
		무기명	1,450	33.1%	349	506	31.8%	1,450	34.8%	386	560	35.2%	0	100.0%	37	54	110.6%	19	101.3%	37	60	111.9%	1,431	34.6%	349	500	33.2%	1,727	38.7%	343	592	38.6%
		Staff	100	2.3%	358	36	2.2%	60	1.4%	358	21	1.3%	▼40	60.0%	0	▼14	60.0%	▼1	98.4%	2	▼0	98.8%	61	1.5%	356	22	1.4%	100	2.2%	353	35	2.3%
		Other	150	3.4%	320	48	3.0%	100	2.4%	335	34	2.1%	▼50	66.7%	15	▼15	69.8%	▼2	98.0%	▼18	▼3	93.0%	102	2.5%	353	36	2.4%	210	4.7%	308	65	4.2%
		Total	2,200	50.2%	337	742	46.6%	2,060	49.5%	367	756	47.5%	▼140	93.6%	30	14	101.9%	▼15	99.3%	29	55	107.8%	2,075	50.1%	338	701	46.6%	2,613	58.5%	328	858	56.0%
	Group	G-Mice	50	1.1%	450	23	1.4%	30	0.7%	450	14	0.8%	▼20	60.0%	0	▼9	60.0%	20	300.0%	▼129	8	233.1%	10	0.2%	579	6	0.4%	48	1.1%	394	19	1.2%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	50	1.1%	450	23	1.4%	30	0.7%	450	14	0.8%	▼20	60.0%	0	▼9	60.0%	20	300.0%	▼129	8	233.1%	10	0.2%	579	6	0.4%	48	1.1%	394	19	1.2%
	FIT	Homepage	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	▼2	0.0%	▼346	▼1	0.0%	2	0.0%	346	1	0.0%	68	1.5%	369	25	1.6%
		OTA	1,150	26.2%	392	451	28.3%	1,150	27.6%	399	459	28.8%	0	100.0%	7	8	101.8%	44	104.0%	7	26	106.0%	1,106	26.7%	392	433	28.8%	696	15.6%	370	258	16.8%
		G-OTA	700	16.0%	380	266	16.7%	600	14.4%	390	234	14.7%	▼100	85.7%	10	▼32	88.0%	▼20	96.8%	14	1	100.3%	620	15.0%	376	233	15.5%	801	17.9%	344	275	18.0%
		Affiliate	30	0.7%	455	14	0.9%	40	1.0%	455	18	1.1%	10	133.3%	0	5	133.3%	6	117.6%	0	3	117.7%	34	0.8%	455	15	1.0%	3	0.1%	466	1	0.1%
		Other	250	5.7%	388	97	6.1%	280	6.7%	398	111	7.0%	30	112.0%	10	14	114.9%	▼13	95.6%	5	▼4	96.7%	293	7.1%	393	115	7.7%	239	5.3%	398	95	6.2%
		Total	2,130	48.6%	388	827	52.0%	2,070	49.7%	397	822	51.7%	▼60	97.2%	9	▼5	99.4%	15	100.7%	9	25	103.1%	2,055	49.6%	388	798	53.0%	1,807	40.4%	362	655	42.7%
	COMP		2	0.0%	0	0	0.0%	2	0.0%	0	0	0.0%	0	100.0%	0	0	0.0%	1	200.0%	0	0	0.0%	1	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
	Grand Total		**4,382**	**100.0%**	**363**	**1,592**	**100.0%**	**4,162**	**100.0%**	**383**	**1,592**	**100.0%**	**▼220**	**95.0%**	**19**	**0**	**100.0%**	**21**	**100.5%**	**19**	**87**	**105.8%**	**4,141**	**100.0%**	**363**	**1,505**	**100.0%**	**4,468**	**100.0%**	**343**	**1,532**	**100.0%**
	Occ						**64.5%**					**61.3%**					**▼3.2%p**					**0.3%p**					**61.0%**					**65.8%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

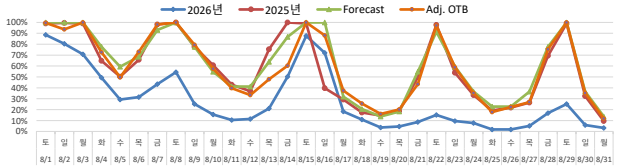
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	289	357	320	351	354	347	388	345	0	0	340	344	364	344	388	344	402	338	0	0	▼51	12	▼44	7	▼34	3	▼14	7
		무기명	0	0	872	447	959	439	992	435	1,057	428	0		892	401	949	397	1,027	392	1,091	389	0	0	▼20	46	10	43	▼35	43	▼34	38
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	2	372	20	397	36	371	0	0	9	335	24	315	23	318	37	337	0	0	▼9	▼335	▼22	57	▼3	79	▼1	33
		Total	0	0	1,161	425	1,281	417	1,366	411	1,481	405	0	0	1,241	385	1,337	381	1,438	378	1,530	375	0	0	▼80	40	▼56	36	▼72	33	▼49	30
	Group	G-Mice	0	0	0	0	16	469	16	469	16	469	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16	469	16	469	16	469
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	0	0	0	0	16	469	16	469	16	469	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16	469	16	469	16	469
	FIT	Homepage	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		OTA	0	0	47	484	168	456	222	454	291	458	0	0	35	415	110	396	179	398	274	420	0	0	12	69	58	60	43	56	17	38
		G-OTA	0	0	28	450	59	444	65	441	96	455	0	0	41	374	81	372	129	373	214	383	0	0	▼13	76	▼22	72	▼64	69	▼118	72
		Affiliate	0	0	0	0	0	0	0	0	36	459	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	36	459
		Other	0	0	0	0	2	675	5	503	6	506	0	0	4	415	6	419	9	388	9	408	0	0	▼4	▼415	▼4	255	▼4	115	▼3	97
		Total	0	0	75	471	229	455	292	452	429	458	0	0	80	394	197	387	317	388	497	404	0	0	▼5	77	32	68	▼25	64	▼68	54
	COMP		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Grand Total		**0**	**0**	**1,236**	**428**	**1,526**	**423**	**1,674**	**419**	**1,926**	**417**	**0**	**0**	**1,321**	**385**	**1,534**	**382**	**1,755**	**380**	**2,027**	**382**	**0**	**0**	**▼85**	**42**	**▼8**	**42**	**▼81**	**39**	**▼101**	**35**
	Occ		**0.0%**	**-**	**18.2%**	**18.2%p**	**22.5%**	**4.3%p**	**24.7%**	**2.2%p**	**28.4%**	**3.7%p**	**0.0%**	**-**	**19.5%**	**19.5%p**	**22.6%**	**3.1%p**	**25.9%**	**3.3%p**	**29.9%**	**4.0%p**		**0**		**▼1.3%p**		**▼0.1%p**		**▼1.2%p**		**▼1.5%p**

■ 추가 Pick-up 및 Forecast 비교

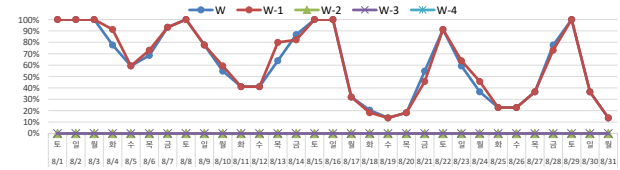
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	62	▼31	93	▼47	▼31	15	500	310	▼50	4
		무기명	393	▼42	374	▼78	19	37	1,400	382	50	4
		Staff	60	358	61	356	▼1	2	60	358	0	0
		Other	64	▼36	66	▼18	▼2	▼18	100	324	0	11
		Total	579	▼38	594	▼67	▼15	29	2,060	361	0	6
	Group	G-Mice	14	▼19	▼6	110	20	▼129	50	450	▼20	0
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	14	▼19	▼6	110	20	▼129	50	450	▼20	0
	FIT	Homepage	0	0	2	346	▼2	▼346	0	0	0	0
		OTA	859	▼59	815	▼66	44	7	1,150	395	0	4
		G-OTA	504	▼65	524	▼78	▼20	14	650	382	▼50	8
		Affiliate	4	▼4	▼2	▼4	6	0	40	455	0	0
		Other	274	▼108	287	▼113	▼13	5	280	395	0	3
		Total	1,641	▼61	1,626	▼70	15	9	2,120	392	▼50	5
	COMP		2	0	1	0	1	0	2	0	0	0
	Grand Total		**2,236**	**▼35**	**2,215**	**▼54**	**21**	**19**	**4,232**	**377**	**▼70**	**5**
	Occ			**32.9%p**		**32.6%p**		**0.3%p**		**62.3%**		**▼1.0%p**

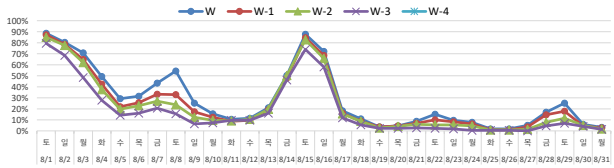
■ 일별 판매 현황



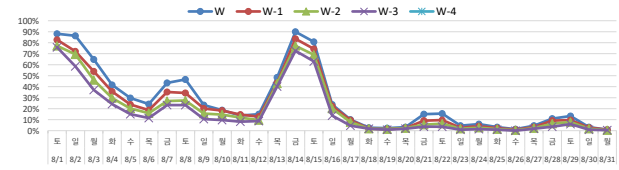
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노벨_양평

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	500	12.5%	138	69	11.3%	470	13.3%	137	64	11.3%	▼30	94.0%	▼1	▼4	93.7%	10	102.2%	5	3	105.6%	460	12.4%	132	61	11.1%	641	16.1%	132	85	14.9%
		무기명	1,650	41.1%	162	268	44.1%	1,500	42.3%	171	257	45.2%	▼150	90.9%	9	▼11	95.9%	▼33	97.8%	10	9	103.7%	1,533	41.4%	161	247	45.3%	1,660	41.6%	160	265	46.8%
		Staff	100	2.5%	177	18	2.9%	100	2.8%	170	17	3.0%	0	100.0%	▼7	▼1	96.0%	24	131.6%	7	5	137.6%	76	2.1%	163	12	2.3%	68	1.7%	166	11	2.0%
		Other	200	5.0%	143	29	4.7%	130	3.7%	145	19	3.3%	▼70	65.0%	2	▼10	66.0%	▼73	64.0%	6	▼9	66.6%	203	5.5%	139	28	5.2%	110	2.8%	116	13	2.3%
		Total	2,450	61.1%	156	383	63.0%	2,200	62.0%	162	357	62.8%	▼250	89.8%	6	▼26	93.2%	▼72	96.8%	9	8	102.2%	2,272	61.3%	154	349	63.8%	2,479	62.2%	151	374	66.0%
	Group	G-Mice	500	12.5%	88	44	7.3%	311	8.8%	95	30	5.2%	▼189	62.2%	7	▼14	67.1%	▼150	67.5%	18	▼6	83.1%	461	12.4%	77	36	6.5%	522	13.1%	76	39	7.0%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	20	0.5%	65	1	0.2%	0	0.0%	0	0	0.0%	▼20	0.0%	▼65	▼1	0.0%	▼3	0.0%	▼216	▼1	0.0%	3	0.1%	216	1	0.1%	0	0.0%	0	0	0.0%
		Total	520	13.0%	87	45	7.5%	311	8.8%	95	30	5.2%	▼209	59.8%	8	▼16	65.2%	▼153	67.0%	17	▼7	81.6%	464	12.5%	78	36	6.6%	522	13.1%	76	39	7.0%
	FIT	Homepage	150	3.7%	194	29	4.8%	120	3.4%	190	23	4.0%	▼30	80.0%	▼4	▼6	78.4%	16	115.4%	4	3	117.8%	104	2.8%	186	19	3.5%	98	2.5%	230	23	4.0%
		OTA	450	11.2%	183	82	13.5%	470	13.3%	185	87	15.3%	20	104.4%	2	5	105.8%	27	106.1%	7	8	110.2%	443	12.0%	178	79	14.4%	448	11.2%	173	77	13.6%
		G-OTA	315	7.9%	175	55	9.1%	350	9.9%	175	61	10.8%	35	111.1%	▼0	6	110.8%	22	106.7%	12	8	114.4%	328	8.8%	163	54	9.8%	253	6.3%	150	38	6.7%
		Affiliate	25	0.6%	101	3	0.4%	15	0.4%	110	2	0.3%	▼10	60.0%	9	▼1	65.4%	▼1	93.8%	12	0	105.6%	16	0.4%	98	2	0.3%	13	0.3%	161	2	0.4%
		Other	50	1.2%	198	10	1.6%	50	1.4%	180	9	1.6%	0	100.0%	▼18	▼1	91.0%	3	106.4%	6	1	110.3%	47	1.3%	174	8	1.5%	73	1.8%	189	14	2.4%
		Total	990	24.7%	181	179	29.5%	1,005	28.3%	181	182	32.0%	15	101.5%	0	3	101.5%	67	107.1%	9	20	112.5%	938	25.3%	172	161	29.5%	885	22.2%	174	154	27.1%
	COMP		50	1.2%	0	0	0.0%	30	0.8%	0	0	0.0%	▼20	60.0%	0	0	0.0%	▼3	90.9%	0	0	0.0%	33	0.9%	0	0	0.0%	102	2.6%	0	0	0.0%
	Grand Total		**4,010**	**100.0%**	**151**	**607**	**100.0%**	**3,546**	**100.0%**	**160**	**568**	**100.0%**	**▼464**	**88.4%**	**9**	**▼39**	**93.6%**	**▼161**	**95.7%**	**13**	**21**	**103.9%**	**3,707**	**100.0%**	**147**	**547**	**100.0%**	**3,988**	**100.0%**	**142**	**567**	**100.0%**
	Occ						**67.0%**					**59.3%**					**▼7.8%p**					**▼2.7%p**					**62.0%**					**68.1%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

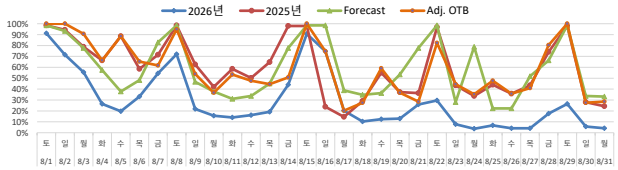
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	109	164	140	160	163	157	180	158	0	0	117	151	130	151	159	150	168	148	0	0	▼8	13	10	9	4	7	12	10
		무기명	0	0	1,167	175	1,246	176	1,334	174	1,420	173	0	0	1,331	170	1,506	169	1,608	168	1,663	168	0	0	▼164	5	▼260	7	▼274	6	▼243	6
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	147	0	0	0	0	0	0	0	0	▼7	▼147
		Total	0	0	1,276	174	1,386	174	1,497	172	1,600	171	0	0	1,448	169	1,636	167	1,767	166	1,838	166	0	0	▼172	5	▼250	7	▼270	6	▼238	6
	Group	G-Mice	0	0	0	0	0	0	0	0	4	209	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	209
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	0	0	0	0	0	0	0	0	4	209	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	209
	FIT	Homepage	0	0	8	257	12	255	18	231	20	229	0	0	2	255	0	0	3	232	9	242	0	0	6	3	12	255	15	▼1	11	▼13
		OTA	0	0	10	260	16	254	31	227	47	230	0	0	2	242	5	220	16	206	29	197	0	0	8	18	11	33	15	22	18	32
		G-OTA	0	0	15	228	24	218	47	215	67	212	0	0	6	236	16	224	29	201	33	195	0	0	9	▼8	8	▼6	18	14	34	17
		Affiliate	0	0	0	0	3	124	3	124	3	124	0	0	0	0	0	0	2	95	2	95	0	0	0	0	3	124	1	29	1	29
		Other	0	0	4	270	8	275	9	278	18	261	0	0	1	159	2	140	5	161	6	163	0	0	3	110	6	135	4	117	12	98
		Total	0	0	37	247	63	237	108	224	155	224	0	0	11	233	23	216	55	196	79	196	0	0	26	14	40	21	53	27	76	27
	COMP		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Grand Total		**0**	**0**	**1,313**	**176**	**1,449**	**177**	**1,605**	**176**	**1,759**	**176**	**0**	**0**	**1,459**	**169**	**1,659**	**168**	**1,822**	**167**	**1,917**	**167**	**0**	**0**	**▼146**	**7**	**▼210**	**9**	**▼217**	**9**	**▼158**	**9**
	Occ		**0.0%**	**-**	**21.9%**	**21.9%p**	**24.2%**	**2.3%p**	**26.8%**	**2.6%p**	**29.4%**	**2.6%p**	**0.0%**	**-**	**24.4%**	**24.4%p**	**27.7%**	**3.3%p**	**30.5%**	**2.7%p**	**32.0%**	**1.6%p**		**0**		**▼2.4%p**		**▼3.5%p**		**▼3.6%p**		**▼2.6%p**

■ 추가 Pick-up 및 Forecast 비교

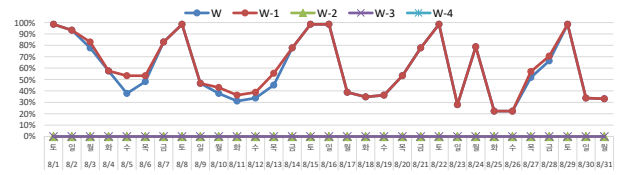
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	290	▼21	280	▼26	10	5	470	137	0	0
		무기명	80	▼2	113	▼12	▼33	10	1,500	171	0	0
		Staff	100	170	76	163	24	7	100	170	0	0
		Other	130	145	203	139	▼73	6	130	145	0	0
		Total	600	▼9	672	▼18	▼72	9	2,200	162	0	0
	Group	G-Mice	307	▼114	457	▼132	▼150	18	449	88	▼138	7
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	3	216	▼3	▼216	0	0	0	0
		Total	307	▼114	460	▼131	▼153	17	449	88	▼138	7
	FIT	Homepage	100	▼39	84	▼43	16	4	120	190	0	0
		OTA	423	▼45	396	▼52	27	7	460	185	10	0
		G-OTA	283	▼37	261	▼49	22	12	340	170	10	5
		Affiliate	12	▼14	13	▼27	▼1	12	15	102	0	8
		Other	32	▼81	29	▼87	3	6	50	180	0	0
		Total	850	▼43	783	▼51	67	9	985	179	20	2
	COMP		30	0	33	0	▼3	0	30	0	0	0
	Grand Total		**1,787**	**▼16**	**1,948**	**▼29**	**▼161**	**13**	**3,664**	**156**	**▼118**	**4**
	Occ			**29.9%p**		**32.6%p**		**▼2.7%p**		**61.2%**		**▼2.0%p**

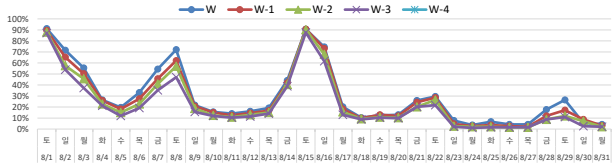
■ 일별 판매 현황



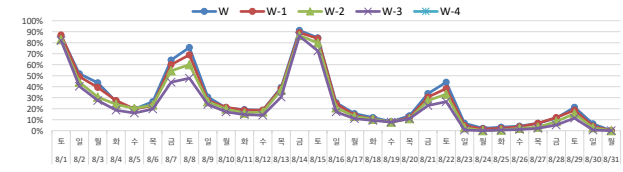
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 델피노

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	4,635	14.3%	211	976	12.4%	4,500	13.9%	225	1,014	12.9%	▼135	97.1%	15	39	104.0%	▼94	98.0%	26	100	111.0%	4,594	14.2%	199	914	12.0%	5,578	17.4%	198	1,103	15.0%
		무기명	12,930	40.0%	248	3,207	40.7%	13,100	40.4%	238	3,118	39.5%	170	101.3%	▼10	▼89	97.2%	220	101.7%	1	68	102.2%	12,880	39.9%	237	3,050	40.2%	13,260	41.4%	238	3,154	43.0%
		Staff	410	1.3%	276	113	1.4%	400	1.2%	275	110	1.4%	▼10	97.6%	▼1	▼3	97.4%	26	107.0%	6	9	109.2%	374	1.2%	269	101	1.3%	513	1.6%	275	141	1.9%
		Other	1,245	3.8%	195	243	3.1%	1,000	3.1%	190	190	2.4%	▼245	80.3%	▼5	▼53	78.3%	▼238	80.8%	2	▼43	81.5%	1,238	3.8%	188	233	3.1%	718	2.2%	214	153	2.1%
		Total	19,220	59.4%	236	4,538	57.5%	19,000	58.6%	233	4,432	56.2%	▼220	98.9%	▼3	▼106	97.7%	▼86	99.5%	8	134	103.1%	19,086	59.2%	225	4,298	56.6%	20,069	62.6%	227	4,551	62.0%
	Group	G-Mice	1,625	5.0%	162	264	3.3%	1,123	3.5%	110	124	1.6%	▼502	69.1%	▼52	▼140	46.9%	▼542	67.4%	▼16	▼87	58.7%	1,665	5.2%	126	210	2.8%	1,604	5.0%	98	158	2.1%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	20	0.1%	117	2	0.0%	34	0.1%	136	5	0.1%	14	170.0%	19	2	197.7%	23	309.1%	22	3	369.5%	11	0.0%	114	1	0.0%	7	0.0%	155	1	0.0%
		Total	1,645	5.1%	162	266	3.4%	1,157	3.6%	111	128	1.6%	▼488	70.3%	▼51	▼138	48.2%	▼519	69.0%	▼16	▼84	60.5%	1,676	5.2%	126	212	2.8%	1,611	5.0%	99	159	2.2%
	FIT	Homepage	1,050	3.2%	239	251	3.2%	1,000	3.1%	240	240	3.0%	▼50	95.2%	1	▼11	95.6%	16	101.6%	11	14	106.4%	984	3.1%	229	226	3.0%	812	2.5%	230	187	2.5%
		OTA	5,610	17.3%	288	1,613	20.5%	6,000	18.5%	280	1,680	21.3%	390	107.0%	▼8	67	104.1%	528	109.6%	▼1	144	109.4%	5,472	17.0%	281	1,536	20.2%	5,038	15.7%	257	1,294	17.6%
		G-OTA	3,700	11.4%	250	925	11.7%	3,950	12.2%	265	1,047	13.3%	250	106.8%	15	122	113.2%	413	111.7%	18	175	120.0%	3,537	11.0%	247	872	11.5%	3,483	10.9%	255	887	12.1%
		Affiliate	370	1.1%	227	84	1.1%	300	0.9%	225	68	0.9%	▼70	81.1%	▼2	▼16	80.5%	▼33	90.1%	2	▼7	91.0%	333	1.0%	223	74	1.0%	285	0.9%	242	69	0.9%
		Other	720	2.2%	292	210	2.7%	1,000	3.1%	295	295	3.7%	280	138.9%	3	85	140.2%	▼125	88.9%	▼34	▼75	79.8%	1,125	3.5%	329	370	4.9%	690	2.2%	282	195	2.7%
		Total	11,450	35.4%	269	3,084	39.1%	12,250	37.8%	272	3,329	42.2%	800	107.0%	2	246	108.0%	799	107.0%	3	252	108.2%	11,451	35.5%	269	3,077	40.6%	10,308	32.2%	255	2,631	35.8%
	COMP		35	0.1%	0	0	0.0%	35	0.1%	0	0	0.0%	0	100.0%	0	0	0.0%	1	102.9%	0	0	0.0%	34	0.1%	0	0	0.0%	70	0.2%	0	0	0.0%
	Grand Total		**32,350**	**100.0%**	**244**	**7,888**	**100.0%**	**32,442**	**100.0%**	**243**	**7,890**	**100.0%**	**92**	**100.3%**	**▼1**	**2**	**100.0%**	**195**	**100.6%**	**8**	**303**	**104.0%**	**32,247**	**100.0%**	**235**	**7,587**	**100.0%**	**32,058**	**100.0%**	**229**	**7,341**	**100.0%**
	Occ						**83.1%**					**83.3%**					**0.2%p**					**0.5%p**					**82.8%**					**86.8%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

