### **Source - Reservation Analysis (R-R-4-K-1)**

SOURCE CODES ANALYSIS Springer Lodge 03/04/16 Page- 1
Reservation Source Codes Analysis 11:54:11 RD

Reservation Source Codes Analysis 11:54:11
Departures: 01/01/16 - 03/03/16 Active and History Levels: OUT

Properties: ALL

	Description	per Unit	•	per Unit	Units Rented			Room Nights	
	BROCHURE - SUMMER	920.00	4.22	2.00	9.00	8280.00	1.596	38.00	18
BROCHW	BROCHURE - WINTER	1188.00	2.80	1.80	10.00	11880.00	2.290	28.00	18
CONDE	CONDENAST	1045.29	2.71	1.76	21.00	21951.00	4.231	57.00	37
GLOBE	BOSTON GLOBE	620.06	2.50	1.81	16.00	9921.00	1.912	40.00	29
GOLF	GOLF MAGAZINE	1081.60	3.58	1.95	40.00	43264.00	8.340	143.00	78
GROUP	GROUP BOOKING	741.96	2.00	1.63	49.00	36356.00	7.008	98.00	80
MEMBER	MEMBER	1901.67	3.17	2.00	6.00	11410.00	2.199	19.00	12
OFFRD	OFF ROAD MAGAZINE	1471.80	3.60	2.20	10.00	14718.00	2.837	36.00	22
ORBITZ	ORBITZ	598.24	2.31	1.83	29.00	17349.00	3.344	67.00	53
OWNER	OWNER	0.00	3.23	1.69	13.00	0.00	0.000	42.00	22
PRICE	PRICELINE	1400.90	3.24	2.10	21.00	29419.00	5.671	68.00	44
REPEAT	REPEAT GUEST	769.56	2.44	2.00	9.00	6926.00	1.335	22.00	18
SKIING	SKIING MAGAZINE	724.55	2.64	2.00	11.00	7970.00	1.536	29.00	22
SPAFIN	SPA FINDER	1114.57	2.43	2.00	7.00	7802.00	1.504	17.00	14
SPAYOG	YOGA MAGAZINE	834.00	2.00	1.33	3.00	2502.00	0.482	6.00	4
SUMMER	SALES BLITZ - SUMMER	939.50	2.50	2.00	2.00	1879.00	0.362	5.00	4
THENYR	THE NEW YORKER	454.67	2.17	2.00	6.00	2728.00	0.526	13.00	12
TRVLEI	TRAVEL AND LEISURE MAGAZINE	1365.83	4.00	2.08	24.00	32780.00	6.319	96.00	50
TVLCY	TRAVELOCITY	1644.75	3.88	2.19	16.00	26316.00	5.073	62.00	35
WALKIN	WALK-IN GUEST	842.14	2.86	2.00	7.00	5895.00	1.136	20.00	14
WEB	SPRINGER LODGE WEBSITE	1650.74	4.20	2.04	94.00	155170.00	29.911	395.00	192
WHSL	WHOLESALE	432.00	2.00	2.00	1.00	432.00	0.083	2.00	2
WINTER	SALES BLITZ - WINTER	587.85	2.69	2.00	13.00	7642.00	1.473	35.00	26
WORD	WORD OF MOUTH	1821.95	3.57	2.00	21.00	38261.00	7.375	75.00	42
WSJ	WALL STREET JOURNAL	995.67	2.50	2.00	18.00	17922.00	3.455	45.00	36
TOTALS		1137.66	3.20	1.94	456.00	518773.00		1458.00	884

# **Source – Guest/Inquiry Analysis** (R-R-4-K-2)

SOURCE CODES ANALYSIS Springer Lodge 03/04/16 Page- 1
Guest/Inquiry Analysis 13:46:16 RD

