



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

FORM

SA-721A (DRAFT)

2011 ANNUAL ACCOMMODATION REPORT HOTELS AND CASINO HOTELS

DUE DATE**Need help or have questions?**

Call 1-800-327-4389, option "2"
(8:00 a.m. - 5:00 p.m. ET, M-F)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

(Please correct any errors in name, address, and ZIP Code.)

Return via Internet:

census.gov/econhelp/arts

Return via Fax:

1-800-447-4613

To view Survey Results:

census.gov/retail

Username: Password: **GENERAL INSTRUCTIONS**

- Any significant change in this firm's operations should be noted in **14**.
- For establishments sold or acquired in 2011 or 2010, report data only for the period the establishments were operated by this firm.
- Estimates are acceptable if book figures are not available.
- Enter "0" where applicable.

INCLUDE

- All accommodation establishments located in the U.S. (including the District of Columbia) operated by this firm and its subsidiaries.
- Data for auxiliary facilities primarily engaged in supporting services to this firm's establishment(s) such as warehouses, garages, central administrative offices, and repair services.

EXCLUDE

- Data for establishments operated by other firms, such as franchises.
- Departments and concessions operated by other firms in this firm's establishment(s).
- Data for establishments located in U.S. Territories (such as Puerto Rico, American Samoa, Guam, U.S. Virgin Islands and Northern Mariana Islands).

SPECIAL INSTRUCTIONS

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1 Not Applicable.

2 ORGANIZATIONAL CHANGE

A. Did this firm experience any acquisitions, sales, mergers, and/or divestitures in 2011 or 2010?

Yes

No - Go to **3**

B. Which of the following organizational changes occurred in 2011 or 2010?

Check all that apply. If more than one organizational change occurred during the reporting period, explain in **14**.

Acquisition

Sale

Merger

Divestiture

Date of organizational change

Month	Day	Year

AND

Enter detailed information below **7**

Name of company		EIN (9 digits)	
		-	
Address (Number and street, P.O. Box, etc.)			
City	State	ZIP Code	
		-	

3 REPORTING PERIOD

What time period is covered by the data provided in this report?

Calendar year

Fiscal or partial year - Report beginning and ending dates.

2011			2010		
Beginning Date			Beginning Date		
Month	Day	Year	Month	Day	Year
Ending Date			Ending Date		
Month	Day	Year	Month	Day	Year

4 NUMBER OF ESTABLISHMENTS

A. How many hotels, including those managed for another firm, were covered by this report in 2011 and 2010?

B. How many of the above establishments were in the following categories?

- Both owned or leased AND managed by THIS firm
- Owned or leased by THIS firm, but managed by ANOTHER firm
- Owned by or leased by ANOTHER firm, but managed by THIS firm

2011	2010

C. If any of the above establishments were managed by another firm, list the name and EIN of the management company below. (If more than one management company, continue in **14 or on a separate paper.)**

Name of Company	EIN (9 digits)

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5 SALES, RECEIPTS, OR REVENUE

INCLUDE

- Receipts from guest rooms or unit rentals for all establishments owned by this firm
- Receipts from rentals of public rooms such as ballrooms, conference rooms, etc.
- Sales of meals, alcoholic beverages, and other merchandise
- Sales of gaming operations
- Site rental and equipment usage fees
- Receipts from valet, laundry, parking, and other guest services provided by this firm
- For casino hotels, report sales net of promotional allowances
- Credit and cash sales of merchandise
-

EXCLUDE

- Revenue from casinos without accommodations
- Revenue from timeshares or vacation ownership
- Occupancy taxes
- Sales from auxiliary establishments
- Carrying or other finance charges
- Commissions (such as vending machine operators, government lottery tickets, or other stores)
- Non-operating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate)
- Sales made by departments and concessions operated by other firms in this firm's accommodation establishment(s)
- Refunds and allowances for returned goods
- The actual value of rebates and discounts granted to the purchaser, even if granted as an increase in trade-in allowances

A. What was this firm's total revenue in 2011 and 2010?

Exclude sales tax. Exclude revenue of hotels that this firm manages for another firm

2011				2010			
\$ Bil.	Mil.	Thou.	Dol.	\$ Bil.	Mil.	Thou.	Dol.

B. Did this firm manage any hotels for, or franchise any hotels to, another firm in 2011 or 2010?

- Yes
- No - Go to **5E**

C. What portion of the revenue reported in 5A was from:

1. Hotels that this firm owns or leases?
2. Franchise or royalty fees?
3. Management fees?
4. Cost reimbursables from managed hotels?
5. Other - Specify ↴

2011				2010			
\$ Bil.	Mil.	Thou.	Dol.	\$ Bil.	Mil.	Thou.	Dol.

D. What was the total revenue in 2011 and 2010 for hotels that this firm manages for another firm?

2011				2010			
\$ Bil.	Mil.	Thou.	Dol.	\$ Bil.	Mil.	Thou.	Dol.

E. Did this firm (or hotels managed by this firm) collect any sales taxes in 2011 or 2010?

- Yes
- No - Go to **6**

F. What were the total sales taxes collected in 2011 and 2010?

Exclude excise and occupancy taxes. Include taxes for any hotels managed by this firm.

2011				2010			
\$ Bil.	Mil.	Thou.	Dol.	\$ Bil.	Mil.	Thou.	Dol.

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6 E-COMMERCE

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, mobile device (M-commerce), extranet, EDI network, electronic mail, or other online system. Payment may or may not be made online.

A. Did this firm (or hotels managed by this firm) have any e-commerce revenue (including rooms booked online) in 2011 or 2010?

Yes

No - Go to **13**

B. What was the total e-commerce revenue in 2011 and 2010?

Include e-commerce for any hotels managed by this firm.

2011				2010			
\$ Bil.	Mil.	Thou.	Dol.	\$ Bil.	Mil.	Thou.	Dol.

7-12 Not Applicable.

13 OPERATING EXPENSES

INCLUDE

- Expenses arising from the normal course of business
- Payroll
- Depreciation and amortization

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)

What were the total operating expenses for this firm in 2011 and 2010?

Include operating expenses for any hotels managed by this firm.

2011				2010			
\$ Bil.	Mil.	Thou.	Dol.	\$ Bil.	Mil.	Thou.	Dol.

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

15 CONTACT INFORMATION

Name of person to contact regarding this report <i>(Please print)</i>					Title						
Address - Number and street					City			State	ZIP Code		
Telephone	Area code	Number		Extension	Fax	Area code	Number				
		-					-				
Website address											

THANK YOU
for completing your 2011 ANNUAL ACCOMMODATION REPORT.
 We suggest you keep a copy for your records.

Public reporting burden for this collection of information is estimated to average 23 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; 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 (OMB). This 8-digit number appears in the top right corner of the form.

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