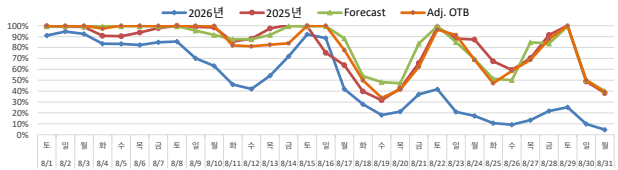
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	3,461	239	3,559	238	3,747	238	3,920	237	0	0	3,554	221	3,848	219	4,075	219	4,194	218	0	0	▼93	18	▼289	19	▼328	19	▼274	18
		무기명	0	0	9,140	249	9,814	249	10,478	247	11,196	246	0	0	8,466	251	9,429	248	10,263	248	11,033	247	0	0	674	▼2	385	0	215	▼2	163	▼2
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	5	148	5	148	6	155	41	189	0	0	16	214	32	194	51	192	152	244	0	0	▼11	▼66	▼27	▼46	▼45	▼37	▼111	▼55
		Total	0	0	12,606	246	13,378	246	14,231	244	15,157	243	0	0	12,036	242	13,309	240	14,389	240	15,379	239	0	0	570	4	69	6	▼158	4	▼222	4
	Group	G-Mice	0	0	752	86	760	88	847	108	837	108	0	0	676	127	1,450	114	1,455	114	1,466	115	0	0	76	▼40	▼690	▼26	▼608	▼6	▼629	▼8
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	34	136	34	136	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	34	136	34	136
		Total	0	0	752	86	760	88	881	110	871	109	0	0	676	127	1,450	114	1,455	114	1,466	115	0	0	76	▼40	▼690	▼26	▼574	▼5	▼595	▼7
	FIT	Homepage	0	0	73	247	115	247	183	242	242	247	0	0	139	249	236	242	274	238	316	240	0	0	▼66	▼2	▼121	5	▼91	4	▼74	7
		OTA	0	0	301	326	944	300	1,230	293	1,799	279	0	0	321	334	609	333	984	317	1,458	322	0	0	▼20	▼8	335	▼33	246	▼24	341	▼43
		G-OTA	0	0	337	280	688	288	915	277	1,173	272	0	0	262	278	466	273	738	269	931	267	0	0	75	2	222	15	177	8	242	5
		Affiliate	0	0	0	0	10	107	59	218	66	208	0	0	0	0	6	101	25	95	82	184	0	0	0	0	4	6	34	123	▼16	24
		Other	0	0	5	338	44	227	75	257	105	279	0	0	34	278	76	228	84	243	119	270	0	0	▼29	60	▼32	▼0	▼9	14	▼14	9
		Total	0	0	716	296	1,801	289	2,462	281	3,385	273	0	0	756	296	1,393	291	2,105	284	2,906	290	0	0	▼40	0	408	▼2	357	▼4	479	▼17
	COMP		0	0	0	0	0	0	3	0	3	0	0	0	0	0	2	0	2	0	2	0	0	0	0	0	▼2	0	1	0	1	0
	Grand Total		**0**	**0**	**14,074**	**240**	**15,939**	**243**	**17,577**	**243**	**19,416**	**242**	**0**	**0**	**13,468**	**240**	**16,154**	**233**	**17,951**	**235**	**19,753**	**238**	**0**	**0**	**606**	**1**	**▼215**	**10**	**▼374**	**8**	**▼337**	**5**
	Occ		**0.0%**	**-**	**36.1%**	**36.1%p**	**40.9%**	**4.8%p**	**45.1%**	**4.2%p**	**49.9%**	**4.7%p**	**0.0%**	**-**	**34.6%**	**34.6%p**	**41.5%**	**6.9%p**	**46.1%**	**4.6%p**	**50.7%**	**4.6%p**		**0**		**1.6%p**		**▼0.6%p**		**▼1.0%p**		**▼0.9%p**

■ 추가 Pick-up 및 Forecast 비교

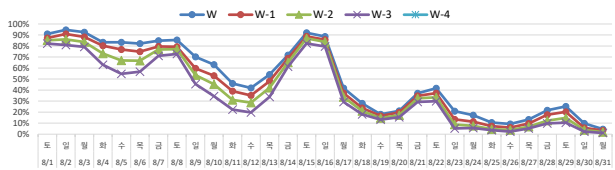
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	580	▼11	674	▼38	▼94	26	4,600	225	▼100	0
		무기명	1,904	▼8	1,684	▼9	220	1	13,000	237	100	1
		Staff	400	275	374	269	26	6	400	275	0	0
		Other	959	1	1,197	▼1	▼238	2	1,000	190	0	0
		Total	3,843	▼10	3,929	▼18	▼86	8	19,000	233	0	1
	Group	G-Mice	286	2	828	19	▼542	▼16	1,133	110	▼10	0
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	▼23	▼22	23	22	34	136	0	0
		Total	286	2	805	18	▼519	▼16	1,167	111	▼10	0
	FIT	Homepage	758	▼7	742	▼18	16	11	1,000	240	0	0
		OTA	4,201	1	3,673	1	528	▼1	6,000	287	0	▼7
		G-OTA	2,777	▼7	2,364	▼26	413	18	3,950	265	0	▼0
		Affiliate	234	17	267	15	▼33	2	350	225	▼50	0
		Other	895	16	1,020	49	▼125	▼34	870	295	130	0
		Total	8,865	▼1	8,066	▼4	799	3	12,170	275	80	▼3
	COMP		32	0	31	0	1	0	35	0	0	0
	Grand Total		**13,026**	**1**	**12,831**	**▼7**	**195**	**8**	**32,372**	**244**	**70**	**▼1**
	Occ			**33.5%p**		**33.0%p**		**0.5%p**		**83.1%**		**0.2%p**

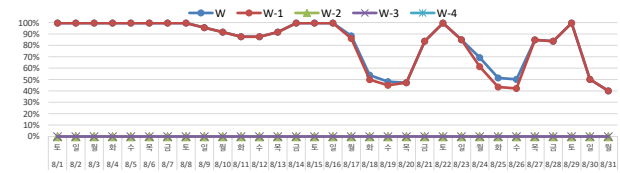
■ 일별 판매 현황



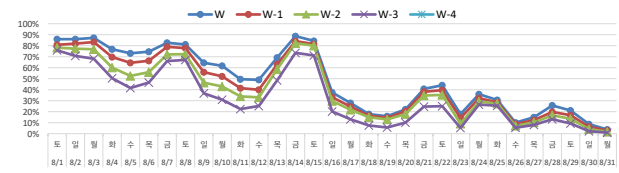
■26Y 주단위 Pick up 추이



■ 주단위 Forecast 추이



■25Y 주단위 Pick up 추이



▣ 쏠비치_양양

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	2,380	15.7%	205	488	14.0%	2,050	13.9%	212	435	12.5%	▼330	86.1%	7	▼53	89.1%	▼241	89.5%	10	▼28	93.9%	2,291	15.5%	202	463	13.9%	2,664	17.7%	202	537	15.9%
		무기명	7,700	50.7%	224	1,725	49.6%	7,500	50.8%	227	1,703	48.8%	▼200	97.4%	3	▼22	98.7%	▼69	99.1%	6	33	102.0%	7,569	51.3%	221	1,669	50.2%	8,001	53.1%	223	1,786	52.9%
		Staff	200	1.3%	258	52	1.5%	200	1.4%	255	51	1.5%	0	100.0%	▼3	▼1	98.8%	15	108.1%	4	4	109.6%	185	1.3%	251	47	1.4%	175	1.2%	259	45	1.3%
		Other	350	2.3%	212	74	2.1%	320	2.2%	202	65	1.9%	▼30	91.4%	▼10	▼10	87.1%	▼32	90.9%	7	▼4	94.4%	352	2.4%	195	69	2.1%	243	1.6%	215	52	1.6%
		Total	10,630	70.0%	220	2,339	67.3%	10,070	68.2%	224	2,253	64.6%	▼560	94.7%	4	▼86	96.3%	▼327	96.9%	8	5	100.2%	10,397	70.5%	216	2,247	67.6%	11,083	73.6%	218	2,421	71.7%
	Group	G-Mice	300	2.0%	167	50	1.4%	299	2.0%	170	51	1.5%	▼1	99.7%	3	1	101.5%	61	125.6%	5	12	129.8%	238	1.6%	165	39	1.2%	242	1.6%	193	47	1.4%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	▼3	0.0%	▼382	▼1	0.0%	3	0.0%	382	1	0.0%	0	0.0%	0	0	0.0%
		Total	300	2.0%	167	50	1.4%	299	2.0%	170	51	1.5%	▼1	99.7%	3	1	101.5%	58	124.1%	3	11	126.1%	241	1.6%	167	40	1.2%	242	1.6%	193	47	1.4%
	FIT	Homepage	450	3.0%	272	122	3.5%	400	2.7%	272	109	3.1%	▼50	88.9%	0	▼14	88.9%	29	107.8%	5	10	109.9%	371	2.5%	267	99	3.0%	254	1.7%	270	69	2.0%
		OTA	2,050	13.5%	264	542	15.6%	2,150	14.6%	275	591	17.0%	100	104.9%	11	49	109.1%	105	105.1%	16	62	111.7%	2,045	13.9%	259	529	15.9%	2,006	13.3%	252	506	15.0%
		G-OTA	1,200	7.9%	225	270	7.8%	1,350	9.1%	250	338	9.7%	150	112.5%	25	67	124.8%	177	115.1%	30	79	130.7%	1,173	8.0%	220	258	7.8%	887	5.9%	202	179	5.3%
		Affiliate	90	0.6%	245	22	0.6%	90	0.6%	260	23	0.7%	0	100.0%	15	1	106.1%	3	103.4%	17	2	110.5%	87	0.6%	243	21	0.6%	175	1.2%	280	49	1.5%
		Other	430	2.8%	305	131	3.8%	400	2.7%	305	122	3.5%	▼30	93.0%	0	▼9	93.0%	▼27	93.7%	6	▼6	95.6%	427	2.9%	299	128	3.8%	356	2.4%	288	102	3.0%
		Total	4,220	27.8%	258	1,088	31.3%	4,390	29.7%	269	1,183	33.9%	170	104.0%	12	95	108.7%	287	107.0%	17	148	114.3%	4,103	27.8%	252	1,035	31.2%	3,678	24.4%	246	906	26.8%
	COMP		30	0.2%	0	0	0.0%	10	0.1%	0	0	0.0%	▼20	33.3%	0	0	0.0%	▼2	83.3%	0	0	0.0%	12	0.1%	0	0	0.0%	57	0.4%	20	1	0.0%
	Grand Total		**15,180**	**100.0%**	**229**	**3,477**	**100.0%**	**14,769**	**100.0%**	**236**	**3,487**	**100.0%**	**▼411**	**97.3%**	**7**	**10**	**100.3%**	**16**	**100.1%**	**11**	**163**	**104.9%**	**14,753**	**100.0%**	**225**	**3,323**	**100.0%**	**15,060**	**100.0%**	**224**	**3,375**	**100.0%**
	Occ						**98.5%**					**95.9%**					**▼2.7%p**					**▼0.1%p**					**95.9%**					**97.0%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

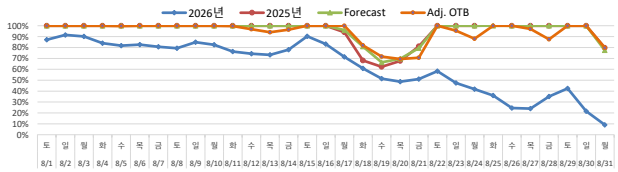
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	1,413	230	1,446	229	1,563	228	1,695	223	0	0	1,682	219	1,770	217	1,925	219	2,006	219	0	0	▼269	11	▼324	12	▼362	9	▼311	4
		무기명	0	0	4,980	238	5,309	237	5,973	235	6,479	234	0	0	5,049	230	5,507	228	6,323	229	6,704	229	0	0	▼69	8	▼198	9	▼350	6	▼225	5
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	1	317	1	317	4	238	15	167	0	0	10	199	13	201	21	203	22	201	0	0	▼9	118	▼12	116	▼17	35	▼7	▼35
		Total	0	0	6,394	236	6,756	236	7,540	233	8,189	231	0	0	6,741	227	7,290	225	8,269	227	8,732	226	0	0	▼347	9	▼534	10	▼729	7	▼543	5
	Group	G-Mice	0	0	120	154	120	154	120	154	122	154	0	0	50	127	52	132	82	131	82	131	0	0	70	27	68	22	38	22	40	22
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	364	3	364	3	364	0	0	0	0	▼3	▼364	▼3	▼364	▼3	▼364
		Total	0	0	120	154	120	154	120	154	122	154	0	0	50	127	55	144	85	140	85	140	0	0	70	27	65	9	35	14	37	14
	FIT	Homepage	0	0	32	301	55	297	77	286	95	287	0	0	49	254	96	253	112	251	127	248	0	0	▼17	47	▼41	44	▼35	34	▼32	39
		OTA	0	0	75	330	303	317	424	308	568	300	0	0	124	287	248	288	356	282	470	284	0	0	▼49	43	55	29	68	26	98	16
		G-OTA	0	0	68	284	184	269	429	275	583	265	0	0	53	266	86	256	127	243	182	237	0	0	15	17	98	13	302	32	401	28
		Affiliate	0	0	2	213	4	208	52	322	52	322	0	0	6	194	18	168	18	166	19	166	0	0	▼4	18	▼14	40	34	156	33	157
		Other	0	0	1	314	2	290	9	260	50	301	0	0	3	338	14	289	18	279	19	284	0	0	▼2	▼24	▼12	1	▼9	▼19	31	17
		Total	0	0	178	306	548	298	991	292	1,348	285	0	0	235	274	462	270	631	265	817	265	0	0	▼57	32	86	28	360	27	531	20
	COMP		0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	0	0	▼1	0	▼1	0	▼1	0
	Grand Total		**0**	**0**	**6,692**	**236**	**7,424**	**239**	**8,651**	**239**	**9,659**	**238**	**0**	**0**	**7,026**	**228**	**7,808**	**228**	**8,986**	**229**	**9,635**	**229**	**0**	**0**	**▼334**	**8**	**▼384**	**11**	**▼335**	**10**	**24**	**9**
	Occ		**0.0%**	**-**	**43.4%**	**43.4%p**	**48.2%**	**4.8%p**	**56.1%**	**8.0%p**	**62.7%**	**6.5%p**	**0.0%**	**-**	**45.7%**	**45.7%p**	**50.8%**	**5.1%p**	**58.4%**	**7.7%p**	**62.6%**	**4.2%p**		**0**		**▼2.2%p**		**▼2.6%p**		**▼2.3%p**		**0.1%p**

■ 추가 Pick-up 및 Forecast 비교

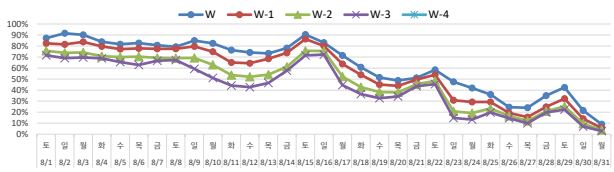
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	355	▼11	596	▼20	▼241	10	2,150	212	▼100	0
		무기명	1,021	▼7	1,090	▼13	▼69	6	7,450	227	50	0
		Staff	200	255	185	251	15	4	200	255	0	0
		Other	305	35	337	28	▼32	7	320	202	0	0
		Total	1,881	▼8	2,208	▼15	▼327	8	10,120	224	▼50	0
	Group	G-Mice	177	16	116	11	61	5	290	170	9	0
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	3	382	▼3	▼382	0	0	0	0
		Total	177	16	119	13	58	3	290	170	9	0
	FIT	Homepage	305	▼15	276	▼20	29	5	400	272	0	0
		OTA	1,582	▼25	1,477	▼41	105	16	2,150	275	0	0
		G-OTA	767	▼15	590	▼45	177	30	1,300	250	50	0
		Affiliate	38	▼62	35	▼79	3	17	90	260	0	0
		Other	350	4	377	▼2	▼27	6	400	302	0	3
		Total	3,042	▼15	2,755	▼33	287	17	4,340	269	50	0
	COMP		10	0	12	0	▼2	0	10	0	0	0
	Grand Total		**5,110**	**▼2**	**5,094**	**▼13**	**16**	**11**	**14,760**	**236**	**9**	**0**
	Occ			**33.2%p**		**33.2%p**		**▼0.1%p**		**95.8%**		**0.1%p**

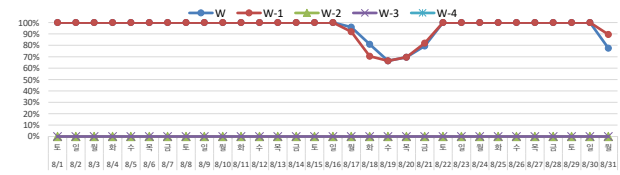
■ 일별 판매 현황



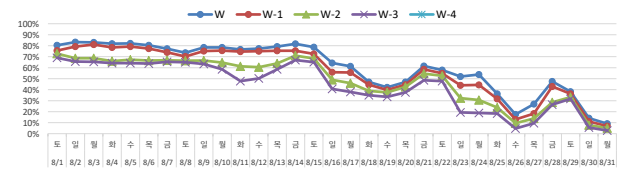
■26Y 주단위 Pick up 추이



■ 주단위 Forecast 추이



■25Y 주단위 Pick up 추이



▣ 쏠비치_삼척

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	2,650	12.4%	219	580	11.0%	3,120	14.6%	235	733	13.7%	470	117.7%	16	153	126.3%	514	119.7%	17	166	129.3%	2,606	12.3%	218	567	10.9%	3,134	14.6%	214	669	13.2%
		무기명	11,900	55.9%	238	2,832	53.6%	11,550	54.2%	240	2,772	51.8%	▼350	97.1%	2	▼60	97.9%	147	101.3%	8	127	104.8%	11,403	53.6%	232	2,645	51.0%	11,985	55.9%	234	2,799	55.1%
		Staff	170	0.8%	265	45	0.9%	150	0.7%	265	40	0.7%	▼20	88.2%	0	▼5	88.2%	▼10	93.8%	1	▼3	94.0%	160	0.8%	264	42	0.8%	157	0.7%	259	41	0.8%
		Other	500	2.3%	230	115	2.2%	400	1.9%	230	92	1.7%	▼100	80.0%	0	▼23	80.0%	▼85	82.5%	4	▼18	84.0%	485	2.3%	226	110	2.1%	230	1.1%	236	54	1.1%
		Total	15,220	71.4%	235	3,573	67.6%	15,220	71.4%	239	3,637	67.9%	0	100.0%	4	64	101.8%	566	103.9%	9	274	108.1%	14,654	68.9%	230	3,363	64.9%	15,506	72.3%	230	3,564	70.1%
	Group	G-Mice	300	1.4%	209	63	1.2%	300	1.4%	180	54	1.0%	0	100.0%	▼29	▼9	86.1%	14	104.9%	▼28	▼6	90.6%	286	1.3%	208	60	1.2%	338	1.6%	190	64	1.3%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	21	0.1%	181	4	0.1%
		Total	300	1.4%	209	63	1.2%	300	1.4%	180	54	1.0%	0	100.0%	▼29	▼9	86.1%	14	104.9%	▼28	▼6	90.6%	286	1.3%	208	60	1.2%	359	1.7%	189	68	1.3%
	FIT	Homepage	800	3.8%	298	238	4.5%	700	3.3%	295	207	3.9%	▼100	87.5%	▼3	▼32	86.6%	▼25	96.6%	0	▼7	96.7%	725	3.4%	295	214	4.1%	496	2.3%	297	147	2.9%
		OTA	3,000	14.1%	282	846	16.0%	3,000	14.1%	290	870	16.3%	0	100.0%	8	24	102.8%	▼39	98.7%	16	36	104.3%	3,039	14.3%	274	834	16.1%	3,558	16.6%	265	945	18.6%
		G-OTA	1,400	6.6%	280	392	7.4%	1,600	7.5%	280	448	8.4%	200	114.3%	0	56	114.3%	▼359	81.7%	3	▼94	82.7%	1,959	9.2%	277	542	10.5%	960	4.5%	218	209	4.1%
		Affiliate	185	0.9%	295	55	1.0%	170	0.8%	295	50	0.9%	▼15	91.9%	0	▼4	91.9%	▼11	93.9%	1	▼3	94.4%	181	0.9%	294	53	1.0%	143	0.7%	271	39	0.8%
		Other	380	1.8%	305	116	2.2%	300	1.4%	290	87	1.6%	▼80	78.9%	▼15	▼29	75.1%	▼92	76.5%	▼9	▼30	74.3%	392	1.8%	299	117	2.3%	396	1.8%	280	111	2.2%
		Total	5,765	27.1%	286	1,647	31.2%	5,770	27.1%	288	1,662	31.0%	5	100.1%	2	15	100.9%	▼526	91.6%	9	▼98	94.4%	6,296	29.6%	279	1,760	34.0%	5,553	25.9%	261	1,451	28.5%
	COMP		20	0.1%	0	0	0.0%	15	0.1%	0	0	0.0%	▼5	75.0%	0	0	0.0%	▼6	71.4%	0	0	0.0%	21	0.1%	0	0	0.0%	23	0.1%	0	0	0.0%
	Grand Total		**21,305**	**100.0%**	**248**	**5,282**	**100.0%**	**21,305**	**100.0%**	**251**	**5,353**	**100.0%**	**0**	**100.0%**	**3**	**70**	**101.3%**	**48**	**100.2%**	**7**	**170**	**103.3%**	**21,257**	**100.0%**	**244**	**5,182**	**100.0%**	**21,441**	**100.0%**	**237**	**5,082**	**100.0%**
	Occ						**97.2%**					**97.2%**					**0**					**0.2%p**					**97.0%**					**97.8%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

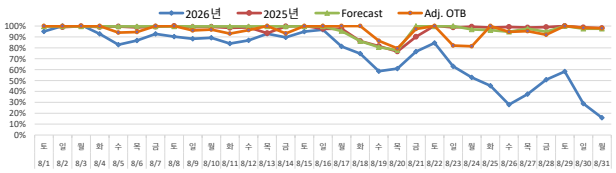
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	2,595	243	2,797	241	2,847	240	2,935	239	0	0	2,639	230	2,709	229	2,921	230	2,968	230	0	0	▼44	14	88	12	▼74	10	▼33	9
		무기명	0	0	8,318	248	9,345	246	10,103	244	10,769	243	0	0	7,821	245	8,505	243	9,328	243	10,148	241	0	0	497	3	840	3	775	1	621	2
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	1	320	1	320	3	399	3	399	0	0	17	196	24	197	55	215	99	196	0	0	▼16	124	▼23	123	▼52	184	▼96	203
		Total	0	0	10,914	247	12,143	245	12,953	243	13,707	242	0	0	10,477	241	11,238	239	12,304	239	13,215	238	0	0	437	6	905	6	649	4	492	4
	Group	G-Mice	0	0	57	187	130	177	130	177	177	184	0	0	16	153	16	153	20	244	20	244	0	0	41	34	114	23	110	▼68	157	▼61
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	0	0	57	187	130	177	130	177	177	184	0	0	16	153	16	153	20	244	20	244	0	0	41	34	114	23	110	▼68	157	▼61
	FIT	Homepage	0	0	123	326	181	323	279	304	320	299	0	0	182	301	268	290	341	294	368	291	0	0	▼59	25	▼87	32	▼62	10	▼48	8
		OTA	0	0	141	327	692	313	905	303	1,198	292	0	0	230	283	551	273	782	279	1,101	289	0	0	▼89	43	141	40	123	23	97	3
		G-OTA	0	0	141	316	214	314	300	296	484	273	0	0	133	297	235	291	369	279	1,405	282	0	0	8	18	▼21	23	▼69	17	▼921	▼9
		Affiliate	0	0	10	169	9	164	108	353	113	344	0	0	19	173	34	171	42	172	100	260	0	0	▼9	▼3	▼25	▼6	66	181	13	84
		Other	0	0	14	277	57	246	83	249	115	261	0	0	35	260	82	238	91	239	101	245	0	0	▼21	17	▼25	8	▼8	11	14	17
		Total	0	0	429	318	1,153	310	1,675	302	2,230	290	0	0	599	287	1,170	275	1,625	277	3,075	283	0	0	▼170	31	▼17	35	50	25	▼845	6
	COMP		0	0	7	0	7	0	8	0	10	0	0	0	2	0	5	0	5	0	5	0	0	0	5	0	2	0	3	0	5	0
	Grand Total		**0**	**0**	**11,407**	**249**	**13,433**	**250**	**14,766**	**249**	**16,124**	**248**	**0**	**0**	**11,094**	**244**	**12,429**	**242**	**13,954**	**244**	**16,315**	**247**	**0**	**0**	**313**	**6**	**1,004**	**7**	**812**	**5**	**▼191**	**1**
	Occ		**0.0%**	**-**	**52.0%**	**52.0%p**	**61.3%**	**9.2%p**	**67.4%**	**6.1%p**	**73.6%**	**6.2%p**	**0.0%**	**-**	**50.6%**	**50.6%p**	**56.7%**	**6.1%p**	**63.7%**	**7.0%p**	**74.4%**	**10.8%p**		**0**		**1.4%p**		**4.6%p**		**3.7%p**		**▼0.9%p**