	Description	Previo Count	us Stays %of Total	Guest Tiles	Previous Nights	-Avg per G Stays	uest Tile- Nights
	BROCHURE - SUMMER	17		40	57	0.43	1.43
BROCHW	BROCHURE - WINTER	19	4.299	40	50	0.48	1.25
CONDE	CONDENAST	16	3.620	40	49	0.40	1.23
<b>EMPLOY</b>	EMPLOYEE	0	0.000	2	0	0.00	0.00
EXEC	HOTEL EXECUTIVE	16	3.620	40	62	0.40	1.55
GLFGRP	GOLF GROUP	15	3.394	40	56	0.38	1.40
<b>GLFLOC</b>	GOLF LOCAL	0	0.000	0	0	0.00	0.00
GLFMAG	GOLF MAGAZINE	18	4.072	40	67	0.45	1.68
<b>GLFMEM</b>	GOLF MEMBER	0	0.000	0	0	0.00	0.00
<b>GLFTRV</b>	TRAVEL MAGAZINE	9	2.036	40	31	0.23	0.78
GLOBE	BOSTON GLOBE	12	2.715	40	32	0.30	0.80
GOLF	GOLF MAGAZINE	12	2.715	40	38	0.30	0.95
GROUP	GROUP BOOKING	34	7.692	53	67	0.64	1.26
MEMBER	MEMBER	8	1.810	40	27	0.20	0.68
OFFRD	OFF ROAD MAGAZINE	14	3.167	40	54	0.35	1.35
ORBITZ	ORBITZ	9	2.036	43	29	0.21	0.67
OWNER	OWNER	0	0.000	1	0	0.00	0.00
PHONE	TELEPHONE BOOK	13	2.941	40	44	0.33	1.10
POWDER	POWDER MAGAZINE	19	4.299	40	53	0.48	1.33
PRICE	PRICELINE	16	3.620	39	47	0.41	1.21
REPEAT	REPEAT GUEST	9	2.036	39	28	0.23	0.72
SKIING	SKIING MAGAZINE	13	2.941	39	49	0.33	1.26
SPAFIN	SPA FINDER	9	2.036	39	31	0.23	0.79
SPAGRP	SPA GROUP	18	4.072	39	72	0.46	1.85
SPALOC	SPA LOCAL	0	0.000	0	0	0.00	0.00
SPAMEM	SPA MEMBER	0	0.000	0	0	0.00	0.00
SPAYOG	YOGA MAGAZINE	11	2.489	39	37	0.28	0.95
SUMMER	SALES BLITZ - SUMMER	14	3.167	41	46	0.34	1.12
THENYR	THE NEW YORKER	15	3.394	39	54	0.38	1.38
TRVLEI	TRAVEL AND LEISURE MAGAZINE	0	0.000	0	0	0.00	0.00
TVLCY	TRAVELOCITY	15	3.394	40	57	0.38	1.43
WALKIN	WALK-IN GUEST	14	3.167	40	44	0.35	1.10
WEB	SPRINGER LODGE WEBSITE	12	2.715	42	30	0.29	0.71
WHSL	WHOLESALE	0	0.000	0	0	0.00	0.00
WINTER	SALES BLITZ - WINTER	27	6.109	78	96	0.35	1.23
WORD	WORD OF MOUTH	14	3.167	43	40	0.33	0.93
WSJ	WALL STREET JOURNAL	11	2.489	39	36	0.28	0.92
WXYZ	WXYZ RADIO AD	13	2.941	40	37	0.33	0.93
TOTALS		442		1255	1420	0.35	1.13

#### Projected Market Segment Report (R-R-7-B) - Summary

PROJECTED MARKET SEGMENT REPORT - DETAIL BY GROUP

Springer Lodge

01/30/17 12:18 RD PAGE-1

Period: Fri 03/04/16 - Thu 03/10/16 GROUP BOOKINGS ONLY

Source code detail listed after Group subtotals

Properties: ALL

Room Categories: ALL - BLANK NOT INCLUDED Market Segments: W - BLANK NOT INCLUDED

