

HOTEL CELAYA (HYATT PLACE) PROFORMA

	Year 1	
Year	2022	
Year Ending	Sep 20	
Number of Rooms	145	
Available Rooms Per Year	52,925	
Occupied Rooms Per Year	31,755	
Occupancy Rate	60%	
ADR	\$70.00	
ADR Growth Rate		
RevPAR	\$42.00	
Departmental Revenues		
	Total	%
Room Revenue	2,222,850	72.5%
<u>F&B</u>	765,000	24.9%
Room Service	120,000	3.9%
Bar	250,000	8.1%
Restaurant	315,000	10.3%
Banquet Catering	-	0.0%
[Other]	-	0.0%
<u>Other Operating Departments</u>	80,000	2.6%
Space Rental	30,000	1.0%
Spa	-	0.0%
Gift Shop	50,000	1.6%
Other	-	0.0%
Other	-	0.0%
Total Revenue	3,067,850	100.0%
Departmental Expenses		
Room Expense	666,855	30.0%
<u>F&B Revenue</u>	274,000	35.8%
Room Service	48,000	40.0%
Bar	100,000	40.0%
Restaurant	126,000	40.0%
Banquet Catering	-	
[Other]	-	
<u>Other Operating Departments Re</u>	16,000	20.0%
Space Rental	6,000	20.0%
Spa	-	
Gift Shop	10,000	20.0%
Other	-	
Other	-	
Total Departmental Expense	956,855	31.2%
Departmental Profit		
Room Profit	1,555,995	70.0%

<u>F&B Profit</u>	<u>491,000</u>	<u>64.2%</u>
Room Service	72,000	60.0%
Bar	150,000	60.0%
Restaurant	189,000	60.0%
Banquet Catering	-	0.0%
[Other]	-	0.0%
<u>Other Operating Departments Prc</u>	<u>64,000</u>	<u>80.0%</u>
Space Rental	24,000	80.0%
Spa	-	0.0%
Gift Shop	40,000	80.0%
Other	-	0.0%
Other	-	0.0%
Total Departmental Profit	2,110,995	68.8%
<u>Undistributed Expenses</u>		
G & A	120,000	3.9%
Credit Card Fees	44,457	1.4%
Sales & Marketing	144,000	4.7%
<u>Franchise Fees</u>		
Initial Fee	-	0.0%
Royalty	148,190	4.8%
Marketing	29,638	1.0%
Reservation Fees	29,638	1.0%
Other Fees	50,000	1.6%
<u>Franchise Fees</u>	-	0.0%
I/T	120,000	3.9%
Repair and Maintenance	75,000	2.4%
Utilities	150,000	4.9%
Total Undistributed Expense	653,457	21.3%
<u>Gross Operating Profit</u>	<u>1,457,538</u>	<u>47.5%</u>
<u>Management Fee</u>		
Base Fee	\$125,000	4.1%
Incentive Fee	\$225,000	7.3%
Total Management Fee	\$350,000	11.4%
<u>Fixed Expenses</u>		
Insurance	\$180,000	5.9%
Total Fixed Expenses	\$180,000	5.9%
EBITDA	927,538	30.2%
Capital & FF&E reserve	\$76,176	2.5%
NOI	851,362	27.8%