■ 추가 Pick-up 및 Forecast 비교

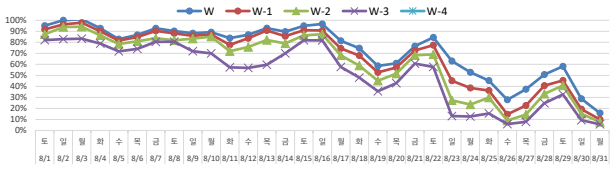
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	185	▼4	▼329	▼22	514	17	3,150	234	▼30	1
		무기명	781	▼3	634	▼11	147	8	11,500	240	50	0
		Staff	150	265	160	264	▼10	1	150	265	0	0
		Other	397	▼169	482	▼173	▼85	4	450	230	▼50	0
		Total	1,513	▼3	947	▼13	566	9	15,250	239	▼30	0
	Group	G-Mice	123	▼4	109	25	14	▼28	270	179	30	2
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	123	▼4	109	25	14	▼28	270	179	30	2
	FIT	Homepage	380	▼4	405	▼4	▼25	0	700	294	0	1
		OTA	1,802	▼2	1,841	▼17	▼39	16	3,000	285	0	5
		G-OTA	1,116	7	1,475	4	▼359	3	1,600	290	0	▼10
		Affiliate	57	▼49	68	▼51	▼11	1	170	295	0	0
		Other	185	29	277	37	▼92	▼9	300	290	0	0
		Total	3,540	▼2	4,066	▼10	▼526	9	5,770	288	0	▼0
	COMP		5	0	11	0	▼6	0	15	0	0	0
	Grand Total		**5,181**	**3**	**5,133**	**▼4**	**48**	**7**	**21,305**	**251**	**0**	**0**
	Occ			**23.6%p**		**23.4%p**		**0.2%p**		**97.2%**		**0**

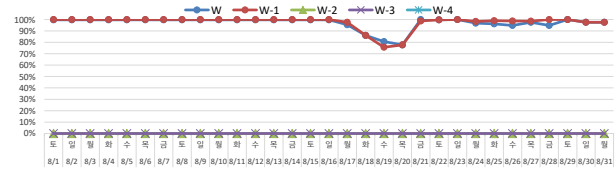
■ 일별 판매 현황



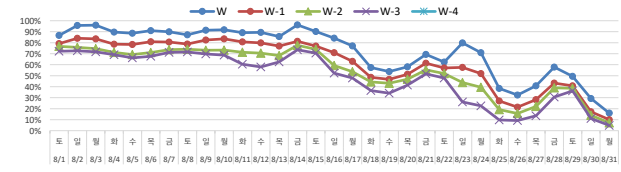
■26Y 주단위 Pick up 추이



■ 주단위 Forecast 추이



■25Y 주단위 Pick up 추이



▣ 소노벨_단양

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	1,100	6.0%	171	188	5.5%	1,100	6.4%	178	196	5.9%	0	100.0%	7	8	104.2%	89	108.8%	25	41	126.7%	1,011	5.9%	153	155	5.3%	1,322	7.7%	138	183	6.6%
		무기명	5,100	27.9%	190	968	28.3%	4,700	27.2%	186	874	26.1%	▼400	92.2%	▼4	▼94	90.3%	▼205	95.8%	15	35	104.1%	4,905	28.8%	171	840	28.9%	5,541	32.3%	161	890	32.4%
		Staff	170	0.9%	192	33	1.0%	150	0.9%	192	29	0.9%	▼20	88.2%	1	▼4	88.5%	30	125.0%	9	7	130.9%	120	0.7%	183	22	0.8%	163	0.9%	179	29	1.1%
		Other	750	4.1%	166	124	3.6%	620	3.6%	172	107	3.2%	▼130	82.7%	6	▼18	85.7%	▼51	92.4%	22	6	105.9%	671	3.9%	150	101	3.5%	367	2.1%	139	51	1.9%
		Total	7,120	38.9%	184	1,313	38.3%	6,570	38.1%	183	1,205	36.0%	▼550	92.3%	▼1	▼108	91.8%	▼137	98.0%	17	89	107.9%	6,707	39.4%	167	1,117	38.5%	7,393	43.1%	156	1,152	41.9%
	Group	G-Mice	1,350	7.4%	146	197	5.8%	1,370	7.9%	146	200	6.0%	20	101.5%	0	3	101.5%	325	131.1%	13	61	143.8%	1,045	6.1%	133	139	4.8%	1,178	6.9%	159	188	6.8%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	100	0.5%	101	10	0.3%	13	0.1%	128	2	0.0%	▼87	13.0%	27	▼8	16.5%	▼30	30.2%	39	▼2	43.4%	43	0.3%	89	4	0.1%	83	0.5%	104	9	0.3%
		Total	1,450	7.9%	143	207	6.1%	1,383	8.0%	146	202	6.0%	▼67	95.4%	3	▼6	97.3%	295	127.1%	14	59	141.1%	1,088	6.4%	131	143	4.9%	1,261	7.3%	156	196	7.1%
	FIT	Homepage	1,000	5.5%	209	209	6.1%	840	4.9%	222	186	5.6%	▼160	84.0%	13	▼23	89.1%	14	101.7%	27	25	115.5%	826	4.8%	195	161	5.6%	753	4.4%	188	142	5.2%
		OTA	5,150	28.1%	198	1,018	29.7%	5,000	29.0%	210	1,050	31.4%	▼150	97.1%	12	32	103.2%	▼78	98.5%	32	145	116.0%	5,078	29.8%	178	905	31.2%	4,856	28.3%	162	787	28.6%
		G-OTA	3,000	16.4%	189	568	16.6%	3,000	17.4%	202	606	18.1%	0	100.0%	13	38	106.7%	118	104.1%	33	119	124.3%	2,882	16.9%	169	487	16.8%	2,423	14.1%	158	383	14.0%
		Affiliate	200	1.1%	230	46	1.3%	165	1.0%	227	37	1.1%	▼35	82.5%	▼3	▼9	81.4%	▼3	98.2%	▼11	▼2	93.8%	168	1.0%	238	40	1.4%	172	1.0%	223	38	1.4%
		Other	350	1.9%	180	63	1.8%	300	1.7%	195	59	1.7%	▼50	85.7%	15	▼4	93.0%	14	104.9%	33	12	126.0%	286	1.7%	162	46	1.6%	271	1.6%	178	48	1.8%
		Total	9,700	53.0%	196	1,904	55.6%	9,305	53.9%	208	1,938	57.9%	▼395	95.9%	12	34	101.8%	65	100.7%	31	298	118.2%	9,240	54.2%	178	1,641	56.6%	8,475	49.4%	165	1,399	50.9%
	COMP		30	0.2%	0	0	0.0%	7	0.0%	0	0	0.0%	▼23	23.3%	0	0	0.0%	▼1	87.5%	0	0	0.0%	8	0.0%	0	0	0.0%	34	0.2%	13	0	0.0%
	Grand Total		**18,300**	**100.0%**	**187**	**3,424**	**100.0%**	**17,265**	**100.0%**	**194**	**3,346**	**100.0%**	**▼1,035**	**94.3%**	**7**	**▼79**	**97.7%**	**222**	**101.3%**	**24**	**445**	**115.3%**	**17,043**	**100.0%**	**170**	**2,900**	**100.0%**	**17,163**	**100.0%**	**160**	**2,748**	**100.0%**
	Occ						**70.0%**					**67.7%**					**▼2.4%p**					**2.5%p**					**65.2%**					**67.4%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

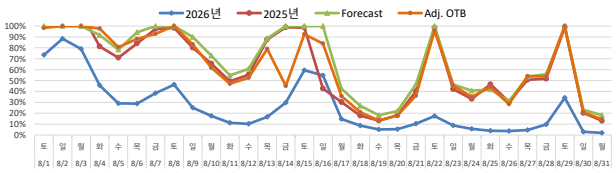
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	374	197	452	192	492	191	569	189	0	0	485	176	550	175	605	172	670	170	0	0	▼111	21	▼98	18	▼113	18	▼101	19
		무기명	0	0	2,721	192	3,067	191	3,438	189	3,821	190	0	0	3,125	185	3,576	183	3,977	182	4,412	182	0	0	▼404	7	▼509	7	▼539	7	▼591	9
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	0	0	7	232	21	207	0	0	1	118	19	136	57	144	95	145	0	0	▼1	▼118	▼19	▼136	▼50	88	▼74	61
		Total	0	0	3,095	192	3,519	191	3,937	190	4,411	190	0	0	3,611	184	4,145	182	4,639	181	5,177	179	0	0	▼516	8	▼626	9	▼702	9	▼766	11
	Group	G-Mice	0	0	1	265	1	265	27	179	265	150	0	0	38	105	38	108	50	132	103	124	0	0	▼37	160	▼37	157	▼23	47	162	26
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	13	128	13	128	0	0	0	0	10	158	10	158	10	158	0	0	0	0	▼10	▼158	3	▼30	3	▼30
		Total	0	0	1	265	1	265	40	163	278	149	0	0	38	105	48	119	60	136	113	127	0	0	▼37	160	▼47	147	▼20	26	165	22
	FIT	Homepage	0	0	44	266	60	266	89	266	133	269	0	0	30	212	73	213	115	204	155	194	0	0	14	54	▼13	53	▼26	62	▼22	75
		OTA	0	0	280	242	459	245	662	241	999	244	0	0	151	220	376	196	635	196	1,061	192	0	0	129	22	83	49	27	45	▼62	52
		G-OTA	0	0	205	227	333	223	465	226	622	229	0	0	85	206	154	187	278	181	421	179	0	0	120	21	179	36	187	45	201	50
		Affiliate	0	0	0	0	6	105	6	105	11	100	0	0	0	0	4	85	6	85	18	85	0	0	0	0	2	21	0	21	▼7	15
		Other	0	0	3	277	10	232	24	236	48	235	0	0	14	236	19	237	33	231	38	247	0	0	▼11	42	▼9	▼5	▼9	5	10	▼12
		Total	0	0	532	238	868	237	1,246	237	1,813	239	0	0	280	216	626	196	1,067	193	1,693	189	0	0	252	23	242	41	179	43	120	50
	COMP		0	0	0	0	0	0	1	0	1	0	0	0	2	0	3	0	3	0	3	0	0	0	▼2	0	▼3	0	▼2	0	▼2	0
	Grand Total		**0**	**0**	**3,628**	**199**	**4,388**	**200**	**5,224**	**201**	**6,503**	**202**	**0**	**0**	**3,931**	**185**	**4,822**	**183**	**5,769**	**182**	**6,986**	**181**	**0**	**0**	**▼303**	**14**	**▼434**	**17**	**▼545**	**18**	**▼483**	**21**
	Occ		**0.0%**	**-**	**14.2%**	**14.2%p**	**17.2%**	**3.0%p**	**20.5%**	**3.3%p**	**25.5%**	**5.0%p**	**0.0%**	**-**	**15.0%**	**15.0%p**	**18.4%**	**3.4%p**	**22.1%**	**3.6%p**	**26.7%**	**4.7%p**		**0**		**▼0.8%p**		**▼1.2%p**		**▼1.6%p**		**▼1.2%p**

■ 추가 Pick-up 및 Forecast 비교

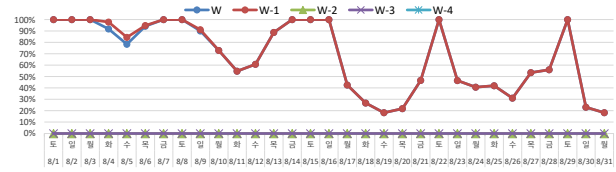
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	531	▼11	442	▼36	89	25	1,100	176	0	2
		무기명	879	▼4	1,084	▼19	▼205	15	4,900	185	▼200	1
		Staff	150	192	120	183	30	9	150	192	0	0
		Other	599	▼35	650	▼56	▼51	22	580	169	40	3
		Total	2,159	▼7	2,296	▼24	▼137	17	6,730	182	▼160	1
	Group	G-Mice	1,105	▼4	780	▼17	325	13	1,370	147	0	▼1
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	30	▼39	▼30	39	13	128	0	0
		Total	1,105	▼3	810	▼17	295	14	1,383	147	0	▼1
	FIT	Homepage	707	▼47	693	▼74	14	27	850	219	▼10	3
		OTA	4,001	▼34	4,079	▼65	▼78	32	4,950	208	50	2
		G-OTA	2,378	▼27	2,260	▼60	118	33	3,000	199	0	3
		Affiliate	154	127	157	138	▼3	▼11	180	230	▼15	▼3
		Other	252	▼40	238	▼73	14	33	275	210	25	▼15
		Total	7,492	▼31	7,427	▼62	65	31	9,255	207	50	2
	COMP		6	0	7	0	▼1	0	12	0	▼5	0
	Grand Total		**10,762**	**▼8**	**10,540**	**▼32**	**222**	**24**	**17,380**	**192**	**▼115**	**1**
	Occ			**42.2%p**		**39.7%p**		**2.5%p**		**68.1%**		**▼0.5%p**

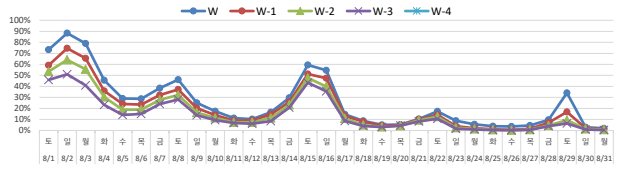
■ 일별 판매 현황



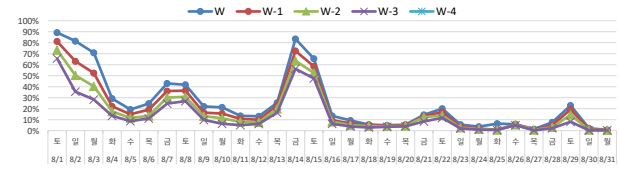
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노캄_경주

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	1,900	17.1%	225	427	14.8%	1,300	12.1%	231	300	10.4%	▼600	68.4%	6	▼126	70.4%	1,300	0.0%	231	300	0.0%	0	0.0%	0	0	0.0%	1,281	13.1%	162	207	11.6%
		무기명	4,385	39.5%	251	1,102	38.3%	4,850	45.1%	250	1,213	41.9%	465	110.6%	▼1	111	110.1%	4,850	0.0%	250	1,213	0.0%	0	0.0%	0	0	0.0%	4,427	45.4%	184	815	45.7%
		Staff	210	1.9%	270	57	2.0%	250	2.3%	270	68	2.3%	40	119.0%	0	11	119.1%	250	0.0%	270	68	0.0%	0	0.0%	0	0	0.0%	155	1.6%	214	33	1.9%
		Other	165	1.5%	208	34	1.2%	150	1.4%	210	32	1.1%	▼15	90.9%	2	▼3	91.6%	150	0.0%	210	32	0.0%	0	0.0%	0	0	0.0%	176	1.8%	147	26	1.5%
		Total	6,660	60.0%	243	1,619	56.3%	6,550	60.9%	246	1,612	55.8%	▼110	98.3%	3	▼8	99.5%	6,550	0.0%	246	1,612	0.0%	0	0.0%	0	0	0.0%	6,039	61.9%	179	1,081	60.7%
	Group	G-Mice	735	6.6%	219	161	5.6%	730	6.8%	285	208	7.2%	▼5	99.3%	66	47	129.5%	730	0.0%	285	208	0.0%	0	0.0%	0	0	0.0%	649	6.7%	154	100	5.6%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%		0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%		0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	735	6.6%	219	161	5.6%	730	6.8%	285	208	7.2%	▼5	99.3%	66	47	129.5%	730	0.0%	285	208	0.0%	0	0.0%	0	0	0.0%	649	6.7%	154	100	5.6%
	FIT	Homepage	470	4.2%	302	142	4.9%	250	2.3%	318	80	2.8%	▼220	53.2%	16	▼62	56.1%	250	0.0%	318	80	0.0%	0	0.0%	0	0	0.0%	334	3.4%	201	67	3.8%
		OTA	1,725	15.5%	301	520	18.1%	1,700	15.8%	315	536	18.5%	▼25	98.6%	14	16	103.1%	1,700	0.0%	315	536	0.0%	0	0.0%	0	0	0.0%	1,628	16.7%	207	337	18.9%
		G-OTA	1,165	10.5%	302	352	12.2%	1,200	11.2%	313	376	13.0%	35	103.0%	11	24	106.8%	1,200	0.0%	313	376	0.0%	0	0.0%	0	0	0.0%	792	8.1%	186	147	8.3%
		Affiliate	110	1.0%	270	30	1.0%	130	1.2%	245	32	1.1%	20	118.2%	▼25	2	107.1%	130	0.0%	245	32	0.0%	0	0.0%	0	0	0.0%	83	0.9%	251	21	1.2%
		Other	165	1.5%	324	54	1.9%	170	1.6%	285	48	1.7%	5	103.0%	▼39	▼5	90.6%	170	0.0%	285	48	0.0%	0	0.0%	0	0	0.0%	129	1.3%	218	28	1.6%
		Total	3,635	32.7%	302	1,096	38.1%	3,450	32.1%	310	1,071	37.0%	▼185	94.9%	9	▼25	97.7%	3,450	0.0%	310	1,071	0.0%	0	0.0%	0	0	0.0%	2,966	30.4%	202	600	33.7%
	COMP		70	0.6%	0	0	0.0%	20	0.2%	0	0	0.0%	▼50	28.6%	0	0	0.0%	20	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	100	1.0%	0	0	0.0%
	Grand Total		**11,100**	**100.0%**	**259**	**2,876**	**100.0%**	**10,750**	**100.0%**	**269**	**2,891**	**100.0%**	**▼350**	**96.8%**	**10**	**15**	**100.5%**	**10,750**	**0.0%**	**269**	**2,891**	**0.0%**	**0**	**0.0%**	**0**	**0**	**0.0%**	**9,754**	**100.0%**	**183**	**1,781**	**100.0%**
	Occ						**85.9%**					**83.4%**					**▼2.5%p**					**83.4%p**					**0.0%**					**80.5%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

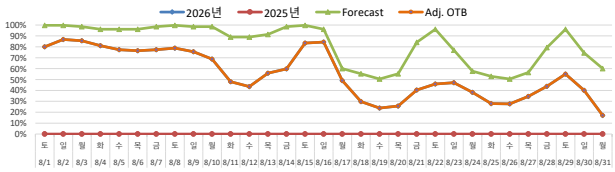
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	771	250	826	247	877	246	985	245	0	0	0	0	0	0	0	0	0	0	0	0	771	250	826	247	877	246	985	245
		무기명	0	0	3,427	258	3,752	257	4,122	254	4,516	252	0	0	0	0	0	0	0	0	0	0	0	0	3,427	258	3,752	257	4,122	254	4,516	252
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	2	140	2	140	2	140	4	170	0	0	0	0	0	0	0	0	0	0	0	0	2	140	2	140	2	140	4	170
		Total	0	0	4,200	256	4,580	255	5,001	252	5,505	251	0	0	0	0	0	0	0	0	0	0	0	0	4,200	256	4,580	255	5,001	252	5,505	251
	Group	G-Mice	0	0	105	319	107	318	235	243	237	244	0	0	0	0	0	0	0	0	0	0	0	0	105	319	107	318	235	243	237	244
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	0	0	105	319	107	318	235	243	237	244	0	0	0	0	0	0	0	0	0	0	0	0	105	319	107	318	235	243	237	244
	FIT	Homepage	0	0	29	331	41	338	60	331	99	324	0	0	0	0	0	0	0	0	0	0	0	0	29	331	41	338	60	331	99	324
		OTA	0	0	73	344	180	354	324	328	649	315	0	0	0	0	0	0	0	0	0	0	0	0	73	344	180	354	324	328	649	315
		G-OTA	0	0	60	347	164	346	295	324	457	315	0	0	0	0	0	0	0	0	0	0	0	0	60	347	164	346	295	324	457	315
		Affiliate	0	0	0	0	70	211	96	261	108	249	0	0	0	0	0	0	0	0	0	0	0	0	0	0	70	211	96	261	108	249
		Other	0	0	2	285	36	215	38	219	48	243	0	0	0	0	0	0	0	0	0	0	0	0	2	285	36	215	38	219	48	243
		Total	0	0	164	342	491	319	813	314	1,361	308	0	0	0	0	0	0	0	0	0	0	0	0	164	342	491	319	813	314	1,361	308
	COMP		0	0	6	0	6	0	6	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0	6	0	6	0	6	0
	Grand Total		**0**	**0**	**4,475**	**260**	**5,184**	**262**	**6,055**	**260**	**7,109**	**261**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**4,475**	**260**	**5,184**	**262**	**6,055**	**260**	**7,109**	**261**
	Occ		**0.0%**	**-**	**34.7%**	**34.7%p**	**40.2%**	**5.5%p**	**47.0%**	**6.8%p**	**55.1%**	**8.2%p**	**0.0%**	**-**	**0.0%**	**0**	**0.0%**	**0**	**0.0%**	**0**	**0.0%**	**0**		**0**		**34.7%p**		**40.2%p**		**47.0%p**		**55.1%p**

■ 추가 Pick-up 및 Forecast 비교

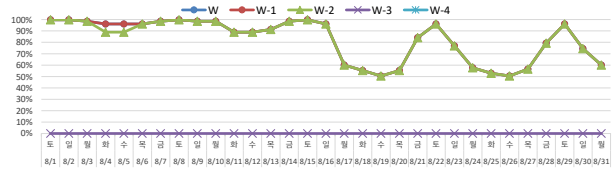
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	315	▼14	▼985	▼245	1,300	231	1,500	228	▼200	3
		무기명	334	▼2	▼4,516	▼252	4,850	250	4,550	251	300	▼1
		Staff	250	270	0	0	250	270	250	270	0	0
		Other	146	40	▼4	▼170	150	210	150	210	0	0
		Total	1,045	▼5	▼5,505	▼251	6,550	246	6,450	246	100	0
	Group	G-Mice	493	41	▼237	▼244	730	285	730	285	0	0
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	493	41	▼237	▼244	730	285	730	285	0	0
	FIT	Homepage	151	▼6	▼99	▼324	250	318	250	320	0	▼2
		OTA	1,051	▼0	▼649	▼315	1,700	315	1,700	320	0	▼5
		G-OTA	743	▼2	▼457	▼315	1,200	313	1,200	322	0	▼9
		Affiliate	22	▼4	▼108	▼249	130	245	120	240	10	5
		Other	122	42	▼48	▼243	170	285	170	285	0	0
		Total	2,089	2	▼1,361	▼308	3,450	310	3,440	316	10	▼6
	COMP		14	0	▼6	0	20	0	20	0	0	0
	Grand Total		**3,641**	**8**	**▼7,109**	**▼261**	**10,750**	**269**	**10,640**	**271**	**110**	**▼2**
	Occ			**28.2%p**		**▼55.1%p**		**83.4%p**		**82.5%**		**0.9%p**

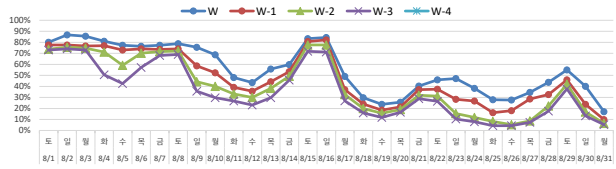
■ 일별 판매 현황



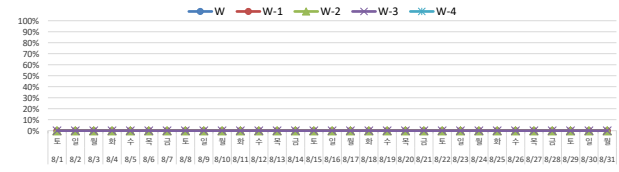
■ 주간위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노벨_청송