REMAIN = BLOCK minus PICKUP

						GROUPS -				тота	LS	
MKT	DATE	GROUP		CONTRCT	BLOCK	PICKUP	REMAIN	P/U %	NON-GRP	GRP-PKUP	SOLD	BOOKED
===	03/04/16 Fri	1000GM	Rooking.com	 5	3	0.00	3	0.00		0.00	0.00	3.00
w	03/05/16 Sat		_	5	3	0.00		0.00	_	0.00	0.00	3.00
W	03/06/16 Sun		_	5	3	0.00		0.00	_	0.00	0.00	3.00
W	03/07/16 Mon			5	3	0.00		0.00	_	0.00	0.00	3.00
W	03/08/16 Tue	1000GM	Booking.com	5	3	0.00	3	0.00	_	0.00	0.00	3.00
W	03/09/16 Wed			5	3	0.00	3	0.00	-	0.00	0.00	3.00
W	03/10/16 Thu		_	5	3	0.00	3	0.00	-	0.00	0.00	3.00
	Subtotal 100			35	21	0.00	21	0.00	0.00	0.00	0.00	21.00
W	03/04/16 Fri	1000GZ	Expedia	0	2	1.00	1	50.00	_	1.00	1.00	2.00
W	03/05/16 Sat	1000GZ	Expedia	0	2	1.00	1	50.00	_	1.00	1.00	2.00
W	03/06/16 Sun	1000GZ	Expedia	0	2	0.00	2	0.00	-	0.00	0.00	2.00
W	03/07/16 Mon			0	2	0.00		0.00	-	0.00	0.00	2.00
W	03/08/16 Tue		•	0	2	0.00	2	0.00	-	0.00	0.00	2.00
W	03/09/16 Wed			0	2	0.00		0.00	-	0.00	0.00	2.00
W	03/10/16 Thu	1000GZ	Expedia	0	2	0.00	2	0.00	-	0.00	0.00	2.00
	Subtotal 100	OGZ Exp	edia	0	14	2.00	12	14.29	0.00	2.00	2.00	14.00
W	03/04/16 Fri	1000H2	Orbitz	0	2	0.00	2	0.00	-	0.00	0.00	2.00
W	03/05/16 Sat	1000H2	Orbitz	0	2	1.00	1	50.00	-	1.00	1.00	2.00
W	03/06/16 Sun			0	2	1.00		50.00	-	1.00	1.00	2.00
W	03/07/16 Mon			0	2	1.00		50.00	-	1.00	1.00	2.00
W	03/08/16 Tue			0	2	0.00	_	0.00	-	0.00	0.00	2.00
W	03/09/16 Wed			0	2	0.00		0.00	-	0.00	0.00	2.00
W	03/10/16 Thu	1000H2	Orbitz	0	2	0.00	2	0.00	-	0.00	0.00	2.00
	Subtotal 100	OH2 Orb	itz	0	14	3.00	11	21.43	0.00	3.00	3.00	14.00
Tot	al W - Wholes	aler		35	49	5.00	44	10.20	0.00	5.00	5.00	49.00
GRA	ND TOTALS			35	49	5.00	44	10.20	0.00	5.00	5.00	49.00

### Rate/Package Changes Report (R-R-9-D) – Package Changes

Report Po	PACKAGE CH eriod: 06/	30/15	- 06/3	30/15		L														03/04/16 14	:14:00 RD	Page-	1
Date		User	Туре	Chang	ge Descript																		
	10:01:10				Header for																		
	10:01:13			Packa	age Detail	for	Rate	Code	PKSF	02 L	adie	s We	eken	d Sp	a Pkg	(G	enerated	new Ver	rsion: 19700101-00001)				
	ion 1970010 escription	1-0000		Qty	Amount	Per	1st	Last	Shr	Tax	Rch	Disc	Brk	Fo1	Rout	e Plan	DOW	RmTvn	Val-Rm-Type DOW Plan/Cal/	Tier LOS	Plan/Cal/	Tier	S/O CAL
	oom Rate			1		U	Α	L	Υ	Υ	Υ			1			SMTWRFS		Price Basis 10B1KM/RKSTND		/	/	
	oom Rate			1	0.00		Α	L	Y	Υ	Y	Y		1			SMTWRFS		Price Basis 10B1QM/RKSTND		/,	/,	
	oom Rate			1		) U	Α	L	Y	Y	Y	Y		1			SMTWRFS		Price Basis 10B2SM/RKSTND		/,	/,	
	oom Rate			1		U	A	Ļ	Y	Y	Y	Y		1			SMTWRFS		Price Basis 10B3SM/RKSTND		/,	/,	
	oom Rate			1	0.00		A	L	Y	Y	Y	Y		1			SMTWRFS		Price Basis 10D1KL/RKSTND	•	/,	/,	
	oom Rate			1	0.00		A	L	Y	Y	Y	Y		1			SMTWRFS		Price Basis 10D1QL/RKSTND		/,	/,	
	oom Rate oom Rate			1	0.00		A	L	Y	Y	Y	Y		1			SMTWRFS SMTWRFS		Price Basis 10A1KM/RKSTND Price Basis 10A1QL/RKSTND		/,	',	
	oom Rate			1	0.00		Ä	Ĺ	v	Ü	v	v		1			SMTWRFS		Price Basis 10A1KL/RKSTND		',	',	
	oom Rate			1	0.00		Â	Ĺ	v	·	v	v		1			SMTWRFS		Price Basis 10A1KL/RKSTND		,	<b>'</b> ,	
	oom Rate			1	0.00		Â	i.	·	·	·	·		1			SMTWRFS		Occ-Rm-Typ 10A3SM/RKSTND		,	,	
	oom Rate			1	0.00		Â	ĭ	Ý	Ÿ	Ý	Ÿ		ī			SMTWRFS		Price Basis 10A4SM/RKSTND		,	<b>'</b> ,	
	kg Allocati	on - F	&R	1	45.00		Ä	ī	Ý		Ý			1		RKAD	SMTWRFS	747504	Price Basis /		,	<i>'</i> ,	
	kg Allocati			1	30.00		A	ī	Ý	Ÿ	Ÿ			1		RKCH	SMTWRFS		Price Basis /	<b>,</b>	',	<b>'</b> ,	
	kg Allocati			ī	100.00		Ä	ī		Ý				ī		C100	SMTWRFS		Price Basis /	,	/	<i>'</i> /	
06/30/15	10:02:18	Field I	Name		Header for			de PK	SP02	Ladi	ies W From		nd S	pa F	ekg		То						
Spa packa \$100 spa	ield	kage i s 2 ni adult	nclude ghts a , per	day and	dation, a 1 breakfast																		
06/30/15		TM Field I	Name		Header for						es W Fron		nd S	pa F	ekg		То						
					/s of Week						SMTV	RFS					FS						
					Nights Requ						0						2						
		Maximu	m Numb	er of N	Nights Allo	owed					365						2						
				arture D e notes	Days of Wee	ek					SMTV	RFS					SM						
Spa packa arriving credit pe	ield	Spa po s 2 ni day or er day	ackage ghts a Satur and b	eThe Lac accommod rday, a oreakfas	dation \$100 spa																		

