

U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU



FORM  
**SA-721E**  
(6-16-2008)

**DUE DATE** ▸

## 2008 ANNUAL ACCOMMODATION REPORT

### HOTELS, RV PARKS, CAMPGROUNDS & OTHER ACCOMMODATIONS

**YOUR RESPONSE IS REQUIRED BY LAW.** Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

**Have questions?**

Call 1-800-772-7851 (option 2)  
weekdays,  
8:30 a.m. to 5:00 p.m. EST

**How can I report?**

Via Fax:  
1-800-447-4613

Via Mail:  
U.S. CENSUS BUREAU  
1201 East 10th Street  
Jeffersonville, IN 47132-0001

*(Please correct any error in name, address, and ZIP Code)*

Via Internet:

<http://www.census.gov/econhelp/arts>

use your firm's unique username and original password, if you change your password, please keep a record for reference.

Username:

Password:

### GENERAL INSTRUCTIONS

- Always provide book figures. If they are not available, carefully prepared estimates, labeled "Est." are acceptable.
- Any significant change in your firm's operations should be noted in the "REMARKS" section of this report.

**Include**

- All domestic/U.S. accommodations establishments whose payroll was reported on the Employer's Quarterly Federal Tax Return, Treasury Form 941, under the Employer Identification Number (EIN) shown in Item 1A.
- Data for auxiliary facilities operated under this EIN primarily engaged in furnishing supporting services to your retail establishment(s) (such as warehouses, garages, central administrative offices, and repair services)
- Data for establishment(s) sold or acquired during 2008 for the period they were operated by your firm

**Exclude**

- Data for establishments operated by other firms, such as franchises
- Departments and concessions operated by other firms in your covered establishment(s)

**1A OWNERSHIP OR CONTROL**

**1. Does your firm currently report payroll under the EIN**

020 1  YES

2  NO

(a) Enter your present EIN . . . . .

(b) When did you start reporting payroll under this EIN? . . . . .

021									
		-							
Month					Year				
022									

**2. Did your firm experience any organizational change during 2008?**

025 1  YES -

2  NO

032 1  Sold to

2  Merged with

3  Acquired

029 Name of company sold to/merged with/acquired										
Number and street										
City, State, and ZIP Code										
Date of sale/merger or acquisition		030	Month	Year	EIN	031				
							-			

<b>1B NUMBER OF ESTABLISHMENTS</b>	<b>Number as of December 31, 2008</b>
110	
<b>How many establishments were covered by this report as of December 31, 2008?</b> . . . . .	

<b>2A TOTAL SALES</b>	
<b>NOTE:</b> Do not include cents. Always round to the nearest dollar.	
	<b>2008</b>
	Dollars
<b>1. What were the total sales and receipts of merchandise and other operating receipts for 2008?</b> 100 <i>INCLUDE e-commerce sales and excise taxes on gasoline, liquor, and tobacco. EXCLUDE all sales taxes. See below for detailed directions.</i> . . . . .	\$
<p><b>INCLUDE</b></p> <ul style="list-style-type: none"> <li>• Receipts from guest rooms or unit rentals</li> <li>• Management fees and reimbursable revenues</li> <li>• Receipts from rentals of public rooms such as ballrooms, conference rooms, etc.</li> <li>• Sales of meals, alcoholic beverages, and other merchandise</li> <li>• Sales of gaming operations</li> <li>• Site rental and equipment usage fees</li> <li>• Revenues from camp tuition and camper fees</li> <li>• Revenue from room and board</li> <li>• Receipts from valet, laundry, parking, and other guest services provided by this firm</li> <li>• Sales by departments and concessions operated by your firm in establishment(s) of other firms</li> <li>• For casino hotels, report sales net of promotional allowances</li> <li>• Credit and cash sales of merchandise</li> <li>• E-commerce sales</li> <li>• Excise taxes</li> </ul>	<p><b>EXCLUDE</b></p> <ul style="list-style-type: none"> <li>• Carrying or other credit charges</li> <li>• Commissions (such as vending machine operators, government lottery tickets, or other stores)</li> <li>• Non-operating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate)</li> <li>• Sales made by departments and concessions operated by other firms in your firm's accommodation establishment(s)</li> <li>• Refunds and allowances for returned goods</li> <li>• Value of rebates and discounts offered by your firm that are granted to the purchaser, even if granted as an increase in trade-in allowance</li> <li>• Exclude franchise fees and royalties</li> </ul>
	<b>2008</b>
	Dollars
<b>2. Did your firm collect any sales taxes during 2008?</b> 102	
120 1 <input type="checkbox"/> YES – <b>What were the total sales taxes collected?</b> <i>EXCLUDE excise taxes reported in Item 2A1.</i> . . . . .	\$
2 <input type="checkbox"/> NO – <b>Go to Item 2B</b> 103	\$
<b>3. What were the total sales of merchandise and other operating receipts including sales taxes for 2008?</b> (Sum of Items 2A1 and 2A2) . . . . .	\$

<b>2B E-COMMERCE SALES</b>	
<b>Did your firm have any e-commerce sales during 2008?</b>	
<i>E-commerce sales and other operating receipts are sales of goods and services where an order is placed by the buyer; or price and terms of the sale are negotiated over an Internet, extranet, EDI network, electronic mail, or other online system. Payment may or may not be made online.</i>	
	<b>2008</b>
	Dollars
130 1 <input type="checkbox"/> YES – <b>What were the total e-commerce sales?</b> <i>EXCLUDE all sales taxes</i> . . . . .	\$
2 <input type="checkbox"/> NO	

<b>2C SALES REPORT PERIOD</b>	
<b>Do the reported data in Items 2A and 2B represent the calendar year (January 1 through December 31) for 2008?</b>	
121 1 <input type="checkbox"/> YES	
2 <input type="checkbox"/> NO – <b>What were your beginning and ending dates for 2008?</b> . . . . .	
<b>Beginning</b> 104	<b>2008</b>
<b>Ending</b> 105	Month   Day   Year

▶ **NOTE: Items 3 through 8 do not apply to this form.**

**9 TOTAL OPERATING EXPENSES, INCLUDING PAYROLL**

**2008**

Dollars

What were the total operating expenses, including payroll, during 2008 for establishments reported in Item 1B? .....

844

\$

**INCLUDE**

Expenses arising from the normal course of business.  
Payroll

**EXCLUDE**

- Bad debt
- Purchases of goods for resale or cost of goods sold
- Income taxes
- Sales and other taxes collected directly from customers and paid directly to a local, State, or Federal government agency
- Interest expenses
- Impairment (reduction in value of long-lived assets due to reappraisal)
- Capitalized expenses (except payroll and fringe benefits)
- Transfers made within the company

**REMARKS** – Please use this space to explain any significant year-to-year changes, to clarify your responses, or to indicate where data were estimated.

Public reporting burden for this collection of information is estimated to average 34 minutes per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0013, U.S. Census Bureau, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. You may e-mail comments to [Paperwork@census.gov](mailto:Paperwork@census.gov); use "Paperwork Project 0607-0013" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner of this form.

**10 CERTIFICATION** – This report is substantially accurate and has been prepared in accordance with instructions.

Name of person to contact regarding this report <i>(Please print)</i> 950	Address — <i>Number and street, city, State, ZIP Code</i> 951	954 Telephone		
		Area code	Number	Extension
E-mail address 957	Internet address (firm's homepage) 956  http://	955 Fax number		
		Area code	Number	
Signature of authorized person	Title 952	Date 953		