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	565	10.2%	183	103	9.7%	545	10.0%	183	100	9.3%	▼20	96.5%	0	▼3	96.7%	▼9	98.4%	6	2	101.7%	554	10.5%	177	98	9.8%	806	13.8%	157	127	11.8%
		무기명	1,835	33.1%	197	362	33.9%	1,865	34.1%	193	360	33.4%	30	101.6%	▼4	▼2	99.5%	44	102.4%	1	10	102.9%	1,821	34.5%	192	350	35.1%	2,230	38.1%	186	414	38.6%
		Staff	145	2.6%	227	33	3.1%	130	2.4%	225	29	2.7%	▼15	89.7%	▼2	▼4	89.1%	8	106.6%	4	2	108.3%	122	2.3%	221	27	2.7%	81	1.4%	195	16	1.5%
		Other	350	6.3%	159	56	5.2%	300	5.5%	172	52	4.8%	▼50	85.7%	13	▼4	92.7%	▼26	92.0%	18	1	102.7%	326	6.2%	154	50	5.0%	122	2.1%	153	19	1.7%
		Total	2,895	52.2%	191	553	51.9%	2,840	52.0%	190	541	50.2%	▼55	98.1%	▼1	▼13	97.7%	17	100.6%	4	16	103.0%	2,823	53.5%	186	525	52.7%	3,239	55.4%	178	575	53.6%
	Group	G-Mice	350	6.3%	164	57	5.4%	300	5.5%	164	49	4.6%	▼50	85.7%	0	▼8	85.7%	90	142.9%	2	15	144.9%	210	4.0%	162	34	3.4%	536	9.2%	154	82	7.7%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	20	0.4%	237	5	0.4%	0	0.0%	0	0	0.0%	▼20	0.0%	▼237	▼5	0.0%	▼18	0.0%	▼235	▼4	0.0%	18	0.3%	235	4	0.4%	0	0.0%	0	0	0.0%
		Total	370	6.7%	168	62	5.8%	300	5.5%	164	49	4.6%	▼70	81.1%	▼4	▼13	79.2%	72	131.6%	▼4	11	128.8%	228	4.3%	168	38	3.8%	536	9.2%	154	82	7.7%
	FIT	Homepage	215	3.9%	227	49	4.6%	240	4.4%	227	54	5.1%	25	111.6%	▼0	6	111.4%	23	110.6%	6	7	113.8%	217	4.1%	221	48	4.8%	231	4.0%	271	63	5.8%
		OTA	1,175	21.2%	202	237	22.3%	1,180	21.6%	210	248	23.0%	5	100.4%	8	10	104.4%	▼20	98.3%	15	14	106.1%	1,200	22.7%	195	233	23.4%	864	14.8%	203	175	16.3%
		G-OTA	730	13.2%	198	145	13.6%	820	15.0%	209	171	15.9%	90	112.3%	11	27	118.6%	96	113.3%	16	31	122.4%	724	13.7%	193	140	14.1%	712	12.2%	187	133	12.4%
		Affiliate	50	0.9%	120	6	0.6%	30	0.5%	120	4	0.3%	▼20	60.0%	0	▼2	60.0%	22	375.0%	3	3	383.0%	8	0.2%	117	1	0.1%	95	1.6%	260	25	2.3%
		Other	100	1.8%	138	14	1.3%	50	0.9%	185	9	0.9%	▼50	50.0%	47	▼5	67.0%	▼22	69.4%	32	▼2	83.9%	72	1.4%	153	11	1.1%	90	1.5%	218	20	1.8%
		Total	2,270	40.9%	198	451	42.3%	2,320	42.5%	210	487	45.2%	50	102.2%	11	36	108.0%	99	104.5%	15	53	112.3%	2,221	42.1%	195	433	43.5%	1,992	34.1%	208	415	38.7%
	COMP		10	0.2%	0	0	0.0%	5	0.1%	0	0	0.0%	▼5	50.0%	0	0	0.0%	▼1	83.3%	0	0	0.0%	6	0.1%	0	0	0.0%	80	1.4%	0	0	0.0%
	Grand Total		**5,545**	**100.0%**	**192**	**1,066**	**100.0%**	**5,465**	**100.0%**	**197**	**1,076**	**100.0%**	**▼80**	**98.6%**	**5**	**10**	**100.9%**	**187**	**103.5%**	**8**	**80**	**108.0%**	**5,278**	**100.0%**	**189**	**996**	**100.0%**	**5,847**	**100.0%**	**183**	**1,072**	**100.0%**
	Occ						**55.9%**					**56.5%**					**0.6%p**					**3.3%p**					**53.2%**					**60.1%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

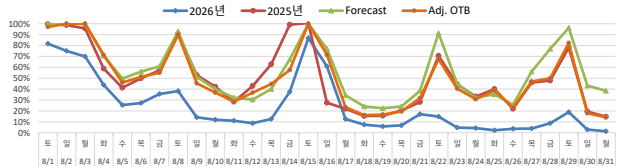
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	273	197	302	195	328	192	372	190	0	0	282	215	312	212	350	211	397	203	0	0	▼9	▼18	▼10	▼16	▼22	▼19	▼25	▼14
		무기명	0	0	1,282	200	1,399	199	1,550	197	1,629	195	0	0	1,299	207	1,537	204	1,731	204	1,883	204	0	0	▼17	▼7	▼138	▼5	▼181	▼7	▼254	▼9
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	0	0	8	206	20	194	0	0	0	0	5	133	5	133	42	167	0	0	0	0	▼5	▼133	3	73	▼22	27
		Total	0	0	1,555	199	1,701	198	1,886	196	2,021	194	0	0	1,581	208	1,854	205	2,086	205	2,322	203	0	0	▼26	▼9	▼153	▼7	▼200	▼9	▼301	▼9
	Group	G-Mice	0	0	0	0	0	0	0	0	2	238	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	238
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	0	0	0	0	0	0	0	0	2	238	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	238
	FIT	Homepage	0	0	3	342	6	307	21	271	35	247	0	0	5	314	9	284	11	282	24	252	0	0	▼2	28	▼3	22	10	▼11	11	▼5
		OTA	0	0	17	256	36	257	71	268	143	261	0	0	7	186	34	188	70	211	127	199	0	0	10	70	2	69	1	57	16	62
		G-OTA	0	0	7	258	42	249	99	256	148	260	0	0	8	193	14	188	32	189	46	183	0	0	▼1	65	28	61	67	67	102	78
		Affiliate	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	131	0	0	0	0	0	0	0	0	▼4	▼131
		Other	0	0	0	0	1	245	5	222	5	222	0	0	0	0	31	156	31	156	31	156	0	0	0	0	▼30	90	▼26	66	▼26	66
		Total	0	0	27	266	85	257	196	261	331	258	0	0	20	221	88	187	144	200	232	194	0	0	7	45	▼3	70	52	61	99	64
	COMP		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Grand Total		**0**	**0**	**1,582**	**200**	**1,786**	**201**	**2,082**	**203**	**2,354**	**203**	**0**	**0**	**1,601**	**208**	**1,942**	**204**	**2,230**	**205**	**2,554**	**203**	**0**	**0**	**▼19**	**▼8**	**▼156**	**▼3**	**▼148**	**▼3**	**▼200**	**1**
	Occ		**0.0%**	**-**	**16.4%**	**16.4%p**	**18.5%**	**2.1%p**	**21.5%**	**3.1%p**	**24.3%**	**2.8%p**	**0.0%**	**-**	**16.1%**	**16.1%p**	**19.6%**	**3.4%p**	**22.5%**	**2.9%p**	**25.7%**	**3.3%p**		**0**		**0.2%p**		**▼1.1%p**		**▼1.0%p**		**▼1.4%p**

■ 추가 Pick-up 및 Forecast 비교

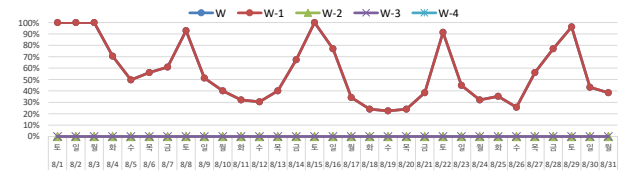
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	173	▼7	182	▼13	▼9	6	545	183	0	0
		무기명	236	▼2	192	▼3	44	1	1,850	195	15	▼2
		Staff	130	225	122	221	8	4	130	225	0	0
		Other	280	▼22	306	▼40	▼26	18	325	160	▼25	12
		Total	819	▼4	802	▼8	17	4	2,850	190	▼10	0
	Group	G-Mice	298	▼74	208	▼76	90	2	300	164	0	0
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	18	235	▼18	▼235	0	0	0	0
		Total	298	▼74	226	▼71	72	▼4	300	164	0	0
	FIT	Homepage	205	▼20	182	▼26	23	6	240	232	0	▼5
		OTA	1,037	▼51	1,057	▼66	▼20	15	1,175	208	5	2
		G-OTA	672	▼51	576	▼67	96	16	780	206	40	3
		Affiliate	30	120	8	117	22	3	50	120	▼20	0
		Other	45	▼37	67	▼69	▼22	32	65	185	▼15	0
		Total	1,989	▼49	1,890	▼63	99	15	2,310	207	10	2
	COMP		5	0	6	0	▼1	0	5	0	0	0
	Grand Total		**3,111**	**▼7**	**2,924**	**▼15**	**187**	**8**	**5,465**	**196**	**0**	**1**
	Occ			**32.2%p**		**28.9%p**		**3.3%p**		**56.5%**		**0**

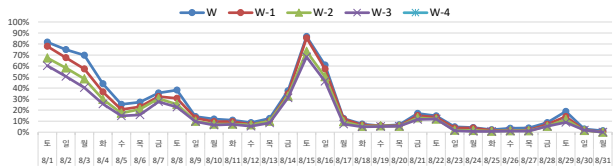
■ 일별 판매 현황



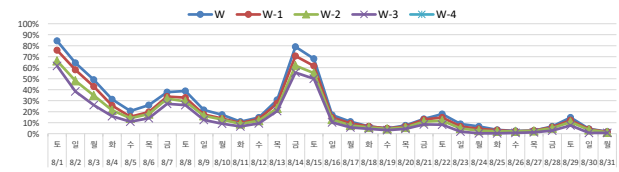
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노벨_천안

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	1,050	8.3%	180	189	7.4%	950	7.9%	190	180	7.1%	▼100	90.5%	10	▼9	95.3%	▼44	95.6%	21	12	107.4%	994	8.3%	169	168	7.1%	1,107	9.8%	163	181	8.5%
		무기명	3,650	29.0%	209	763	29.9%	3,300	27.5%	202	667	26.4%	▼350	90.4%	▼7	▼96	87.4%	19	100.6%	5	22	103.4%	3,281	27.5%	197	645	27.1%	3,365	29.9%	192	647	30.3%
		Staff	190	1.5%	219	42	1.6%	150	1.3%	215	32	1.3%	▼40	78.9%	▼4	▼9	77.6%	3	102.0%	12	2	107.9%	147	1.2%	203	30	1.3%	119	1.1%	203	24	1.1%
		Other	350	2.8%	153	54	2.1%	250	2.1%	177	44	1.8%	▼100	71.4%	24	▼9	82.6%	▼116	68.3%	3	▼19	69.5%	366	3.1%	174	64	2.7%	156	1.4%	161	25	1.2%
		Total	5,240	41.6%	200	1,047	41.1%	4,650	38.8%	199	923	36.6%	▼590	88.7%	▼1	▼123	88.2%	▼138	97.1%	9	17	101.9%	4,788	40.2%	189	906	38.1%	4,747	42.1%	185	877	41.0%
	Group	G-Mice	1,500	11.9%	194	292	11.4%	1,500	12.5%	218	327	13.0%	0	100.0%	24	35	112.1%	27	101.8%	7	16	105.2%	1,473	12.4%	211	311	13.1%	1,012	9.0%	187	189	8.9%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	▼10	0.0%	▼130	▼1	0.0%	10	0.1%	130	1	0.1%	44	0.4%	130	6	0.3%
		Total	1,500	11.9%	194	292	11.4%	1,500	12.5%	218	327	13.0%	0	100.0%	24	35	112.1%	17	101.1%	8	15	104.8%	1,483	12.5%	210	312	13.1%	1,056	9.4%	185	195	9.1%
	FIT	Homepage	580	4.6%	213	124	4.8%	500	4.2%	221	111	4.4%	▼80	86.2%	8	▼13	89.5%	▼70	87.7%	10	▼9	92.1%	570	4.8%	211	120	5.0%	367	3.3%	219	80	3.8%
		OTA	3,450	27.4%	208	719	28.2%	3,450	28.8%	219	756	30.0%	0	100.0%	11	36	105.0%	155	104.7%	14	80	111.8%	3,295	27.7%	205	676	28.4%	3,320	29.5%	191	634	29.7%
		G-OTA	1,500	11.9%	204	306	12.0%	1,600	13.3%	218	349	13.8%	100	106.7%	14	43	114.0%	196	114.0%	15	64	122.3%	1,404	11.8%	203	285	12.0%	1,359	12.1%	188	256	12.0%
		Affiliate	120	1.0%	207	25	1.0%	100	0.8%	240	24	1.0%	▼20	83.3%	33	▼1	96.8%	▼19	84.0%	▼32	▼8	74.3%	119	1.0%	272	32	1.4%	245	2.2%	248	61	2.8%
		Other	170	1.4%	211	36	1.4%	150	1.3%	220	33	1.3%	▼20	88.2%	9	▼3	92.1%	▼58	72.1%	▼8	▼14	69.7%	208	1.7%	228	47	2.0%	151	1.3%	225	34	1.6%
		Total	5,820	46.2%	208	1,209	47.5%	5,800	48.4%	219	1,272	50.4%	▼20	99.7%	11	62	105.2%	204	103.6%	12	111	109.6%	5,596	47.0%	207	1,160	48.8%	5,442	48.3%	196	1,065	49.8%
	COMP		30	0.2%	0	0	0.0%	40	0.3%	0	0	0.0%	10	133.3%	0	0	0.0%	▼4	90.9%	0	0	0.0%	44	0.4%	0	0	0.0%	24	0.2%	0	0	0.0%
	Grand Total		**12,590**	**100.0%**	**202**	**2,548**	**100.0%**	**11,990**	**100.0%**	**210**	**2,522**	**100.0%**	**▼600**	**95.2%**	**8**	**▼26**	**99.0%**	**79**	**100.7%**	**11**	**143**	**106.0%**	**11,911**	**100.0%**	**200**	**2,379**	**100.0%**	**11,269**	**100.0%**	**190**	**2,138**	**100.0%**
	Occ						**90.3%**					**85.9%**					**▼4.3%p**					**0.6%p**					**85.4%**					**85.5%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

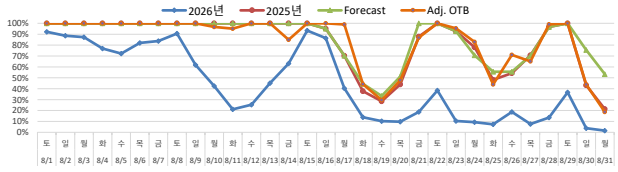
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	492	202	544	202	601	201	635	200	0	0	517	182	548	183	601	181	644	181	0	0	▼25	20	▼4	19	0	19	▼9	18
		무기명	0	0	2,117	203	2,379	203	2,634	204	2,841	203	0	0	2,064	206	2,370	205	2,539	204	2,780	204	0	0	53	▼3	9	▼2	95	▼1	61	▼1
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	0	0	2	167	10	199	0	0	3	155	12	172	32	175	89	176	0	0	▼3	▼155	▼12	▼172	▼30	▼8	▼79	23
		Total	0	0	2,609	203	2,923	203	3,237	203	3,486	203	0	0	2,584	201	2,930	200	3,172	200	3,513	199	0	0	25	2	▼7	2	65	3	▼27	4
	Group	G-Mice	0	0	53	263	219	261	299	224	466	279	0	0	0	0	68	175	231	250	277	235	0	0	53	263	151	86	68	▼27	189	45
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11	129	11	129	11	129	0	0	0	0	▼11	▼129	▼11	▼129	▼11	▼129
		Total	0	0	53	263	219	261	299	224	466	279	0	0	0	0	79	169	242	245	288	231	0	0	53	263	140	92	57	▼21	178	49
	FIT	Homepage	0	0	32	219	54	228	101	236	139	240	0	0	53	202	107	200	127	203	187	202	0	0	▼21	17	▼53	28	▼26	33	▼48	37
		OTA	0	0	204	226	484	237	790	236	1,057	238	0	0	121	218	301	214	603	218	844	216	0	0	83	8	183	23	187	19	213	22
		G-OTA	0	0	94	220	586	223	694	230	799	234	0	0	51	205	167	211	265	206	339	205	0	0	43	15	419	12	429	23	460	29
		Affiliate	0	0	0	0	0	0	0	0	75	248	0	0	2	160	3	155	7	132	13	129	0	0	▼2	▼160	▼3	▼155	▼7	▼132	62	119
		Other	0	0	2	182	40	172	39	172	56	202	0	0	6	215	11	237	23	208	25	216	0	0	▼4	▼33	29	▼65	16	▼36	31	▼13
		Total	0	0	332	223	1,164	228	1,624	232	2,126	236	0	0	233	211	589	211	1,025	212	1,408	211	0	0	99	12	575	17	599	20	718	25
	COMP		0	0	1	0	7	0	7	0	9	0	0	0	0	0	1	0	1	0	2	0	0	0	1	0	6	0	6	0	7	0
	Grand Total		**0**	**0**	**2,995**	**206**	**4,313**	**212**	**5,167**	**213**	**6,087**	**220**	**0**	**0**	**2,817**	**202**	**3,599**	**201**	**4,440**	**205**	**5,211**	**204**	**0**	**0**	**178**	**4**	**714**	**11**	**727**	**8**	**876**	**16**
	Occ		**0.0%**	**-**	**21.5%**	**21.5%p**	**30.9%**	**9.4%p**	**37.0%**	**6.1%p**	**43.6%**	**6.6%p**	**0.0%**	**-**	**20.2%**	**20.2%p**	**25.8%**	**5.6%p**	**31.8%**	**6.0%p**	**37.4%**	**5.5%p**		**0**		**1.3%p**		**5.1%p**		**5.2%p**		**6.3%p**

■ 추가 Pick-up 및 Forecast 비교

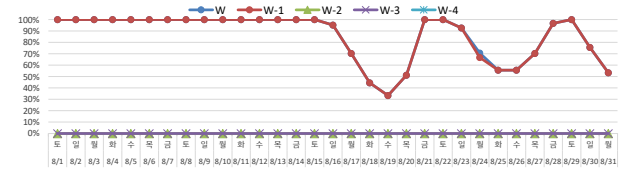
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	315	▼10	359	▼31	▼44	21	1,000	189	▼50	1
		무기명	459	▼1	440	▼7	19	5	3,250	203	50	▼1
		Staff	150	215	147	203	3	12	150	215	0	0
		Other	240	▼22	356	▼25	▼116	3	300	175	▼50	2
		Total	1,164	▼4	1,302	▼13	▼138	9	4,700	199	▼50	0
	Group	G-Mice	1,034	▼61	1,007	▼68	27	7	1,492	196	8	22
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	10	130	▼10	▼130	0	0	0	0
		Total	1,034	▼61	1,017	▼69	17	8	1,492	196	8	22
	FIT	Homepage	361	▼19	431	▼29	▼70	10	500	220	0	1
		OTA	2,393	▼19	2,238	▼33	155	14	3,400	216	50	3
		G-OTA	801	▼16	605	▼31	196	15	1,600	214	0	4
		Affiliate	25	▼8	44	24	▼19	▼32	100	215	0	25
		Other	94	18	152	25	▼58	▼8	150	216	0	4
		Total	3,674	▼17	3,470	▼29	204	12	5,750	216	50	4
	COMP		31	0	35	0	▼4	0	30	0	10	0
	Grand Total		**5,903**	**▼10**	**5,824**	**▼20**	**79**	**11**	**11,972**	**206**	**18**	**4**
	Occ			**42.3%p**		**41.7%p**		**0.6%p**		**85.8%**		**0.1%p**

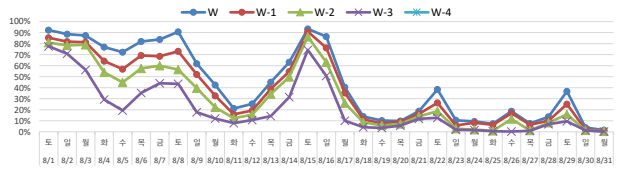
■ 일별 판매 현황



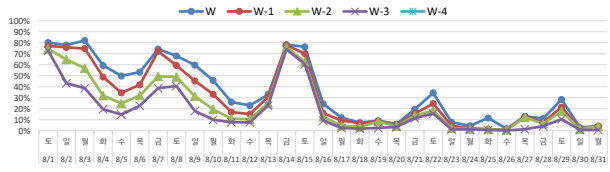
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노벨_변산

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	1,400	10.2%	174	244	9.2%	1,400	10.4%	182	255	9.5%	0	100.0%	8	11	104.5%	▼18	98.7%	10	11	104.6%	1,418	10.6%	172	243	9.6%	1,556	11.5%	163	254	10.3%
		무기명	6,200	45.4%	190	1,178	44.3%	6,050	45.0%	196	1,184	44.0%	▼150	97.6%	6	6	100.5%	28	100.5%	11	74	106.7%	6,022	44.9%	184	1,110	43.6%	6,546	48.2%	184	1,206	48.9%
		Staff	100	0.7%	199	20	0.7%	100	0.7%	199	20	0.7%	0	100.0%	0	0	100.0%	5	105.3%	▼22	▼1	95.0%	95	0.7%	221	21	0.8%	176	1.3%	208	37	1.5%
		Other	300	2.2%	161	48	1.8%	300	2.2%	168	50	1.9%	0	100.0%	7	2	104.3%	▼28	91.5%	2	▼4	92.5%	328	2.4%	166	55	2.1%	190	1.4%	150	28	1.2%
		Total	8,000	58.6%	186	1,490	56.1%	7,850	58.3%	192	1,509	56.1%	▼150	98.1%	6	19	101.3%	▼13	99.8%	11	80	105.6%	7,863	58.6%	182	1,428	56.1%	8,468	62.4%	180	1,525	61.8%
	Group	G-Mice	800	5.9%	135	108	4.1%	637	4.7%	146	93	3.5%	▼163	79.6%	11	▼15	85.9%	88	116.0%	8	17	122.3%	549	4.1%	138	76	3.0%	676	5.0%	163	110	4.5%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	9	0.1%	176	2	0.1%	9	0.0%	176	2	0.0%	9	0.0%	176	2	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	800	5.9%	135	108	4.1%	646	4.8%	146	95	3.5%	▼154	80.8%	11	▼14	87.3%	97	117.7%	8	19	124.4%	549	4.1%	138	76	3.0%	676	5.0%	163	110	4.5%
	FIT	Homepage	400	2.9%	228	91	3.4%	450	3.3%	229	103	3.8%	50	112.5%	1	12	113.0%	▼23	95.1%	2	▼5	95.8%	473	3.5%	227	108	4.2%	452	3.3%	208	94	3.8%
		OTA	2,600	19.0%	222	577	21.7%	2,700	20.1%	220	594	22.1%	100	103.8%	▼2	17	102.9%	119	104.6%	11	55	110.2%	2,581	19.2%	209	539	21.2%	2,292	16.9%	189	434	17.6%
		G-OTA	1,450	10.6%	207	300	11.3%	1,350	10.0%	213	288	10.7%	▼100	93.1%	6	▼13	95.8%	▼49	96.5%	19	17	106.1%	1,399	10.4%	194	271	10.6%	1,261	9.3%	170	214	8.7%
		Affiliate	100	0.7%	208	21	0.8%	150	1.1%	240	36	1.3%	50	150.0%	32	15	172.7%	▼17	89.8%	16	▼1	96.1%	167	1.2%	224	37	1.5%	103	0.8%	190	20	0.8%
		Other	300	2.2%	230	69	2.6%	300	2.2%	226	68	2.5%	0	100.0%	▼4	▼1	98.3%	▼62	82.9%	▼9	▼17	79.5%	362	2.7%	235	85	3.4%	308	2.3%	225	69	2.8%
		Total	4,850	35.5%	218	1,058	39.8%	4,950	36.8%	220	1,088	40.4%	100	102.1%	2	30	102.8%	▼32	99.4%	11	48	104.6%	4,982	37.2%	209	1,040	40.9%	4,416	32.5%	188	831	33.7%
	COMP		10	0.1%	0	0	0.0%	10	0.1%	0	0	0.0%	0	100.0%	0	0	0.0%	▼6	62.5%	0	0	0.0%	16	0.1%	0	0	0.0%	10	0.1%	0	0	0.0%
	Grand Total		**13,660**	**100.0%**	**194**	**2,657**	**100.0%**	**13,456**	**100.0%**	**200**	**2,692**	**100.0%**	**▼204**	**98.5%**	**6**	**35**	**101.3%**	**46**	**100.3%**	**10**	**147**	**105.8%**	**13,410**	**100.0%**	**190**	**2,544**	**100.0%**	**13,570**	**100.0%**	**182**	**2,466**	**100.0%**
	Occ						**87.8%**					**86.3%**					**▼1.5%p**					**0.1%p**					**86.2%**					**87.2%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