## Rate/Package Changes Report (R-R-9-D) — Header and Plan Changes

RATE AND PACKAGE CHANGES REPORT

Report Period: 07/08/15 - 07/08/15 Users: ALL

Date	Time	User	Туре	Change Description
07/08/15	11:32:55	MB	Add	Rate Header for Rate Code MGRDIS Manager Discount Rm A215
07/08/15	11:33:20	MB	Edit	Rate Header for Rate Code SPBILL Rate in Special Billing
07/08/15	11:38:05	MB	Edit	Rate Header for Rate Code SPBILL Rate in Special Billing
07/08/15	11:38:36	MB	Edit	Rate Header for Rate Code SPBILL Rate in Special Billing
07/08/15	11:39:25	MB	Edit	Rate Header for Rate Code MGRDIS Manager Discount Rm A215
07/08/15	11:40:48	MB	Edit	Rate Header for Rate Code MGRDIS Manager Discount Rm A215
07/08/15	11:41:15	MB	Edit	Rate Header for Rate Code COMP Complimentary Stay
07/08/15	11:41:23	MB		Rate Header for Rate Code SPBILL Rate in Special Billing
07/08/15	11:41:30	MB	Edit	Rate Header for Rate Code CUSTOM Rate in Custom Rate Box
07/08/15	11:41:36	MB	Edit	Rate Header for Rate Code OWNER Owner Reservation
07/08/15	11:41:42	MB	Edit	Rate Header for Rate Code SHARE Share
07/08/15	11:45:10	MB	Edit	Rate Header for Rate Code MGRDIS Manager Discount Rm A215
07/08/15	11:45:18	MB	Edit	Rate Header for Rate Code MGRDIS Manager Discount Rm A215
07/08/15	11:45:39	MB	Edit	Rate Header for Rate Code MGRDIS Manager Discount Rm A215
	11:45:58			Rate Header for Rate Code MGRDIS Manager Discount Rm A215
	16:01:25			Rate Header for Rate Code SODRR Friends and Family Rate
	16:07:19		Edit	Rate Header for Rate Code SODRR Friends and Family Rate
07/08/15	16:39:41	MB		Price Plan: ADULT Tier: ADULT (Generated new Version: 19700101-00001)

Previous Version	Per	Count	DOW	Previous Values	New Values 19700101-00001
	Adul	t 3	Sun:		20.00
	Adul	t 3	Mon:		20.00
	Adul	t 3	Tue:		20.00
	Adul	t 3	Wed:		20.00
	Adul	t 3	Thu:		20.00
	Adul	t 3	Fri:		20.00
	Adul	t 3	Sat:		20.00
	Adu1	t A	Sun:		10.00
	Adul	t A	Mon:		10.00
	Adul	t A	Tue:		10.00
	Adul	t A	Wed:		10.00
	Adul	t A	Thu:		10.00
	Adul	t A	Fri:		10.00
	Adul	t A	Sat:		10.00