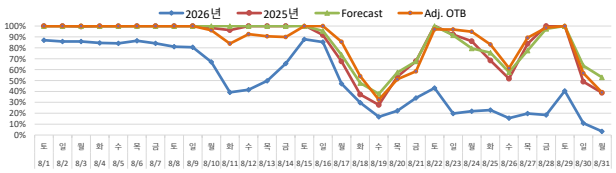
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	834	191	983	189	1,030	189	1,060	187	0	0	864	183	945	182	1,007	182	1,027	181	0	0	▼30	8	38	7	23	8	33	6
		무기명	0	0	3,711	200	4,216	199	4,788	199	5,241	198	0	0	3,774	195	4,259	194	4,637	193	5,009	193	0	0	▼63	4	▼43	5	151	6	232	5
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	0	0	0	0	0	0	0	0	12	154	22	156	36	163	55	167	0	0	▼12	▼154	▼22	▼156	▼36	▼163	▼55	▼167
		Total	0	0	4,545	198	5,199	197	5,818	197	6,301	196	0	0	4,650	193	5,226	191	5,680	191	6,091	191	0	0	▼105	5	▼27	6	138	6	210	6
	Group	G-Mice	0	0	122	128	176	160	183	159	281	154	0	0	0	0	0	0	9	232	10	232	0	0	122	128	176	160	174	▼73	271	▼77
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	9	176	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	176
		Total	0	0	122	128	176	160	183	159	290	155	0	0	0	0	0	0	9	232	10	232	0	0	122	128	176	160	174	▼73	280	▼77
	FIT	Homepage	0	0	48	253	102	248	129	247	138	247	0	0	40	241	98	235	121	236	137	232	0	0	8	12	4	14	8	11	1	14
		OTA	0	0	141	261	428	246	571	241	661	241	0	0	91	233	287	228	441	227	585	225	0	0	50	29	141	19	130	13	76	16
		G-OTA	0	0	98	238	206	232	285	232	334	228	0	0	69	243	283	222	351	217	379	216	0	0	29	▼5	▼77	11	▼66	15	▼45	12
		Affiliate	0	0	0	0	9	109	65	276	66	273	0	0	0	0	9	103	21	103	42	167	0	0	0	0	0	6	44	173	24	106
		Other	0	0	3	232	35	172	48	179	64	191	0	0	6	220	39	172	47	180	49	180	0	0	▼3	12	▼4	0	1	▼0	15	10
		Total	0	0	290	252	780	238	1,098	238	1,263	237	0	0	206	238	716	222	981	220	1,192	219	0	0	84	14	64	16	117	19	71	18
	COMP		0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
	Grand Total		**0**	**0**	**4,957**	**200**	**6,155**	**201**	**7,099**	**203**	**7,855**	**201**	**0**	**0**	**4,856**	**195**	**5,942**	**195**	**6,670**	**195**	**7,293**	**196**	**0**	**0**	**101**	**5**	**213**	**6**	**429**	**7**	**562**	**6**
	Occ		**0.0%**	**-**	**31.8%**	**31.8%p**	**39.5%**	**7.7%p**	**45.5%**	**6.1%p**	**50.4%**	**4.8%p**	**0.0%**	**-**	**31.2%**	**31.2%p**	**38.2%**	**7.0%p**	**42.9%**	**4.7%p**	**46.9%**	**4.0%p**		**0**		**0.6%p**		**1.3%p**		**2.7%p**		**3.5%p**

■ 추가 Pick-up 및 Forecast 비교

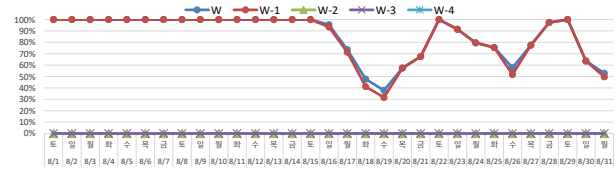
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	340	▼5	358	▼16	▼18	10	1,400	183	0	▼1
		무기명	809	▼3	781	▼14	28	11	6,000	195	50	1
		Staff	100	199	95	221	5	▼22	100	199	0	0
		Other	300	168	328	166	▼28	2	300	165	0	3
		Total	1,549	▼4	1,562	▼15	▼13	11	7,800	192	50	0
	Group	G-Mice	356	▼8	268	▼16	88	8	465	146	172	0
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	▼9	▼176	9	176	0	0	9	176
		Total	356	▼9	259	▼17	97	8	465	146	181	0
	FIT	Homepage	312	▼18	335	▼19	▼23	2	450	230	0	▼1
		OTA	2,039	▼21	1,920	▼32	119	11	2,650	220	50	0
		G-OTA	1,016	▼15	1,065	▼34	▼49	19	1,450	212	▼100	1
		Affiliate	84	▼33	101	▼49	▼17	16	150	238	0	2
		Other	236	35	298	45	▼62	▼9	350	227	▼50	▼1
		Total	3,687	▼17	3,719	▼28	▼32	11	5,050	220	▼100	0
	COMP		9	0	15	0	▼6	0	10	0	0	0
	Grand Total		**5,601**	**▼1**	**5,555**	**▼12**	**46**	**10**	**13,325**	**201**	**131**	**▼1**
	Occ			**35.9%p**		**35.8%p**		**0.1%p**		**85.5%**		**0.8%p**

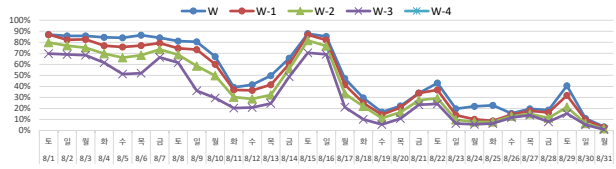
■ 일별 판매 현황



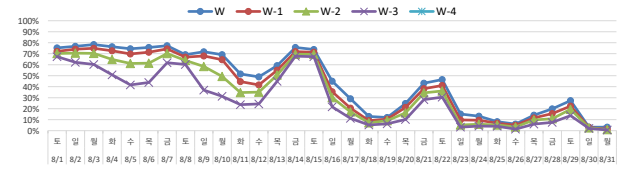
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노캄_여수

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	600	9.7%	265	159	8.5%	530	8.9%	271	144	8.0%	▼70	88.3%	7	▼15	90.5%	▼11	98.0%	17	6	104.3%	541	9.1%	254	138	7.9%	818	12.8%	252	206	11.1%
		무기명	2,600	42.0%	300	781	42.0%	2,400	40.4%	296	711	39.6%	▼200	92.3%	▼4	▼70	91.1%	▼101	96.0%	1	▼27	96.3%	2,501	42.1%	295	739	42.3%	2,576	40.4%	298	768	41.4%
		Staff	130	2.1%	333	43	2.3%	150	2.5%	333	50	2.8%	20	115.4%	0	7	115.4%	35	130.4%	9	13	134.2%	115	1.9%	324	37	2.1%	165	2.6%	316	52	2.8%
		Other	300	4.8%	235	71	3.8%	200	3.4%	266	53	3.0%	▼100	66.7%	31	▼17	75.5%	▼95	67.8%	45	▼12	81.4%	295	5.0%	221	65	3.7%	79	1.2%	265	21	1.1%
		Total	3,630	58.6%	290	1,054	56.7%	3,280	55.2%	292	958	53.3%	▼350	90.4%	2	▼95	90.9%	▼172	95.0%	9	▼21	97.9%	3,452	58.1%	284	979	56.0%	3,638	57.0%	288	1,047	56.5%
	Group	G-Mice	450	7.3%	227	102	5.5%	500	8.4%	233	117	6.5%	50	111.1%	6	15	114.2%	172	152.4%	17	46	164.1%	328	5.5%	217	71	4.1%	295	4.6%	277	82	4.4%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	17	0.3%	184	3	0.2%	17	0.0%	184	3	0.0%	17	0.0%	184	3	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	450	7.3%	227	102	5.5%	517	8.7%	232	120	6.7%	67	114.9%	5	18	117.3%	189	157.6%	15	49	168.5%	328	5.5%	217	71	4.1%	295	4.6%	277	82	4.4%
	FIT	Homepage	250	4.0%	340	85	4.6%	130	2.2%	335	44	2.4%	▼120	52.0%	▼5	▼41	51.2%	▼139	48.3%	10	▼44	49.8%	269	4.5%	325	87	5.0%	400	6.3%	297	119	6.4%
		OTA	750	12.1%	333	250	13.4%	800	13.5%	344	275	15.3%	50	106.7%	11	25	110.2%	37	104.8%	19	27	110.9%	763	12.8%	325	248	14.2%	848	13.3%	297	252	13.6%
		G-OTA	1,000	16.2%	333	333	17.9%	1,100	18.5%	330	363	20.2%	100	110.0%	▼3	30	109.0%	70	106.8%	8	31	109.3%	1,030	17.3%	322	332	19.0%	1,040	16.3%	289	300	16.2%
		Affiliate	20	0.3%	232	5	0.2%	30	0.5%	222	7	0.4%	10	150.0%	▼10	2	143.5%	10	150.0%	0	2	150.3%	20	0.3%	222	4	0.3%	48	0.8%	320	15	0.8%
		Other	80	1.3%	370	30	1.6%	80	1.3%	370	30	1.6%	0	100.0%	0	0	100.0%	7	109.6%	22	4	116.5%	73	1.2%	348	25	1.5%	107	1.7%	361	39	2.1%
		Total	2,100	33.9%	334	702	37.8%	2,140	36.0%	336	718	40.0%	40	101.9%	1	16	102.3%	▼15	99.3%	12	21	103.0%	2,155	36.2%	324	697	39.9%	2,443	38.3%	297	725	39.1%
	COMP		10	0.2%	0	0	0.0%	10	0.2%	0	0	0.0%	0	100.0%	0	0	0.0%	▼1	90.9%	0	0	0.0%	11	0.2%	0	0	0.0%	8	0.1%	0	0	0.0%
	Grand Total		**6,190**	**100.0%**	**300**	**1,858**	**100.0%**	**5,947**	**100.0%**	**302**	**1,796**	**100.0%**	**▼243**	**96.1%**	**2**	**▼62**	**96.7%**	**1**	**100.0%**	**8**	**49**	**102.8%**	**5,946**	**100.0%**	**294**	**1,747**	**100.0%**	**6,384**	**100.0%**	**290**	**1,854**	**100.0%**
	Occ						**64.6%**					**62.1%**					**▼2.5%p**					**0.0%p**					**62.1%**					**66.6%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

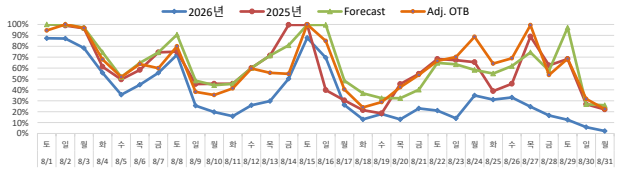
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	296	289	325	290	359	286	383	288	0	0	368	277	439	277	449	275	472	275	0	0	▼72	11	▼114	13	▼90	11	▼89	13
		무기명	0	0	1,674	304	1,877	303	2,123	301	2,311	300	0	0	1,966	301	2,277	299	2,467	299	2,718	300	0	0	▼292	3	▼400	4	▼344	2	▼407	1
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	19	305	26	306	28	309	0	0	0	0	0	0	1	336	6	306	0	0	0	0	19	305	25	▼31	22	3
		Total	0	0	1,970	302	2,221	301	2,508	299	2,722	299	0	0	2,334	297	2,716	296	2,917	295	3,196	296	0	0	▼364	5	▼495	5	▼409	4	▼474	3
	Group	G-Mice	0	0	229	200	377	194	373	196	449	234	0	0	13	306	13	306	13	306	103	207	0	0	216	▼106	364	▼111	360	▼110	346	27
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	7	278	17	184	17	184	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	278	17	184	17	184
		Total	0	0	229	200	384	196	390	195	466	233	0	0	13	306	13	306	13	306	103	207	0	0	216	▼106	371	▼110	377	▼110	363	25
	FIT	Homepage	0	0	0	0	10	371	22	367	29	363	0	0	13	385	22	369	31	374	39	364	0	0	▼13	▼385	▼12	2	▼9	▼8	▼10	▼1
		OTA	0	0	11	403	27	380	56	394	84	387	0	0	6	346	23	337	45	328	91	335	0	0	5	57	4	43	11	66	▼7	51
		G-OTA	0	0	12	371	64	382	81	368	126	371	0	0	14	372	33	343	61	340	123	341	0	0	▼2	▼2	31	39	20	28	3	30
		Affiliate	0	0	4	210	7	205	11	206	14	205	0	0	2	341	6	246	8	234	9	230	0	0	2	▼131	1	▼40	3	▼28	5	▼25
		Other	0	0	0	0	30	312	35	333	39	336	0	0	6	391	8	427	9	403	11	367	0	0	▼6	▼391	22	▼115	26	▼70	28	▼32
		Total	0	0	27	360	138	356	205	360	292	362	0	0	41	374	92	349	154	342	273	340	0	0	▼14	▼14	46	8	51	19	19	22
	COMP		0	0	0	0	0	0	1	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	10	0
	Grand Total		**0**	**0**	**2,226**	**292**	**2,743**	**289**	**3,104**	**290**	**3,490**	**294**	**0**	**0**	**2,388**	**299**	**2,821**	**297**	**3,084**	**298**	**3,572**	**297**	**0**	**0**	**▼162**	**▼7**	**▼78**	**▼8**	**20**	**▼8**	**▼82**	**▼2**
	Occ		**0.0%**	**-**	**23.2%**	**23.2%p**	**28.6%**	**5.4%p**	**32.4%**	**3.8%p**	**36.4%**	**4.0%p**	**0.0%**	**-**	**24.9%**	**24.9%p**	**29.4%**	**4.5%p**	**32.2%**	**2.7%p**	**37.3%**	**5.1%p**		**0**		**▼1.7%p**		**▼0.8%p**		**0.2%p**		**▼0.9%p**

■ 추가 Pick-up 및 Forecast 비교

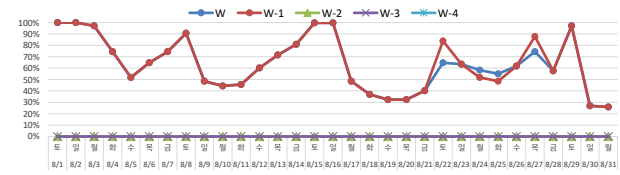
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	147	▼17	158	▼33	▼11	17	500	272	30	▼1
		무기명	89	▼4	190	▼5	▼101	1	2,500	301	▼100	▼4
		Staff	150	333	115	324	35	9	150	333	0	0
		Other	172	▼43	267	▼88	▼95	45	200	266	0	0
		Total	558	▼7	730	▼15	▼172	9	3,350	296	▼70	▼4
	Group	G-Mice	51	▼1	▼121	▼18	172	17	550	217	▼50	16
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	▼17	▼184	17	184	17	184	0	0
		Total	51	▼1	▼138	▼16	189	15	567	216	▼50	16
	FIT	Homepage	101	▼28	240	▼38	▼139	10	100	335	30	0
		OTA	716	▼43	679	▼61	37	19	770	344	30	0
		G-OTA	974	▼41	904	▼49	70	8	1,100	330	0	0
		Affiliate	16	17	6	17	10	0	30	222	0	0
		Other	41	34	34	13	7	22	80	370	0	0
		Total	1,848	▼27	1,863	▼38	▼15	12	2,080	335	60	0
	COMP		0	0	1	0	▼1	0	15	0	▼5	0
	Grand Total		**2,457**	**8**	**2,456**	**▼0**	**1**	**8**	**6,012**	**301**	**▼65**	**1**
	Occ			**25.6%p**		**25.6%p**		**0.0%p**		**62.8%**		**▼0.7%p**

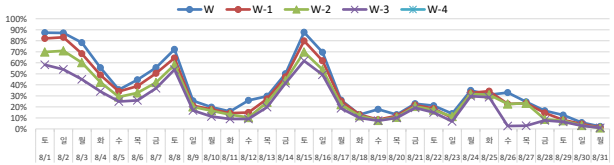
■ 일별 판매 현황



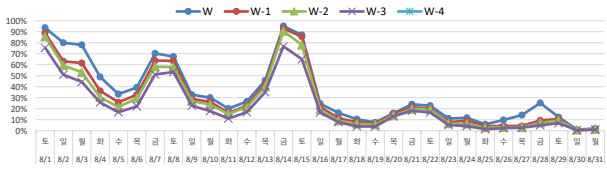
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노캄_거제

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	1,200	8.5%	223	268	7.2%	1,300	9.4%	237	307	8.4%	100	108.3%	14	40	114.9%	▼121	91.5%	18	▼2	99.2%	1,421	10.0%	218	310	8.6%	1,723	12.4%	217	374	11.2%
		무기명	6,500	46.0%	255	1,658	44.8%	6,500	47.0%	254	1,651	45.2%	0	100.0%	▼1	▼7	99.6%	▼110	98.3%	9	30	101.9%	6,610	46.4%	245	1,621	45.2%	6,899	49.6%	245	1,693	50.8%
		Staff	200	1.4%	280	56	1.5%	200	1.4%	280	56	1.5%	0	100.0%	0	0	100.0%	52	135.1%	6	15	137.9%	148	1.0%	274	41	1.1%	144	1.0%	257	37	1.1%
		Other	450	3.2%	242	109	2.9%	140	1.0%	235	33	0.9%	▼310	31.1%	▼7	▼76	30.2%	▼228	38.0%	3	▼52	38.6%	368	2.6%	232	85	2.4%	190	1.4%	217	41	1.2%
		Total	8,350	59.1%	250	2,090	56.5%	8,140	58.9%	252	2,047	56.0%	▼210	97.5%	1	▼43	98.0%	▼407	95.2%	11	▼9	99.6%	8,547	59.9%	241	2,057	57.3%	8,956	64.3%	240	2,145	64.4%
	Group	G-Mice	600	4.2%	234	140	3.8%	620	4.5%	234	145	4.0%	20	103.3%	0	5	103.3%	152	132.5%	10	40	138.5%	468	3.3%	224	105	2.9%	369	2.7%	226	84	2.5%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	600	4.2%	234	140	3.8%	620	4.5%	234	145	4.0%	20	103.3%	0	5	103.3%	152	132.5%	10	40	138.5%	468	3.3%	224	105	2.9%	369	2.7%	226	84	2.5%
	FIT	Homepage	500	3.5%	295	148	4.0%	300	2.2%	302	91	2.5%	▼200	60.0%	7	▼57	61.4%	▼203	59.6%	17	▼53	63.2%	503	3.5%	285	143	4.0%	559	4.0%	246	137	4.1%
		OTA	2,400	17.0%	285	684	18.5%	2,300	16.6%	292	672	18.4%	▼100	95.8%	7	▼12	98.2%	▼119	95.1%	19	11	101.6%	2,419	17.0%	273	661	18.4%	2,376	17.1%	245	582	17.5%
		G-OTA	1,750	12.4%	279	488	13.2%	2,000	14.5%	283	566	15.5%	250	114.3%	4	78	115.9%	229	112.9%	17	94	120.0%	1,771	12.4%	266	472	13.1%	1,277	9.2%	219	279	8.4%
		Affiliate	200	1.4%	275	55	1.5%	150	1.1%	277	42	1.1%	▼50	75.0%	2	▼13	75.5%	▼43	77.7%	14	▼9	81.9%	193	1.4%	263	51	1.4%	124	0.9%	243	30	0.9%
		Other	300	2.1%	315	95	2.6%	300	2.2%	310	93	2.5%	0	100.0%	▼5	▼2	98.4%	▼43	87.5%	17	▼7	92.5%	343	2.4%	293	100	2.8%	243	1.7%	300	73	2.2%
		Total	5,150	36.5%	285	1,469	39.7%	5,050	36.5%	290	1,463	40.0%	▼100	98.1%	4	▼7	99.6%	▼179	96.6%	17	36	102.5%	5,229	36.7%	273	1,427	39.8%	4,579	32.9%	241	1,102	33.1%
	COMP		20	0.1%	0	0	0.0%	10	0.1%	0	0	0.0%	▼10	50.0%	0	0	0.0%	▼7	58.8%	0	0	0.0%	17	0.1%	0	0	0.0%	18	0.1%	0	0	0.0%
	Grand Total		**14,120**	**100.0%**	**262**	**3,700**	**100.0%**	**13,820**	**100.0%**	**264**	**3,655**	**100.0%**	**▼300**	**97.9%**	**2**	**▼44**	**98.8%**	**▼441**	**96.9%**	**13**	**67**	**101.9%**	**14,261**	**100.0%**	**252**	**3,588**	**100.0%**	**13,922**	**100.0%**	**239**	**3,331**	**100.0%**
	Occ						**89.7%**					**87.8%**					**▼1.9%p**					**▼2.8%p**					**90.6%**					**94.0%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

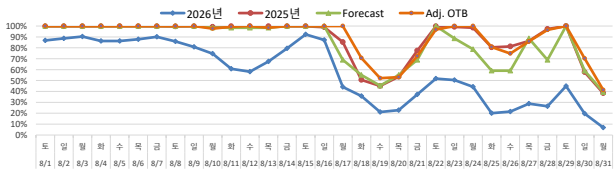
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	1,030	242	1,070	242	1,084	242	1,135	241	0	0	1,042	238	1,123	236	1,179	235	1,209	232	0	0	▼12	4	▼53	6	▼95	7	▼74	8
		무기명	0	0	4,193	257	4,555	257	4,968	256	5,385	256	0	0	3,755	264	4,376	260	4,828	259	5,197	258	0	0	438	▼7	179	▼3	140	▼3	188	▼2
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	0	0	0	0	0	0	0	0	3	258	8	248	26	248	37	241	0	0	▼3	▼258	▼8	▼248	▼26	▼248	▼37	▼241
		Total	0	0	5,223	254	5,625	254	6,052	253	6,520	253	0	0	4,800	258	5,507	255	6,033	254	6,443	253	0	0	423	▼4	118	▼1	19	▼1	77	0
	Group	G-Mice	0	0	0	0	0	0	171	260	351	236	0	0	0	0	180	172	180	172	181	173	0	0	0	0	▼180	▼172	▼9	88	170	63
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	0	0	0	0	0	0	171	260	351	236	0	0	0	0	180	172	180	172	181	173	0	0	0	0	▼180	▼172	▼9	88	170	63
	FIT	Homepage	0	0	49	310	79	318	91	312	114	314	0	0	84	298	123	299	165	295	167	294	0	0	▼35	12	▼44	19	▼74	17	▼53	20
		OTA	0	0	110	333	342	332	475	328	797	320	0	0	93	301	323	298	489	297	595	296	0	0	17	31	19	34	▼14	31	202	24
		G-OTA	0	0	159	309	311	311	910	312	1,082	303	0	0	73	299	299	289	478	286	607	283	0	0	86	10	12	22	432	26	475	19
		Affiliate	0	0	5	206	72	303	88	276	99	263	0	0	7	165	30	156	45	167	76	198	0	0	▼2	42	42	147	43	108	23	65
		Other	0	0	3	281	39	250	48	254	62	262	0	0	19	281	30	287	35	288	40	280	0	0	▼16	0	9	▼37	13	▼34	22	▼19
		Total	0	0	326	315	843	317	1,612	313	2,154	307	0	0	276	295	805	289	1,212	287	1,485	285	0	0	50	20	38	28	400	26	669	22
	COMP		0	0	0	0	0	0	4	0	10	0	0	0	0	0	0	0	0	0	15	0	0	0	0	0	0	0	4	0	▼5	0
	Grand Total		**0**	**0**	**5,549**	**258**	**6,468**	**262**	**7,839**	**265**	**9,035**	**265**	**0**	**0**	**5,076**	**260**	**6,492**	**257**	**7,425**	**258**	**8,124**	**257**	**0**	**0**	**473**	**▼2**	**▼24**	**5**	**414**	**8**	**911**	**8**
	Occ		**0.0%**	**-**	**35.2%**	**35.2%p**	**41.1%**	**5.8%p**	**49.8%**	**8.7%p**	**57.4%**	**7.6%p**	**0.0%**	**-**	**32.2%**	**32.2%p**	**41.2%**	**9.0%p**	**47.1%**	**5.9%p**	**51.6%**	**4.4%p**		**0**		**3.0%p**		**▼0.2%p**		**2.6%p**		**5.8%p**

■ 추가 Pick-up 및 Forecast 비교

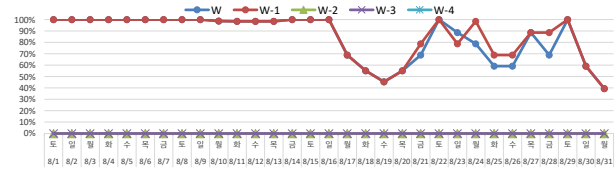
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	165	▼4	286	▼23	▼121	18	1,250	236	50	0
		무기명	1,115	▼2	1,225	▼11	▼110	9	6,500	253	0	1
		Staff	200	280	148	274	52	6	200	280	0	0
		Other	140	235	368	232	▼228	3	200	235	▼60	0
		Total	1,620	▼2	2,027	▼13	▼407	11	8,150	251	▼10	1
	Group	G-Mice	269	▼2	117	▼12	152	10	640	244	▼20	▼10
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	269	▼2	117	▼12	152	10	640	244	▼20	▼10
	FIT	Homepage	186	▼12	389	▼29	▼203	17	300	302	0	0
		OTA	1,503	▼28	1,622	▼47	▼119	19	2,200	292	100	0
		G-OTA	918	▼20	689	▼36	229	17	2,000	282	0	1
		Affiliate	51	14	94	0	▼43	14	200	277	▼50	0
		Other	238	48	281	31	▼43	17	300	310	0	0
		Total	2,896	▼17	3,075	▼34	▼179	17	5,000	289	50	1
	COMP		0	0	7	0	▼7	0	30	0	▼20	0
	Grand Total		**4,785**	**▼0**	**5,226**	**▼13**	**▼441**	**13**	**13,820**	**264**	**0**	**1**
	Occ			**30.4%p**		**33.2%p**		**▼2.8%p**		**87.8%**		**0**

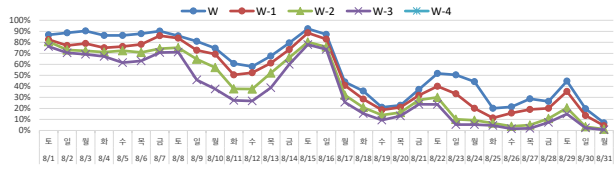
■ 일별 판매 현황



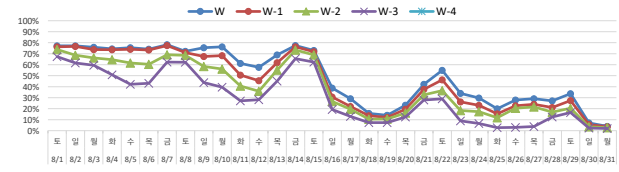
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 쏠비치_진도

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	1,300	7.8%	219	285	6.9%	1,300	8.2%	227	295	7.0%	0	100.0%	8	10	103.7%	111	109.3%	10	37	114.5%	1,189	7.3%	217	258	6.4%	1,513	9.1%	206	312	7.8%
		무기명	7,600	45.5%	233	1,771	42.7%	6,910	43.4%	240	1,658	39.5%	▼690	90.9%	7	▼112	93.7%	▼385	94.7%	7	▼44	97.4%	7,295	44.7%	233	1,703	42.6%	8,679	52.0%	233	2,025	51.0%
		Staff	100	0.6%	260	26	0.6%	100	0.6%	260	26	0.6%	0	100.0%	0	0	100.0%	2	102.0%	1	1	102.6%	98	0.6%	259	25	0.6%	107	0.6%	247	26	0.7%
		Other	300	1.8%	239	72	1.7%	270	1.7%	239	65	1.5%	▼30	90.0%	0	▼7	90.0%	▼44	86.0%	9	▼8	89.3%	314	1.9%	230	72	1.8%	178	1.1%	222	39	1.0%
		Total	9,300	55.7%	232	2,153	51.9%	8,580	53.9%	238	2,044	48.7%	▼720	92.3%	7	▼109	94.9%	▼316	96.4%	7	▼14	99.3%	8,896	54.5%	231	2,058	51.5%	10,477	62.8%	229	2,402	60.5%
	Group	G-Mice	300	1.8%	195	59	1.4%	170	1.1%	197	33	0.8%	▼130	56.7%	2	▼25	57.2%	▼98	63.4%	3	▼18	64.5%	268	1.6%	194	52	1.3%	167	1.0%	205	34	0.9%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	300	1.8%	195	59	1.4%	170	1.1%	197	33	0.8%	▼130	56.7%	2	▼25	57.2%	▼98	63.4%	3	▼18	64.5%	268	1.6%	194	52	1.3%	167	1.0%	205	34	0.9%
	FIT	Homepage	600	3.6%	299	179	4.3%	480	3.0%	303	145	3.5%	▼120	80.0%	4	▼34	81.1%	2	100.4%	7	4	102.8%	478	2.9%	296	141	3.5%	358	2.1%	309	111	2.8%
		OTA	3,300	19.7%	270	891	21.5%	3,320	20.8%	297	986	23.5%	20	100.6%	27	95	110.7%	▼200	94.3%	37	69	107.5%	3,520	21.6%	260	917	22.9%	3,025	18.1%	255	772	19.4%
		G-OTA	2,600	15.6%	262	680	16.4%	2,720	17.1%	290	789	18.8%	120	104.6%	29	109	116.0%	179	107.0%	37	147	122.9%	2,541	15.6%	253	642	16.1%	2,134	12.8%	233	498	12.5%
		Affiliate	200	1.2%	315	63	1.5%	230	1.4%	312	72	1.7%	30	115.0%	▼3	9	113.9%	5	102.2%	2	2	102.7%	225	1.4%	310	70	1.7%	199	1.2%	301	60	1.5%
		Other	400	2.4%	310	124	3.0%	420	2.6%	302	127	3.0%	20	105.0%	▼8	3	102.3%	24	106.1%	8	10	108.9%	396	2.4%	294	116	2.9%	330	2.0%	288	95	2.4%
		Total	7,100	42.5%	273	1,937	46.7%	7,170	45.0%	296	2,119	50.5%	70	101.0%	23	182	109.4%	10	100.1%	32	232	112.3%	7,160	43.8%	264	1,887	47.2%	6,046	36.2%	254	1,536	38.7%
	COMP		10	0.1%	0	0	0.0%	5	0.0%	0	0	0.0%	▼5	50.0%	0	0	0.0%	▼3	62.5%	0	0	0.0%	8	0.0%	0	0	0.0%	4	0.0%	167	1	0.0%
	Grand Total		**16,710**	**100.0%**	**248**	**4,149**	**100.0%**	**15,925**	**100.0%**	**264**	**4,196**	**100.0%**	**▼785**	**95.3%**	**15**	**47**	**101.1%**	**▼407**	**97.5%**	**19**	**200**	**105.0%**	**16,332**	**100.0%**	**245**	**3,997**	**100.0%**	**16,694**	**100.0%**	**238**	**3,973**	**100.0%**
	Occ						**94.6%**					**90.1%**					**▼4.4%p**					**▼2.3%p**					**92.4%**					**96.0%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

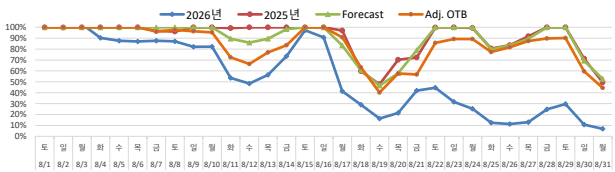
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	884	245	960	242	1,066	240	1,118	239	0	0	1,114	238	1,183	236	1,239	235	1,267	235	0	0	▼230	6	▼223	7	▼173	5	▼149	5
		무기명	0	0	4,817	249	5,309	249	5,925	247	6,468	245	0	0	5,784	247	6,328	245	6,849	245	7,230	244	0	0	▼967	2	▼1,019	4	▼924	2	▼762	1
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	0	0	0	0	0	0	0	0	4	222	18	215	53	227	69	217	0	0	▼4	▼222	▼18	▼215	▼53	▼227	▼69	▼217
		Total	0	0	5,701	248	6,269	248	6,991	246	7,586	245	0	0	6,902	245	7,529	243	8,141	243	8,566	243	0	0	▼1,201	3	▼1,260	4	▼1,150	2	▼980	2
	Group	G-Mice	0	0	0	0	0	0	6	318	37	320	0	0	0	0	0	0	5	319	5	319	0	0	0	0	0	0	1	▼1	32	1
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	0	0	0	0	0	0	6	318	37	320	0	0	0	0	0	0	5	319	5	319	0	0	0	0	0	0	1	▼1	32	1
	FIT	Homepage	0	0	62	313	74	317	126	315	155	316	0	0	85	318	145	311	190	312	230	303	0	0	▼23	▼6	▼71	6	▼64	3	▼75	12
		OTA	0	0	145	331	470	332	609	325	774	318	0	0	216	300	434	284	1,079	261	1,249	267	0	0	▼71	31	36	48	▼470	64	▼475	51
		G-OTA	0	0	227	308	477	316	566	312	959	289	0	0	153	277	362	265	561	265	759	258	0	0	74	30	115	51	5	47	200	30
		Affiliate	0	0	2	198	0	0	31	332	34	315	0	0	2	231	11	191	12	188	14	188	0	0	0	▼33	▼11	▼191	19	144	20	127
		Other	0	0	17	247	55	231	87	267	118	275	0	0	13	313	47	251	49	256	52	254	0	0	4	▼66	8	▼20	38	12	66	21
		Total	0	0	453	313	1,076	319	1,419	315	2,040	302	0	0	469	296	999	279	1,891	267	2,304	267	0	0	▼16	17	77	40	▼472	49	▼264	35
	COMP		0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
	Grand Total		**0**	**0**	**6,154**	**253**	**7,345**	**258**	**8,416**	**257**	**9,664**	**257**	**0**	**0**	**7,371**	**249**	**8,528**	**247**	**10,037**	**248**	**10,875**	**248**	**0**	**0**	**▼1,217**	**5**	**▼1,183**	**11**	**▼1,621**	**10**	**▼1,211**	**9**
	Occ		**0.0%**	**-**	**34.8%**	**34.8%p**	**41.6%**	**6.7%p**	**47.6%**	**6.1%p**	**54.7%**	**7.1%p**	**0.0%**	**-**	**41.7%**	**41.7%p**	**48.3%**	**6.5%p**	**56.8%**	**8.5%p**	**61.5%**	**4.7%p**		**0**		**▼6.9%p**		**▼6.7%p**		**▼9.2%p**		**▼6.9%p**

■ 추가 Pick-up 및 Forecast 비교

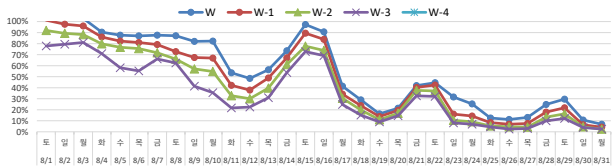
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	182	▼12	71	▼23	111	10	1,300	228	0	▼1
		무기명	442	▼5	827	▼12	▼385	7	6,900	240	10	0
		Staff	100	260	98	259	2	1	120	260	▼20	▼0
		Other	270	239	314	230	▼44	9	270	239	0	▼0
		Total	994	▼6	1,310	▼13	▼316	7	8,590	238	▼10	▼0
	Group	G-Mice	133	▼123	231	▼127	▼98	3	145	195	25	2
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	133	▼123	231	▼127	▼98	3	145	195	25	2
	FIT	Homepage	325	▼13	323	▼20	2	7	500	300	▼20	3
		OTA	2,546	▼21	2,746	▼57	▼200	37	3,400	290	▼80	7
		G-OTA	1,761	1	1,582	▼36	179	37	2,650	280	70	10
		Affiliate	196	▼3	191	▼5	5	2	215	315	15	▼3
		Other	302	27	278	19	24	8	420	300	0	2
		Total	5,130	▼6	5,120	▼38	10	32	7,185	289	▼15	7
	COMP		4	0	7	0	▼3	0	5	0	0	0
	Grand Total		**6,261**	**7**	**6,668**	**▼12**	**▼407**	**19**	**15,925**	**261**	**0**	**3**
	Occ			**35.4%p**		**37.7%p**		**▼2.3%p**		**90.1%**		**0**

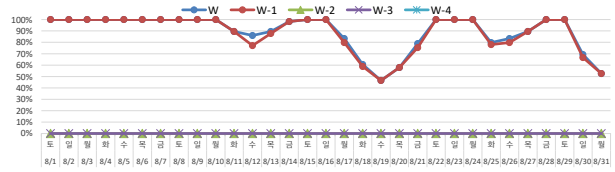
■ 일별 판매 현황



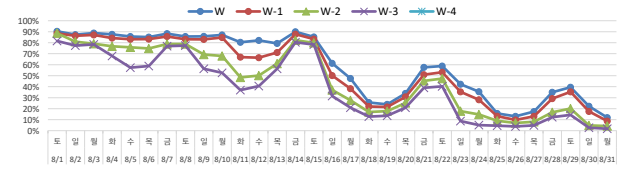
■26Y 주단위 Pick up 추이



■ 주단위 Forecast 추이



■25Y 주단위 Pick up 추이



▣ 소노벨_제주

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	1,200	11.8%	186	223	10.8%	1,150	11.4%	198	228	10.7%	▼50	95.8%	12	5	102.0%	103	109.8%	15	36	118.9%	1,047	10.7%	183	192	9.8%	1,394	15.8%	184	257	14.3%
		무기명	4,150	41.0%	207	859	41.6%	4,200	41.5%	212	890	41.8%	50	101.2%	5	31	103.6%	464	112.4%	9	131	117.3%	3,736	38.1%	203	759	38.9%	4,293	48.5%	204	876	48.9%
		Staff	180	1.8%	228	41	2.0%	160	1.6%	225	36	1.7%	▼20	88.9%	▼3	▼5	87.7%	▼14	92.0%	5	▼2	93.9%	174	1.8%	220	38	2.0%	176	2.0%	221	39	2.2%
		Other	400	3.9%	170	68	3.3%	400	3.9%	172	69	3.2%	0	100.0%	2	1	101.2%	▼94	81.0%	3	▼15	82.5%	494	5.0%	169	83	4.3%	220	2.5%	173	38	2.1%
		Total	5,930	58.5%	201	1,191	57.7%	5,910	58.3%	207	1,223	57.4%	▼20	99.7%	6	32	102.7%	459	108.4%	10	150	114.0%	5,451	55.5%	197	1,072	54.9%	6,083	68.7%	199	1,209	67.6%
	Group	G-Mice	250	2.5%	157	39	1.9%	150	1.5%	180	27	1.3%	▼100	60.0%	23	▼12	68.8%	▼92	62.0%	28	▼10	73.5%	242	2.5%	152	37	1.9%	406	4.6%	158	64	3.6%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	17	0.2%	0	0	0.0%	17	0.0%	0	0	0.0%	17	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	3	0.0%	200	1	0.0%
		Total	250	2.5%	157	39	1.9%	167	1.6%	162	27	1.3%	▼83	66.8%	5	▼12	68.8%	▼75	69.0%	10	▼10	73.5%	242	2.5%	152	37	1.9%	409	4.6%	158	65	3.6%
	FIT	Homepage	220	2.2%	212	47	2.3%	240	2.4%	242	58	2.7%	20	109.1%	30	11	124.5%	▼3	98.8%	37	8	116.5%	243	2.5%	205	50	2.6%	276	3.1%	207	57	3.2%
		OTA	1,200	11.8%	214	257	12.4%	1,200	11.8%	227	272	12.8%	0	100.0%	13	16	106.1%	▼168	87.7%	22	▼8	97.0%	1,368	13.9%	205	281	14.4%	671	7.6%	237	159	8.9%
		G-OTA	2,300	22.7%	210	483	23.4%	2,400	23.7%	211	506	23.8%	100	104.3%	1	23	104.8%	45	101.9%	8	28	105.8%	2,355	24.0%	203	479	24.5%	1,183	13.4%	217	256	14.3%
		Affiliate	90	0.9%	160	14	0.7%	90	0.9%	170	15	0.7%	0	100.0%	10	1	106.3%	46	204.5%	8	8	214.0%	44	0.4%	162	7	0.4%	59	0.7%	162	10	0.5%
		Other	120	1.2%	264	32	1.5%	120	1.2%	250	30	1.4%	0	100.0%	▼14	▼2	94.7%	13	112.1%	▼8	2	108.7%	107	1.1%	258	28	1.4%	140	1.6%	239	33	1.9%
		Total	3,930	38.8%	212	833	40.4%	4,050	40.0%	218	882	41.4%	120	103.1%	6	50	106.0%	▼67	98.4%	13	38	104.5%	4,117	41.9%	205	844	43.2%	2,329	26.3%	222	516	28.8%
	COMP		20	0.2%	0	0	0.0%	5	0.0%	0	0	0.0%	▼15	25.0%	0	0	0.0%	▼1	83.3%	0	0	0.0%	6	0.1%	0	0	0.0%	28	0.3%	0	0	0.0%
	Grand Total		**10,130**	**100.0%**	**204**	**2,063**	**100.0%**	**10,132**	**100.0%**	**210**	**2,132**	**100.0%**	**2**	**100.0%**	**7**	**69**	**103.3%**	**316**	**103.2%**	**11**	**179**	**109.1%**	**9,816**	**100.0%**	**199**	**1,953**	**100.0%**	**8,849**	**100.0%**	**202**	**1,790**	**100.0%**
	Occ						**82.5%**					**82.5%**					**0.0%p**					**2.6%p**					**80.0%**					**73.6%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

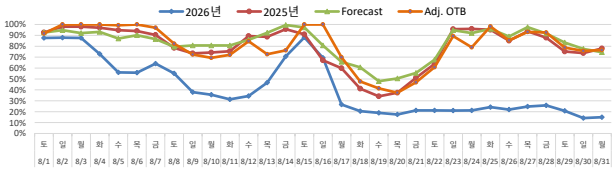
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	734	208	827	208	890	206	966	205	0	0	723	205	783	204	858	202	932	201	0	0	11	4	44	5	32	4	34	4
		무기명	0	0	2,103	223	2,501	223	2,857	221	3,201	220	0	0	2,118	228	2,606	224	2,912	222	3,258	220	0	0	▼15	▼5	▼105	▼1	▼55	▼1	▼57	1
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	27	193	31	199	43	196	49	198	0	0	11	198	43	170	69	179	85	178	0	0	16	▼5	▼12	29	▼26	18	▼36	20
		Total	0	0	2,864	219	3,359	219	3,790	217	4,216	216	0	0	2,852	222	3,432	219	3,839	217	4,275	215	0	0	12	▼3	▼73	0	▼49	0	▼59	2
	Group	G-Mice	0	0	52	209	80	183	80	183	94	204	0	0	60	173	60	173	63	173	185	147	0	0	▼8	36	20	10	17	10	▼91	57
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	17	73	17	73	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	17	73	17	73
		Total	0	0	52	209	80	183	97	164	111	184	0	0	60	173	60	173	63	173	185	147	0	0	▼8	36	20	10	34	▼9	▼74	37
	FIT	Homepage	0	0	48	302	55	296	79	306	84	314	0	0	20	259	28	245	30	230	41	237	0	0	28	43	27	51	49	76	43	77
		OTA	0	0	109	326	154	322	218	317	274	309	0	0	19	234	38	240	73	245	115	232	0	0	90	91	116	82	145	73	159	77
		G-OTA	0	0	130	308	209	299	264	301	370	301	0	0	34	208	130	210	301	227	486	220	0	0	96	100	79	90	▼37	74	▼116	81
		Affiliate	0	0	0	0	6	135	41	206	44	206	0	0	0	0	9	122	13	123	21	125	0	0	0	0	▼3	14	28	83	23	81
		Other	0	0	9	273	16	263	22	264	31	295	0	0	5	321	7	278	14	290	16	284	0	0	4	▼48	9	▼15	8	▼26	15	11
		Total	0	0	296	312	440	304	624	300	803	300	0	0	78	235	212	218	431	229	679	221	0	0	218	78	228	85	193	71	124	78
	COMP		0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0
	Grand Total		**0**	**0**	**3,212**	**227**	**3,879**	**228**	**4,512**	**227**	**5,131**	**229**	**0**	**0**	**2,990**	**221**	**3,704**	**218**	**4,333**	**218**	**5,139**	**213**	**0**	**0**	**222**	**6**	**175**	**10**	**179**	**10**	**▼8**	**15**
	Occ		**0.0%**	**-**	**26.2%**	**26.2%p**	**31.6%**	**5.4%p**	**36.8%**	**5.2%p**	**41.8%**	**5.0%p**	**0.0%**	**-**	**24.4%**	**24.4%p**	**30.2%**	**5.8%p**	**35.3%**	**5.1%p**	**41.9%**	**6.6%p**		**0**		**1.8%p**		**1.4%p**		**1.5%p**		**▼0.1%p**

■ 추가 Pick-up 및 Forecast 비교

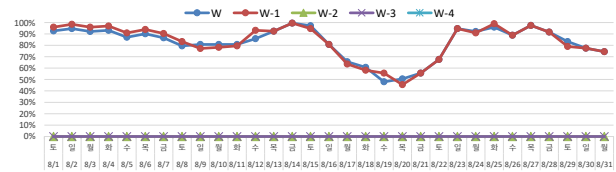
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	184	▼7	81	▼22	103	15	1,200	198	▼50	0
		무기명	999	▼8	535	▼17	464	9	4,150	211	50	1
		Staff	160	225	174	220	▼14	5	160	225	0	0
		Other	351	▼26	445	▼30	▼94	3	400	172	0	0
		Total	1,694	▼9	1,235	▼20	459	10	5,910	206	0	1
	Group	G-Mice	56	▼24	148	▼52	▼92	28	150	163	0	17
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	▼73	▼17	▼73	17	0	17	0	0	0
		Total	56	▼22	131	▼32	▼75	10	167	146	0	15
	FIT	Homepage	156	▼72	159	▼109	▼3	37	240	242	0	0
		OTA	926	▼82	1,094	▼103	▼168	22	1,200	230	0	▼3
		G-OTA	2,030	▼90	1,985	▼98	45	8	2,400	210	0	1
		Affiliate	46	▼36	0	▼44	46	8	90	170	0	0
		Other	89	▼45	76	▼37	13	▼8	120	250	0	0
		Total	3,247	▼82	3,314	▼95	▼67	13	4,050	218	0	▼0
	COMP		4	0	5	0	▼1	0	5	0	0	0
	Grand Total		**5,001**	**▼18**	**4,685**	**▼30**	**316**	**11**	**10,132**	**210**	**0**	**1**
	Occ			**40.7%p**		**38.2%p**		**2.6%p**		**82.5%**		**0**

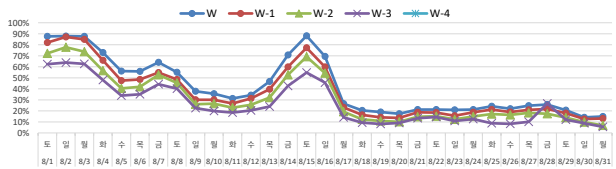
■ 일별 판매 현황



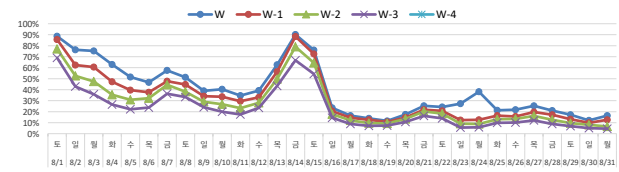
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노캄_제주

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	940	15.0%	246	231	14.9%	940	16.0%	254	239	16.0%	0	100.0%	9	8	103.5%	144	118.1%	64	88	157.9%	796	14.8%	190	151	13.9%	993	17.2%	191	190	17.0%
		무기명	3,020	48.1%	239	721	46.5%	2,700	45.8%	255	689	46.2%	▼320	89.4%	16	▼32	95.5%	202	108.1%	49	174	133.9%	2,498	46.4%	206	514	47.2%	2,785	48.4%	203	565	50.6%
		Staff	150	2.4%	315	47	3.0%	200	3.4%	300	60	4.0%	50	133.3%	▼15	13	127.1%	79	165.3%	60	31	206.7%	121	2.2%	240	29	2.7%	123	2.1%	237	29	2.6%
		Other	340	5.4%	196	66	4.3%	350	5.9%	196	69	4.6%	10	102.9%	1	2	103.4%	▼46	88.4%	31	3	105.0%	396	7.3%	165	65	6.0%	140	2.4%	183	26	2.3%
		Total	4,450	70.9%	239	1,065	68.8%	4,190	71.1%	252	1,056	70.8%	▼260	94.2%	13	▼9	99.1%	379	109.9%	53	296	139.0%	3,811	70.7%	199	760	69.7%	4,041	70.2%	200	810	72.6%
	Group	G-Mice	200	3.2%	162	32	2.1%	50	0.8%	165	8	0.6%	▼150	25.0%	3	▼24	25.5%	▼118	29.8%	6	▼19	30.8%	168	3.1%	159	27	2.5%	163	2.8%	188	31	2.7%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	200	3.2%	162	32	2.1%	50	0.8%	165	8	0.6%	▼150	25.0%	3	▼24	25.5%	▼118	29.8%	6	▼19	30.8%	168	3.1%	159	27	2.5%	163	2.8%	188	31	2.7%
	FIT	Homepage	200	3.2%	215	43	2.8%	180	3.1%	246	44	3.0%	▼20	90.0%	32	1	103.2%	12	107.1%	29	8	121.3%	168	3.1%	217	37	3.3%	38	0.7%	301	11	1.0%
		OTA	570	9.1%	293	167	10.8%	600	10.2%	260	156	10.5%	30	105.3%	▼33	▼11	93.4%	94	118.6%	44	47	142.7%	506	9.4%	216	109	10.0%	561	9.7%	169	95	8.5%
		G-OTA	680	10.8%	284	193	12.5%	680	11.5%	265	180	12.1%	0	100.0%	▼19	▼13	93.4%	76	112.6%	47	49	137.0%	604	11.2%	218	132	12.1%	742	12.9%	160	119	10.6%
		Affiliate	40	0.6%	172	7	0.4%	80	1.4%	170	14	0.9%	40	200.0%	▼2	7	197.7%	61	421.1%	▼10	10	398.5%	19	0.4%	180	3	0.3%	102	1.8%	264	27	2.4%
		Other	120	1.9%	346	41	2.7%	110	1.9%	300	33	2.2%	▼10	91.7%	▼46	▼8	79.5%	27	132.5%	31	11	148.1%	83	1.5%	269	22	2.0%	98	1.7%	242	24	2.1%
		Total	1,610	25.6%	280	451	29.1%	1,650	28.0%	259	427	28.6%	40	102.5%	▼21	▼24	94.6%	270	119.6%	39	124	140.9%	1,380	25.6%	220	303	27.8%	1,541	26.8%	179	276	24.7%
	COMP		20	0.3%	0	0	0.0%	3	0.1%	0	0	0.0%	▼17	15.0%	0	0	0.0%	▼26	10.3%	0	0	0.0%	29	0.5%	0	0	0.0%	15	0.3%	(20)	(0)	0.0%
	Grand Total		**6,280**	**100.0%**	**247**	**1,549**	**100.0%**	**5,893**	**100.0%**	**253**	**1,492**	**100.0%**	**▼387**	**93.8%**	**6**	**▼58**	**96.3%**	**505**	**109.4%**	**51**	**402**	**136.8%**	**5,388**	**100.0%**	**202**	**1,090**	**100.0%**	**5,760**	**100.0%**	**194**	**1,116**	**100.0%**
	Occ						**50.0%**					**46.4%**					**▼3.7%p**					**▼1.9%p**					**48.3%**					**55.6%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

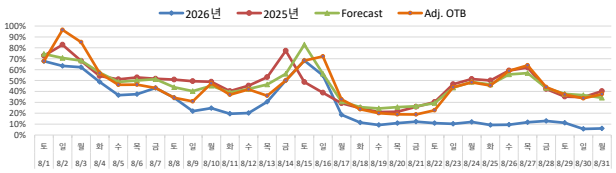
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	571	289	655	284	703	277	800	272	0	0	523	216	589	211	627	209	693	207	0	0	48	72	66	73	76	67	107	65
		무기명	0	0	1,641	271	1,912	269	2,113	268	2,387	264	0	0	1,794	233	2,037	230	2,198	229	2,414	227	0	0	▼153	38	▼125	39	▼85	39	▼27	37
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	14	220	21	224	21	222	27	224	0	0	8	128	22	164	47	196	58	197	0	0	6	92	▼1	60	▼26	25	▼31	27
		Total	0	0	2,226	275	2,588	272	2,837	270	3,214	266	0	0	2,325	229	2,648	226	2,872	224	3,165	222	0	0	▼99	46	▼60	47	▼35	46	49	43
	Group	G-Mice	0	0	10	150	10	150	12	170	12	170	0	0	20	125	20	125	20	125	264	186	0	0	▼10	25	▼10	25	▼8	46	▼252	▼16
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	0	0	10	150	10	150	12	170	12	170	0	0	20	125	20	125	20	125	264	186	0	0	▼10	25	▼10	25	▼8	46	▼252	▼16
	FIT	Homepage	0	0	9	333	19	309	23	310	31	333	0	0	6	305	11	268	21	220	34	216	0	0	3	28	8	41	2	90	▼3	117
		OTA	0	0	11	352	27	303	38	297	61	317	0	0	3	197	13	238	28	251	42	242	0	0	8	154	14	65	10	45	19	75
		G-OTA	0	0	25	379	63	327	92	317	124	325	0	0	0	0	28	234	40	240	70	248	0	0	25	379	35	93	52	77	54	76
		Affiliate	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	123	0	0	0	0	0	0	0	0	▼2	▼123
		Other	0	0	10	304	13	291	19	297	21	293	0	0	2	309	4	266	4	266	6	260	0	0	8	▼5	9	26	15	31	15	34
		Total	0	0	55	352	122	315	172	309	237	321	0	0	11	276	56	244	93	240	154	238	0	0	44	76	66	71	79	69	83	83
	COMP		0	0	0	0	0	0	3	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	3	0
	Grand Total		**0**	**0**	**2,291**	**277**	**2,720**	**274**	**3,024**	**271**	**3,466**	**269**	**0**	**0**	**2,356**	**229**	**2,724**	**225**	**2,985**	**224**	**3,583**	**220**	**0**	**0**	**▼65**	**48**	**▼4**	**49**	**39**	**48**	**▼117**	**49**
	Occ		**0.0%**	**-**	**18.0%**	**18.0%p**	**21.4%**	**3.4%p**	**23.8%**	**2.4%p**	**27.3%**	**3.5%p**	**0.0%**	**-**	**21.1%**	**21.1%p**	**24.4%**	**3.3%p**	**26.7%**	**2.3%p**	**32.1%**	**5.4%p**		**0**		**▼3.1%p**		**▼3.0%p**		**▼3.0%p**		**▼4.8%p**

■ 추가 Pick-up 및 Forecast 비교

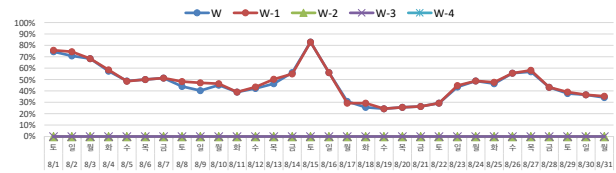
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	140	▼18	▼4	▼82	144	64	940	253	0	1
		무기명	313	▼9	111	▼58	202	49	2,800	252	▼100	3
		Staff	200	300	121	240	79	60	200	300	0	0
		Other	323	▼28	369	▼59	▼46	31	350	196	0	0
		Total	976	▼14	597	▼66	379	53	4,290	250	▼100	2
	Group	G-Mice	38	▼5	156	▼11	▼118	6	50	155	0	10
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	38	▼5	156	▼11	▼118	6	50	155	0	10
	FIT	Homepage	149	▼87	137	▼116	12	29	185	248	▼5	▼2
		OTA	539	▼57	445	▼101	94	44	620	262	▼20	▼2
		G-OTA	556	▼60	480	▼107	76	47	680	270	0	▼5
		Affiliate	80	170	19	180	61	▼10	80	172	0	▼2
		Other	89	7	62	▼25	27	31	110	300	0	0
		Total	1,413	▼62	1,143	▼101	270	39	1,675	262	▼25	▼3
	COMP		0	0	26	0	▼26	0	3	0	0	0
	Grand Total		**2,427**	**▼16**	**1,922**	**▼67**	**505**	**51**	**6,018**	**252**	**▼125**	**1**
	Occ			**19.1%p**		**21.0%p**		**▼1.9%p**		**47.3%**		**▼1.0%p**

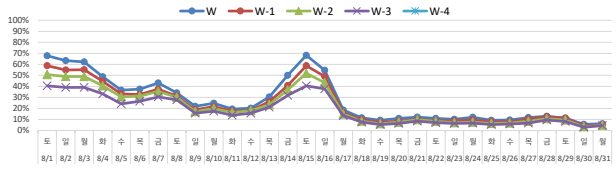
■ 일별 판매 현황



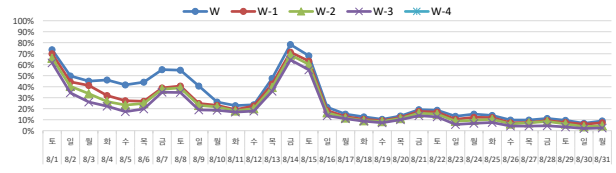
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노캄_고양

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	700	4.3%	155	109	4.8%	600	3.8%	170	102	4.2%	▼100	85.7%	15	▼7	94.0%	9	101.5%	16	11	112.3%	591	3.9%	154	91	4.4%	682	5.2%	160	109	6.4%
		무기명	850	5.3%	203	172	7.6%	880	5.5%	203	178	7.3%	30	103.5%	0	6	103.5%	131	117.5%	0	27	117.6%	749	4.9%	202	151	7.3%	789	6.0%	200	158	9.3%
		Staff	350	2.2%	217	76	3.4%	350	2.2%	220	77	3.2%	0	100.0%	3	1	101.4%	▼25	93.3%	4	▼4	95.1%	375	2.4%	216	81	3.9%	248	1.9%	210	52	3.1%
		Other	400	2.5%	130	52	2.3%	400	2.5%	135	54	2.2%	0	100.0%	5	2	103.5%	▼17	95.9%	6	0	100.2%	417	2.7%	129	54	2.6%	313	2.4%	116	36	2.1%
		Total	2,300	14.3%	178	409	18.1%	2,230	13.9%	184	411	16.8%	▼70	97.0%	7	2	100.6%	98	104.6%	7	34	109.0%	2,132	13.9%	177	377	18.3%	2,032	15.5%	175	355	20.9%
	Group	G-Mice	4,900	30.4%	119	583	25.8%	4,900	30.6%	125	613	25.1%	0	100.0%	6	29	105.0%	136	102.9%	24	133	127.8%	4,764	31.1%	101	479	23.2%	1,841	14.1%	119	219	12.9%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	3,000	18.6%	92	276	12.2%	3,000	18.8%	98	294	12.0%	0	100.0%	6	18	106.5%	2	100.1%	2	6	102.2%	2,998	19.5%	96	288	13.9%	3,194	24.4%	93	299	17.6%
		Total	7,900	49.1%	109	859	38.1%	7,900	49.4%	115	907	37.1%	0	100.0%	6	47	105.5%	138	101.8%	16	140	118.2%	7,762	50.6%	99	767	37.1%	5,035	38.5%	103	518	30.5%
	FIT	Homepage	500	3.1%	231	116	5.1%	500	3.1%	219	110	4.5%	0	100.0%	▼12	▼6	94.6%	36	107.8%	▼11	3	102.6%	464	3.0%	230	107	5.2%	479	3.7%	244	117	6.9%
		OTA	1,700	10.6%	190	322	14.3%	1,620	10.1%	230	373	15.3%	▼80	95.3%	41	50	115.7%	45	102.9%	41	75	125.1%	1,575	10.3%	189	298	14.4%	1,791	13.7%	146	261	15.4%
		G-OTA	2,500	15.5%	189	471	20.9%	2,650	16.6%	210	557	22.8%	150	106.0%	22	85	118.1%	235	109.7%	22	103	122.7%	2,415	15.7%	188	453	21.9%	2,061	15.8%	161	331	19.5%
		Affiliate	600	3.7%	71	43	1.9%	450	2.8%	70	32	1.3%	▼150	75.0%	▼1	▼11	73.9%	46	111.4%	▼1	3	109.1%	404	2.6%	71	29	1.4%	1,258	9.6%	76	96	5.7%
		Other	250	1.6%	150	38	1.7%	300	1.9%	180	54	2.2%	50	120.0%	30	17	144.0%	55	122.4%	31	18	148.3%	245	1.6%	149	36	1.8%	122	0.9%	163	20	1.2%
		Total	5,550	34.5%	178	989	43.8%	5,520	34.5%	204	1,124	46.0%	▼30	99.5%	25	135	113.6%	417	108.2%	23	201	121.8%	5,103	33.3%	181	923	44.7%	5,711	43.7%	145	825	48.6%
	COMP		350	2.2%	0	0	0.0%	350	2.2%	0	0	0.0%	0	100.0%	0	0	0.0%	6	101.7%	2	1	0.0%	344	2.2%	(2)	(1)	0.0%	292	2.2%	0	0	0.0%
	Grand Total		**16,100**	**100.0%**	**140**	**2,257**	**100.0%**	**16,000**	**100.0%**	**153**	**2,442**	**100.0%**	**▼100**	**99.4%**	**12**	**185**	**108.2%**	**659**	**104.3%**	**18**	**375**	**118.2%**	**15,341**	**100.0%**	**135**	**2,066**	**100.0%**	**13,070**	**100.0%**	**130**	**1,699**	**100.0%**
	Occ						**63.0%**					**62.6%**					**▼0.4%p**					**2.6%p**					**60.1%**					**53.6%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

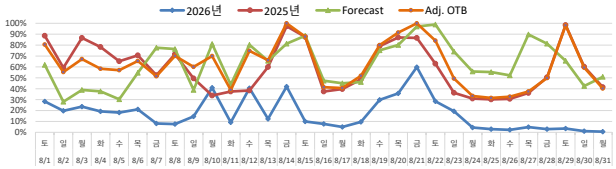
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	69	164	96	166	118	174	142	172	0	0	76	173	82	176	92	173	105	185	0	0	▼7	▼8	14	▼10	26	1	37	▼13
		무기명	0	0	284	214	376	208	415	207	459	206	0	0	296	213	364	218	390	219	425	221	0	0	▼12	0	12	▼11	25	▼11	34	▼15
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	127	1	127	3	180	0	0	0	0	▼1	▼127	▼1	▼127	▼3	▼180
		Total	0	0	353	204	472	199	533	200	601	198	0	0	372	205	447	210	483	210	533	214	0	0	▼19	▼1	25	▼11	50	▼10	68	▼16
	Group	G-Mice	0	0	1,237	114	1,301	117	1,321	117	2,458	124	0	0	0	0	0	0	2,276	96	2,183	97	0	0	1,237	114	1,301	117	▼955	21	275	27
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	361	95	440	97	0	0	0	0	306	104	428	104	533	104	0	0	0	0	▼306	▼104	▼67	▼8	▼93	▼7
		Total	0	0	1,237	114	1,301	117	1,682	112	2,898	120	0	0	0	0	306	104	2,704	97	2,716	98	0	0	1,237	114	995	12	▼1,022	15	182	22
	FIT	Homepage	0	0	9	248	24	275	40	264	52	287	0	0	21	233	26	237	16	277	16	280	0	0	▼12	15	▼2	39	24	▼14	36	7
		OTA	0	0	16	251	67	285	104	287	153	287	0	0	10	228	25	234	40	220	56	224	0	0	6	23	42	51	64	68	97	63
		G-OTA	0	0	101	215	328	262	455	250	615	254	0	0	20	257	70	203	75	205	125	203	0	0	81	▼42	258	59	380	45	490	51
		Affiliate	0	0	0	0	0	0	0	0	1	147	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	147
		Other	0	0	3	225	4	238	6	214	7	219	0	0	0	0	0	0	0	0	1	163	0	0	3	225	4	238	6	214	6	56
		Total	0	0	129	222	423	266	605	257	828	261	0	0	51	242	121	217	131	218	198	215	0	0	78	▼19	302	49	474	38	630	46
	COMP		0	0	20	0	20	0	53	0	61	0	0	0	0	0	26	0	83	0	92	0	0	0	20	0	▼6	0	▼30	0	▼31	0
	Grand Total		**0**	**0**	**1,739**	**139**	**2,216**	**162**	**2,873**	**157**	**4,388**	**156**	**0**	**0**	**423**	**209**	**900**	**169**	**3,401**	**115**	**3,539**	**119**	**0**	**0**	**1,316**	**▼70**	**1,316**	**▼7**	**▼528**	**41**	**849**	**36**
	Occ		**0.0%**	**-**	**6.8%**	**6.8%p**	**8.7%**	**1.9%p**	**11.2%**	**2.6%p**	**17.2%**	**5.9%p**	**0.0%**	**-**	**1.7%**	**1.7%p**	**3.5%**	**1.9%p**	**13.3%**	**9.8%p**	**13.9%**	**0.5%p**		**0**		**5.2%p**		**5.2%p**		**▼2.1%p**		**3.3%p**

■ 추가 Pick-up 및 Forecast 비교

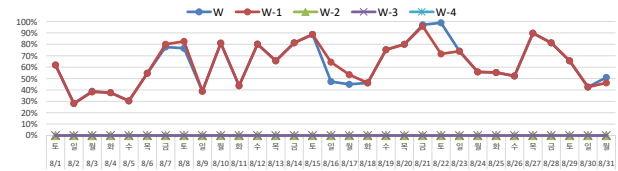
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	458	▼2	449	▼18	9	16	600	170	0	0
		무기명	421	▼3	290	▼4	131	0	900	203	▼20	▼1
		Staff	350	220	375	216	▼25	4	350	220	0	0
		Other	400	135	417	129	▼17	6	400	135	0	0
		Total	1,629	▼13	1,531	▼21	98	7	2,250	185	▼20	▼0
	Group	G-Mice	2,442	1	2,306	▼24	136	24	4,900	125	0	0
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	2,560	1	2,558	▼1	2	2	3,000	95	0	3
		Total	5,002	▼5	4,864	▼21	138	16	7,900	114	0	1
	FIT	Homepage	448	▼68	412	▼57	36	▼11	500	220	0	▼1
		OTA	1,467	▼57	1,422	▼98	45	41	1,600	230	20	0
		G-OTA	2,035	▼44	1,800	▼66	235	22	2,650	210	0	0
		Affiliate	449	▼77	403	▼76	46	▼1	450	70	0	0
		Other	293	▼39	238	▼70	55	31	300	180	0	0
		Total	4,692	▼58	4,275	▼80	417	23	5,500	204	20	0
	COMP		289	0	283	▼2	6	2	350	0	0	0
	Grand Total		**11,612**	**▼3**	**10,953**	**▼21**	**659**	**18**	**16,000**	**152**	**0**	**1**
	Occ			**45.5%p**		**42.9%p**		**2.6%p**		**62.6%**		**0**

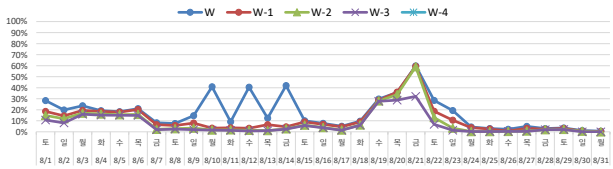
■ 일별 판매 현황



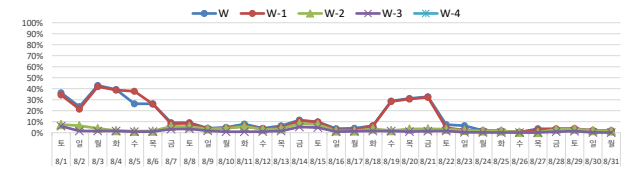
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 소노문_해운대

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	700	10.8%	155	109	12.3%	750	12.5%	159	119	13.5%	50	107.1%	4	11	109.9%	▼140	84.3%	2	▼21	85.3%	890	14.4%	157	140	16.7%	1,394	26.2%	146	203	27.3%
		무기명	1,600	24.7%	156	250	28.2%	1,600	26.7%	158	253	28.6%	0	100.0%	2	4	101.5%	▼294	84.5%	2	▼42	85.8%	1,894	30.6%	156	295	35.3%	1,936	36.4%	143	276	37.1%
		Staff	200	3.1%	180	36	4.1%	180	3.0%	180	32	3.7%	▼20	90.0%	0	▼4	90.0%	▼27	87.0%	7	▼3	90.7%	207	3.3%	173	36	4.3%	299	5.6%	166	50	6.7%
		Other	200	3.1%	135	27	3.1%	90	1.5%	145	13	1.5%	▼110	45.0%	10	▼14	48.3%	▼95	48.6%	42	▼6	68.6%	185	3.0%	103	19	2.3%	77	1.4%	117	9	1.2%
		Total	2,700	41.7%	156	421	47.7%	2,620	43.7%	160	418	47.2%	▼80	97.0%	4	▼3	99.3%	▼556	82.5%	5	▼72	85.3%	3,176	51.3%	154	490	58.6%	3,706	69.6%	145	538	72.3%
	Group	G-Mice	300	4.6%	83	25	2.8%	300	5.0%	133	40	4.5%	0	100.0%	50	15	160.2%	141	188.7%	47	26	292.9%	159	2.6%	86	14	1.6%	114	2.1%	77	9	1.2%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	700	10.8%	87	61	6.9%	750	12.5%	99	74	8.4%	50	107.1%	12	13	121.9%	139	122.7%	12	21	139.6%	611	9.9%	87	53	6.4%	67	1.3%	52	3	0.5%
		Total	1,000	15.5%	86	86	9.7%	1,050	17.5%	109	114	12.9%	50	105.0%	23	28	133.0%	280	136.4%	22	47	170.8%	770	12.4%	87	67	8.0%	181	3.4%	68	12	1.6%
	FIT	Homepage	300	4.6%	153	46	5.2%	200	3.3%	149	30	3.4%	▼100	66.7%	▼4	▼16	64.9%	▼4	98.0%	▼1	▼1	97.4%	204	3.3%	150	31	3.7%	118	2.2%	155	18	2.5%
		OTA	800	12.4%	133	106	12.0%	670	11.2%	159	107	12.0%	▼130	83.8%	26	0	100.1%	147	128.1%	36	42	165.1%	523	8.4%	123	65	7.7%	462	8.7%	140	65	8.7%
		G-OTA	1,500	23.2%	133	200	22.6%	1,300	21.7%	152	198	22.3%	▼200	86.7%	19	▼2	99.0%	▼60	95.6%	29	31	118.3%	1,360	22.0%	123	167	20.0%	727	13.7%	129	94	12.6%
		Affiliate	0	0.0%	0	0	0.0%	20	0.3%	138	3	0.3%	20	0.0%	138	3	0.0%	17	666.7%	43	2	966.9%	3	0.0%	95	0	0.0%	0	0.0%	0	0	0.0%
		Other	150	2.3%	166	25	2.8%	100	1.7%	170	17	1.9%	▼50	66.7%	4	▼8	68.3%	▼15	87.0%	19	▼0	97.7%	115	1.9%	151	17	2.1%	122	2.3%	136	17	2.2%
		Total	2,750	42.5%	137	377	42.6%	2,290	38.2%	154	354	39.9%	▼460	83.3%	17	▼23	93.9%	85	103.9%	28	74	126.4%	2,205	35.6%	127	280	33.4%	1,429	26.8%	136	194	26.0%
	COMP		20	0.3%	0	0	0.0%	40	0.7%	0	0	0.0%	20	200.0%	0	0	0.0%	▼2	95.2%	▼4	▼0	0.0%	42	0.7%	4	0	0.0%	7	0.1%	0	0	0.0%
	Grand Total		**6,470**	**100.0%**	**137**	**884**	**100.0%**	**6,000**	**100.0%**	**148**	**886**	**100.0%**	**▼470**	**92.7%**	**11**	**2**	**100.3%**	**▼193**	**96.9%**	**13**	**49**	**105.9%**	**6,193**	**100.0%**	**135**	**837**	**100.0%**	**5,323**	**100.0%**	**140**	**744**	**100.0%**
	Occ						**88.8%**					**82.4%**					**▼6.5%p**					**▼2.6%p**					**85.0%**					**84.5%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

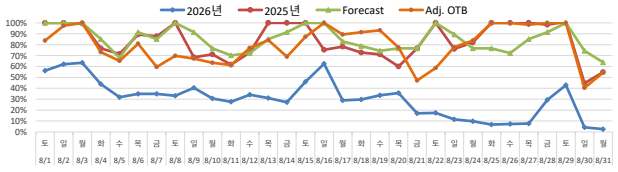
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	93	168	167	163	269	157	337	167	0	0	328	175	352	174	366	174	428	172	0	0	▼235	▼7	▼185	▼10	▼97	▼16	▼91	▼5
		무기명	0	0	806	158	883	158	971	157	1,167	162	0	0	1,741	168	1,870	167	1,929	166	2,043	165	0	0	▼935	▼10	▼987	▼9	▼958	▼9	▼876	▼3
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	0	0	0	0	0	0	0	0	2	98	2	98	3	98	5	102	0	0	▼2	▼98	▼2	▼98	▼3	▼98	▼5	▼102
		Total	0	0	899	159	1,050	158	1,240	157	1,504	163	0	0	2,071	169	2,224	168	2,298	167	2,476	166	0	0	▼1,172	▼10	▼1,174	▼9	▼1,058	▼10	▼972	▼3
	Group	G-Mice	0	0	50	134	50	134	1,515	103	58	135	0	0	0	0	0	0	0	0	0	0	0	0	50	134	50	134	1,515	103	58	135
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	51	115	94	105	94	105	0	0	0	0	0	0	84	112	84	112	0	0	0	0	51	115	10	▼7	10	▼7
		Total	0	0	50	134	101	124	1,609	103	152	117	0	0	0	0	0	0	84	112	84	112	0	0	50	134	101	124	1,525	▼9	68	4
	FIT	Homepage	0	0	3	139	5	139	14	149	41	145	0	0	5	173	7	164	10	157	20	150	0	0	▼2	▼34	▼2	▼25	4	▼8	21	▼5
		OTA	0	0	12	211	17	204	30	213	67	199	0	0	4	182	4	182	5	184	12	161	0	0	8	29	13	23	25	30	55	39
		G-OTA	0	0	0	0	97	162	210	159	446	172	0	0	25	158	27	155	29	151	32	148	0	0	▼25	▼158	70	7	181	8	414	24
		Affiliate	0	0	0	0	0	0	0	0	0	0	0	0	6	108	6	108	6	108	6	108	0	0	▼6	▼108	▼6	▼108	▼6	▼108	▼6	▼108
		Other	0	0	0	0	0	0	3	139	3	139	0	0	4	151	4	151	4	151	5	143	0	0	▼4	▼151	▼4	▼151	▼1	▼12	▼2	▼3
		Total	0	0	15	197	119	167	257	164	557	173	0	0	44	154	48	152	54	150	75	147	0	0	▼29	43	71	15	203	14	482	26
	COMP		0	0	0	0	3	0	6	0	7	0	0	0	0	0	0	0	6	0	6	0	0	0	0	0	3	0	0	0	1	0
	Grand Total		**0**	**0**	**964**	**159**	**1,273**	**156**	**3,112**	**130**	**2,220**	**162**	**0**	**0**	**2,115**	**169**	**2,272**	**167**	**2,442**	**165**	**2,641**	**163**	**0**	**0**	**▼1,151**	**▼11**	**▼999**	**▼11**	**670**	**▼35**	**▼421**	**▼1**
	Occ		**0.0%**	**-**	**13.2%**	**13.2%p**	**17.5%**	**4.2%p**	**42.7%**	**25.2%p**	**30.5%**	**▼12.2%p**	**0.0%**	**-**	**29.0%**	**29.0%p**	**31.2%**	**2.2%p**	**33.5%**	**2.3%p**	**36.3%**	**2.7%p**		**0**		**▼15.8%p**		**▼13.7%p**		**9.2%p**		**▼5.8%p**

■ 추가 Pick-up 및 Forecast 비교

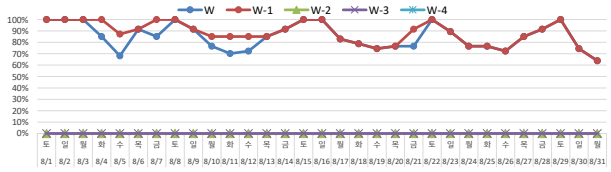
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	413	▼8	553	▼10	▼140	2	750	157	0	2
		무기명	433	▼3	727	▼6	▼294	2	1,650	159	▼50	▼1
		Staff	180	180	207	173	▼27	7	180	180	0	0
		Other	90	145	185	103	▼95	42	90	145	0	0
		Total	1,116	▼3	1,672	▼9	▼556	5	2,670	160	▼50	▼0
	Group	G-Mice	242	▼2	101	▼50	141	47	300	130	0	3
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	656	▼6	517	▼18	139	12	700	97	50	2
		Total	898	▼8	618	▼30	280	22	1,000	107	50	2
	FIT	Homepage	159	4	163	5	▼4	▼1	200	149	0	0
		OTA	603	▼40	456	▼76	147	36	700	153	▼30	6
		G-OTA	854	▼20	914	▼49	▼60	29	1,300	150	0	2
		Affiliate	20	138	3	95	17	43	20	138	0	0
		Other	97	31	112	12	▼15	19	100	170	0	0
		Total	1,733	▼19	1,648	▼46	85	28	2,320	152	▼30	3
	COMP		33	0	35	4	▼2	▼4	40	0	0	0
	Grand Total		**3,780**	**▼14**	**3,973**	**▼27**	**▼193**	**13**	**6,030**	**147**	**▼30**	**1**
	Occ			**51.9%p**		**54.5%p**		**▼2.6%p**		**82.8%**		**▼0.4%p**

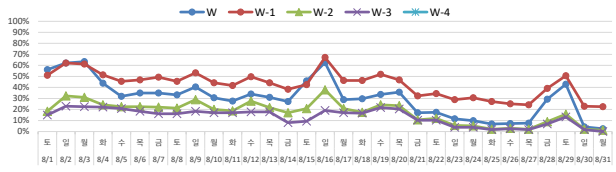
■ 일별 판매 현황



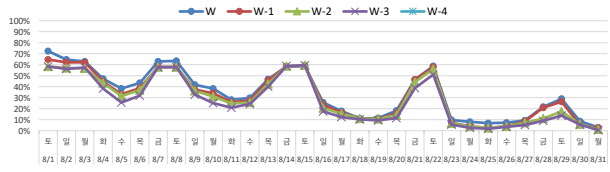
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 쏠비치_남해

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	2,820	22.9%	323	912	20.3%	1,750	14.6%	373	653	14.2%	▼1,070	62.1%	50	▼259	71.6%	▼1,035	62.8%	47	▼254	72.0%	2,785	23.9%	326	907	21.9%	0	0.0%	0	0	0.0%
		무기명	5,540	45.0%	348	1,930	43.0%	5,300	44.1%	355	1,881	41.0%	▼240	95.7%	7	▼49	97.5%	▼474	91.8%	7	▼127	93.7%	5,774	49.5%	348	2,008	48.5%	0	0.0%	0	0	0.0%
		Staff	250	2.0%	484	121	2.7%	250	2.1%	480	120	2.6%	0	100.0%	▼4	▼1	99.2%	5	102.0%	4	3	102.8%	245	2.1%	476	117	2.8%	0	0.0%	0	0	0.0%
		Other	80	0.7%	418	33	0.7%	200	1.7%	418	84	1.8%	120	250.0%	0	50	250.0%	139	327.9%	0	58	327.9%	61	0.5%	418	26	0.6%	0	0.0%	0	0	0.0%
		Total	8,690	70.7%	345	2,996	66.7%	7,500	62.4%	365	2,737	59.7%	▼1,190	86.3%	20	▼259	91.4%	▼1,365	84.6%	20	▼320	89.5%	8,865	76.0%	345	3,057	73.8%	0	0.0%	0	0	0.0%
	Group	G-Mice	100	0.8%	291	29	0.6%	80	0.7%	318	25	0.6%	▼20	80.0%	27	▼4	87.4%	8	111.1%	33	5	123.9%	72	0.6%	285	21	0.5%	0	0.0%	0	0	0.0%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	100	0.8%	291	29	0.6%	80	0.7%	318	25	0.6%	▼20	80.0%	27	▼4	87.4%	8	111.1%	33	5	123.9%	72	0.6%	285	21	0.5%	0	0.0%	0	0	0.0%
	FIT	Homepage	400	3.3%	345	138	3.1%	300	2.5%	344	103	2.3%	▼100	75.0%	▼1	▼35	74.8%	▼112	72.8%	4	▼37	73.6%	412	3.5%	340	140	3.4%	0	0.0%	0	0	0.0%
		OTA	1,860	15.1%	425	791	17.6%	2,300	19.2%	417	959	20.9%	440	123.7%	▼8	168	121.2%	706	144.3%	25	334	153.4%	1,594	13.7%	392	625	15.1%	0	0.0%	0	0	0.0%
		G-OTA	980	8.0%	421	413	9.2%	1,300	10.8%	435	566	12.3%	320	132.7%	14	153	137.0%	936	357.1%	48	425	401.3%	364	3.1%	387	141	3.4%	0	0.0%	0	0	0.0%
		Affiliate	0	0.0%	0	0	0.0%	260	2.2%	346	90	2.0%	260	0.0%	346	90	0.0%	260	0.0%	346	90	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Other	250	2.0%	502	125	2.8%	250	2.1%	422	106	2.3%	0	100.0%	▼80	▼20	84.1%	▼88	74.0%	▼42	▼51	67.3%	338	2.9%	464	157	3.8%	0	0.0%	0	0	0.0%
		Total	3,490	28.4%	420	1,467	32.7%	4,410	36.7%	413	1,823	39.8%	920	126.4%	▼7	356	124.3%	1,702	162.9%	21	760	171.5%	2,708	23.2%	392	1,063	25.7%	0	0.0%	0	0	0.0%
	COMP		20	0.2%	0	0	0.0%	20	0.2%	0	0	0.0%	0	100.0%	0	0	0.0%	8	166.7%	0	0	0.0%	12	0.1%	0	0	0.0%	0	0.0%	0	0	0.0%
	Grand Total		**12,300**	**100.0%**	**365**	**4,493**	**100.0%**	**12,010**	**100.0%**	**382**	**4,586**	**100.0%**	**▼290**	**97.6%**	**17**	**93**	**102.1%**	**353**	**103.0%**	**27**	**446**	**110.8%**	**11,657**	**100.0%**	**355**	**4,141**	**100.0%**	**0**	**0.0%**	**0**	**0**	**0.0%**
	Occ						**88.4%**					**87.7%**					**▼0.7%p**					**3.0%p**					**84.7%**					**0.0%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

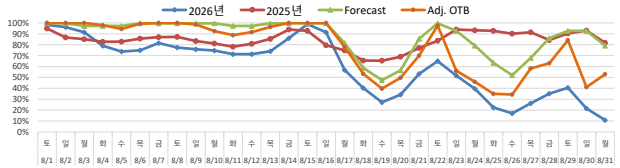
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	1,370	397	1,483	387	1,520	386	1,582	382	0	0	2,601	351	2,715	348	2,984	345	3,070	344	0	0	▼1,231	46	▼1,232	39	▼1,464	41	▼1,488	39
		무기명	0	0	4,201	364	4,650	360	4,874	358	5,177	356	0	0	3,966	384	4,249	381	4,656	375	4,976	371	0	0	235	▼20	401	▼21	218	▼18	201	▼15
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	0	0	0	0	2	267	0	0	0	0	0	0	0	0	7	693	0	0	0	0	0	0	0	0	▼5	▼425
		Total	0	0	5,571	372	6,133	367	6,394	364	6,761	362	0	0	6,567	371	6,964	368	7,640	364	8,053	361	0	0	▼996	1	▼831	▼1	▼1,246	1	▼1,292	1
	Group	G-Mice	0	0	1	761	3	920	3	920	4	880	0	0	0	0	0	0	0	0	0	0	0	0	1	761	3	920	3	920	4	880
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	0	0	1	761	3	920	3	920	4	880	0	0	0	0	0	0	0	0	0	0	0	0	1	761	3	920	3	920	4	880
	FIT	Homepage	0	0	23	372	46	372	68	356	73	347	0	0	68	261	143	268	210	274	248	284	0	0	▼45	110	▼97	104	▼142	82	▼175	64
		OTA	0	0	109	593	220	532	349	512	503	466	0	0	1	354	168	272	331	306	505	333	0	0	108	240	52	261	18	206	▼2	133
		G-OTA	0	0	114	552	251	545	404	546	545	483	0	0	0	0	3	262	10	277	25	283	0	0	114	552	248	283	394	269	520	201
		Affiliate	0	0	0	0	0	0	249	347	249	347	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	249	347	249	347
		Other	0	0	10	468	42	316	47	311	69	373	0	0	7	262	14	295	23	306	36	327	0	0	3	205	28	21	24	5	33	46
		Total	0	0	256	550	559	509	1,117	469	1,439	441	0	0	76	262	328	271	574	294	814	316	0	0	180	288	231	238	543	176	625	125
	COMP		0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
	Grand Total		**0**	**0**	**5,828**	**380**	**6,695**	**379**	**7,514**	**380**	**8,206**	**376**	**0**	**0**	**6,643**	**370**	**7,292**	**364**	**8,214**	**359**	**8,867**	**357**	**0**	**0**	**▼815**	**10**	**▼597**	**15**	**▼700**	**22**	**▼661**	**19**
	Occ		**0.0%**	**-**	**42.5%**	**42.5%p**	**48.9%**	**6.3%p**	**54.8%**	**6.0%p**	**59.9%**	**5.1%p**	**0.0%**	**-**	**48.3%**	**48.3%p**	**53.0%**	**4.7%p**	**59.7%**	**6.7%p**	**64.4%**	**4.7%p**		**0**		**▼5.7%p**		**▼4.1%p**		**▼4.8%p**		**▼4.5%p**

■ 추가 Pick-up 및 Forecast 비교

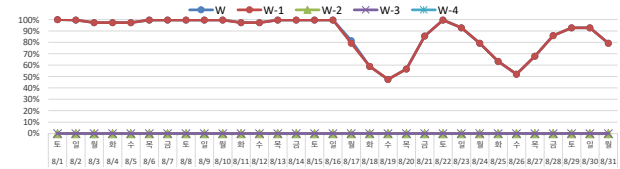
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	168	▼9	1,203	▼57	▼1,035	47	1,900	365	▼150	8
		무기명	123	▼1	597	▼8	▼474	7	5,300	354	0	1
		Staff	250	480	245	476	5	4	250	480	0	0
		Other	198	151	59	151	139	0	200	418	0	0
		Total	739	3	2,104	▼17	▼1,365	20	7,650	363	▼150	2
	Group	G-Mice	76	▼562	68	▼595	8	33	80	312	0	6
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	76	▼562	68	▼595	8	33	80	312	0	6
	FIT	Homepage	227	▼3	339	▼7	▼112	4	300	345	0	▼1
		OTA	1,797	▼49	1,091	▼74	706	25	2,100	419	200	▼2
		G-OTA	755	▼48	▼181	▼96	936	48	1,350	436	▼50	▼1
		Affiliate	11	▼1	▼249	▼347	260	346	250	345	10	1
		Other	181	49	269	90	▼88	▼42	250	420	0	2
		Total	2,971	▼28	1,269	▼49	1,702	21	4,250	415	160	▼1
	COMP		18	0	10	0	8	0	20	0	0	0
	Grand Total		**3,804**	**6**	**3,451**	**▼21**	**353**	**27**	**12,000**	**380**	**10**	**2**
	Occ			**27.8%p**		**24.8%p**		**3.0%p**		**87.6%**		**0.1%p**

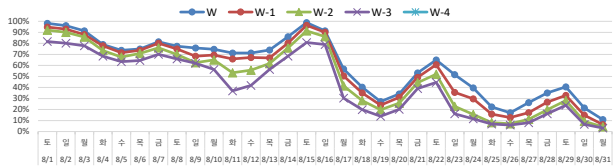
■ 일별 판매 현황



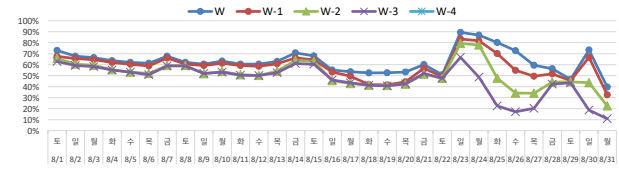
■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이



▣ 르네블루 바이 쏠비치

■ 주요 지표

[단위 : RN_실, ADR_천원, Revenue_백만원 / VAT제외]

Segment			1. 2026 Budget					2. Forecast [06월 30일]					3. Forecast vs. Budget					4. Forecast vs. 2025 Actual					5. 2025 Actual					6. 2024 Actual				
			RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue		RN		ADR	Revenue	
				구성비			구성비		구성비			구성비		달성률			달성률		달성률			달성률		구성비			구성비		구성비			구성비
2026년 8월	Membership	기 명	350	14.3%	346	121	13.5%	300	12.1%	358	107	11.7%	▼50	85.7%	12	▼14	88.6%	156	208.3%	121	73	314.7%	144	18.1%	237	34	16.5%	0	0.0%	0	0	0.0%
		무기명	400	16.3%	350	140	15.6%	380	15.4%	358	136	14.9%	▼20	95.0%	8	▼4	97.3%	280	380.0%	91	109	510.5%	100	12.5%	266	27	12.9%	0	0.0%	0	0	0.0%
		Staff	120	4.9%	350	42	4.7%	90	3.6%	340	31	3.3%	▼30	75.0%	▼10	▼11	72.9%	89	9000.0%	195	30	21169.9%	1	0.1%	145	0	0.1%	0	0.0%	0	0	0.0%
		Other	25	1.0%	346	9	1.0%	30	1.2%	350	11	1.1%	5	120.0%	4	2	121.5%	25	600.0%	118	9	903.8%	5	0.6%	232	1	0.6%	0	0.0%	0	0	0.0%
		Total	895	36.5%	348	312	34.7%	800	32.3%	356	284	31.1%	▼95	89.4%	7	▼27	91.3%	550	320.0%	107	222	458.4%	250	31.4%	248	62	30.0%	0	0.0%	0	0	0.0%
	Group	G-Mice	120	4.9%	340	41	4.5%	60	2.4%	335	20	2.2%	▼60	50.0%	▼5	▼21	49.3%	52	750.0%	40	18	850.4%	8	1.0%	295	2	1.1%	0	0.0%	0	0	0.0%
		E-Mice	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Inbound	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Total	120	4.9%	340	41	4.5%	60	2.4%	335	20	2.2%	▼60	50.0%	▼5	▼21	49.3%	52	750.0%	40	18	850.4%	8	1.0%	295	2	1.1%	0	0.0%	0	0	0.0%
	FIT	Homepage	30	1.2%	378	11	1.3%	200	8.1%	400	80	8.7%	170	666.7%	22	69	704.9%	150	400.0%	143	67	622.1%	50	6.3%	257	13	6.2%	0	0.0%	0	0	0.0%
		OTA	800	32.6%	380	304	33.8%	850	34.3%	366	311	34.0%	50	106.3%	▼14	8	102.5%	521	258.4%	113	228	374.0%	329	41.3%	253	83	40.2%	0	0.0%	0	0	0.0%
		G-OTA	550	22.4%	381	210	23.3%	500	20.2%	382	191	20.9%	▼50	90.9%	1	▼19	91.1%	398	490.2%	126	165	730.5%	102	12.8%	256	26	12.6%	0	0.0%	0	0	0.0%
		Affiliate	0	0.0%	0	0	0.0%	55	2.2%	444	24	2.7%	55	0.0%	444	24	0.0%	55	0.0%	444	24	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
		Other	50	2.0%	421	21	2.3%	10	0.4%	350	4	0.4%	▼40	20.0%	▼71	▼18	16.6%	▼48	17.2%	▼1	▼17	17.2%	58	7.3%	351	20	9.8%	0	0.0%	0	0	0.0%
		Total	1,430	58.2%	381	546	60.7%	1,615	65.3%	378	610	66.7%	185	112.9%	▼4	64	111.8%	1,076	299.6%	113	467	427.9%	539	67.6%	264	143	68.9%	0	0.0%	0	0	0.0%
	COMP		10	0.4%	0	0	0.0%		0.0%		0	0.0%	▼10	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%	0	0.0%	0	0	0.0%
	Grand Total		**2,455**	**100.0%**	**366**	**898**	**100.0%**	**2,475**	**100.0%**	**370**	**915**	**100.0%**	**20**	**100.8%**	**4**	**17**	**101.8%**	**1,678**	**310.5%**	**110**	**708**	**441.9%**	**797**	**100.0%**	**260**	**207**	**100.0%**	**0**	**0.0%**	**0**	**0**	**0.0%**
	Occ						**91.0%**					**91.8%**					**0.7%p**					**0.2%p**					**91.6%**					**0.0%**

■ Pick up Trend

[단위 : 객실수_실, 객단가_천원 / VAT제외]

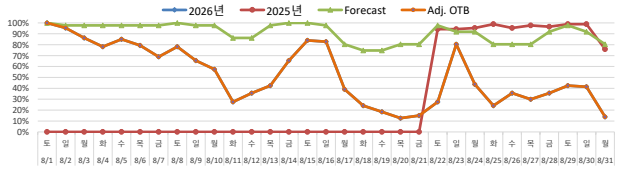
Segment			7. 2026 OTB										8. 2025 OTB										9. 2026 OTB vs. 2025 OTB									
			W-4 [05월31일]		W-3 [06월07일]		W-2 [06월15일]		W-1 [06월22일]		W [06월29일]		W-4 [06월01일]		W-3 [06월08일]		W-2 [06월16일]		W-1 [06월23일]		W [06월30일]		W-4		W-3		W-2		W-1		W	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	0	0	146	401	161	406	178	401	184	394	0	0	0	0	0	0	0	0	0	0	0	0	146	401	161	406	178	401	184	394
		무기명	0	0	168	419	194	407	227	399	245	390	0	0	0	0	0	0	0	0	0	0	0	0	168	419	194	407	227	399	245	390
		Staff	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	0	0	314	411	355	407	405	400	429	392	0	0	0	0	0	0	0	0	0	0	0	0	314	411	355	407	405	400	429	392
	Group	G-Mice	0	0	0	0	10	191	10	191	44	335	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	191	10	191	44	335
		E-Mice	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	0	0	0	0	10	191	10	191	44	335	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	191	10	191	44	335
	FIT	Homepage	0	0	76	467	94	454	125	427	127	425	0	0	0	0	0	0	0	0	0	0	0	0	76	467	94	454	125	427	127	425
		OTA	0	0	96	433	140	428	284	421	499	360	0	0	0	0	0	0	0	0	0	0	0	0	96	433	140	428	284	421	499	360
		G-OTA	0	0	144	398	184	394	228	396	257	386	0	0	0	0	0	0	0	0	0	0	0	0	144	398	184	394	228	396	257	386
		Affiliate	0	0	6	600	12	645	50	444	50	444	0	0	0	0	0	0	0	0	0	0	0	0	6	600	12	645	50	444	50	444
		Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		Total	0	0	322	428	430	425	687	415	933	380	0	0	0	0	0	0	0	0	0	0	0	0	322	428	430	425	687	415	933	380
	COMP		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Grand Total		**0**	**0**	**636**	**420**	**795**	**414**	**1,102**	**408**	**1,406**	**382**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**636**	**420**	**795**	**414**	**1,102**	**408**	**1,406**	**382**
	Occ		**0.0%**	**-**	**23.6%**	**23.6%p**	**29.5%**	**5.9%p**	**40.9%**	**11.4%p**	**52.1%**	**11.3%p**	**0.0%**	**-**	**0.0%**	**0**	**0.0%**	**0**	**0.0%**	**0**	**0.0%**	**0**		**0**		**23.6%p**		**29.5%p**		**40.9%p**		**52.1%p**

■ 추가 Pick-up 및 Forecast 비교

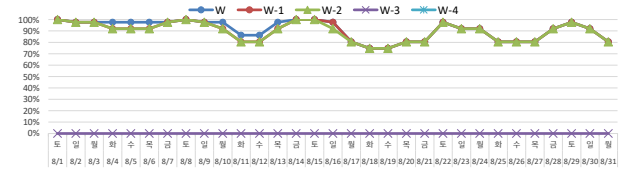
[단위 : 객실수_실, 객단가_천원 / VAT제외]

Segment			10. 2026 [Forecast vs. OTB]		11. 2025 [Actual vs. OTB]		12. Gap [10-11]		13. 전주 Forecast		14. Gap [2-13]	
			RN	ADR	RN	ADR	RN	ADR	RN	ADR	RN	ADR
2026년 8월	Membership	기 명	116	▼36	▼40	▼157	156	121	320	353	▼20	5
		무기명	135	▼32	▼145	▼124	280	91	400	354	▼20	4
		Staff	90	340	1	145	89	195	100	340	▼10	0
		Other	30	350	5	232	25	118	50	350	▼20	0
		Total	371	▼36	▼179	▼144	550	107	870	352	▼70	4
	Group	G-Mice	16	0	▼36	▼39	52	40	50	272	10	63
		E-Mice	0	0	0	0	0	0	0	0	0	0
		Inbound	0	0	0	0	0	0	0	0	0	0
		Total	16	0	▼36	▼39	52	40	50	272	10	63
	FIT	Homepage	73	▼25	▼77	▼167	150	143	255	400	▼55	0
		OTA	351	6	▼170	▼107	521	113	650	395	200	▼29
		G-OTA	243	▼4	▼155	▼129	398	126	540	383	▼40	▼1
		Affiliate	5	▼0	▼50	▼444	55	444	55	444	0	0
		Other	10	350	58	351	▼48	▼1	10	350	0	0
		Total	682	▼2	▼394	▼116	1,076	113	1,510	393	105	▼15
	COMP		0	0	0	0	0	0	0	0	0	0
	Grand Total		**1,069**	**▼13**	**▼609**	**▼123**	**1,678**	**110**	**2,430**	**376**	**45**	**▼6**
	Occ			**39.6%p**		**39.5%p**		**0.2%p**		**90.1%**		**1.7%p**

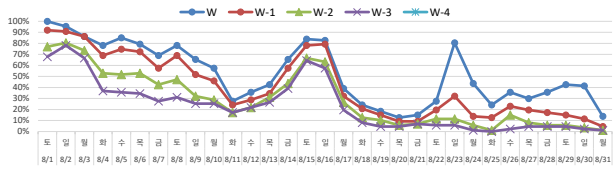
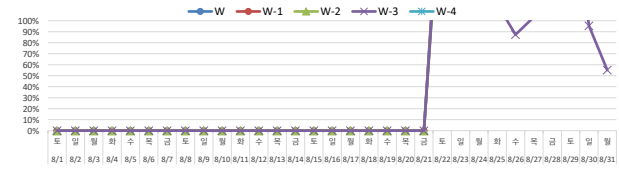
■ 일별 판매 현황



■ 주단위 Forecast 추이



■26Y 주단위 Pick up 추이



■25Y 주단위 Pick up 추이