



## F&B STAR Program Definitions

**Available Seat** - A constant number for all managed F&B Venues combined including private dining, bar stools and lobby bar seating. Outdoor and other *seasonal seating* is not included unless it is available year-round; temporary seating is not included.

For F&B STAR reporting purposes, Available Seats in *seasonal venues* are included in the calculation of total available seats. Example: a pool bar wherein the pool is closed 6 months of the year.

**Banquets** - Hotel revenue center referring to Group events hosted in a hotel's function space that also include overnight guestroom commitments (Group rooms segment). NOTE! Rooms revenue is not included in F&B STAR reporting.

**Beverage Revenue** - Revenue derived from the sale of alcoholic beverages.

**Catering** - Hotel revenue center accounting for social or business events hosted in a hotel's function space; catering events generally do not require overnight guestroom commitments.

**Catering & Banquets Other Revenue** - All revenue generated from other than food and beverage sales at catering and banquet events, including but not limited to mandatory non-discretionary Service Charges, Room Rental, Audiovisual revenues.

**Catering & Banquets Revenue** - All revenue captured by the Catering & Banquets department as defined in the Uniform Systems of Accounts for the Lodging Industry.

This includes Other Revenue, such as Meeting Room Rental, Service Charges, and Audiovisual revenue. This also includes revenue generated and serviced by the hotel and provided outside of the hotel's immediate premises.

**Competitive (Comp) Set** - A peer group of hotels that compete for business, selected by hotel management to benchmark the subject property's performance.

**F&B Venues** - The hotel's eating and drinking areas that are not part of Catering & Banquets. Per USALI guidelines, revenue generated by in-room dining, mini bars, and food sold at the front desk are not included in F&B Venues reported revenues.

**F&B Venues Other Revenue** - All ancillary revenue generated in F&B Venues other than from the sale of consumable food and beverage. Examples include but are not limited to mandatory non-discretionary service charges, cover charges, corkage fees, souvenirs, etc.

F&B Venues Revenue excludes Room Service and Mini-bars.

**F&B Venues Revenue** - Revenue generated by the sale of food, beverage and ancillary products and services in the F&B Venues; this includes "Other F&B" such as cover charges and souvenirs.



**Food Revenue** - Revenue derived from the sale of consumable food and non-alcoholic beverages - coffee, tea, soft drinks, water, etc.

**In-Room Dining Other Revenue** - All ancillary revenue generated through In-Room Dining other than from the sale of consumable food and beverage. Examples include but are not limited to mandatory non-discretionary service charges, delivery charges, and non-consumable products.

**In-Room Dining Revenue** - Food, beverage, and other revenue generated through in-room dining services; this includes delivery charges and mandatory non-discretionary service charges.

**In-Room Dining Rev/Occ Room** - F&B In-Room Dining Revenue per occupied room.  
*Calculated: (Revenue / (Total Occupied Rooms in period))*

**Market** - In the U.S., a market is defined as a geographic area composed of a Metropolitan Statistical Area (i.e. Atlanta, GA), a group of Metropolitan Statistical Areas (i.e. South Central Pennsylvania) or a group of counties (i.e. Texas North). Outside the U.S., a market can be defined as a city, region or country with at least 30 participating hotels.

A market must contain a sufficient number of hotels to permit further subdivision into submarket and price segments.

**Meeting Space** - Space that is designed primarily for Catering & Banquet events; space that is generally between four walls and is used for meal functions and meeting room sets. Outdoor space and pre-function space should not be included when calculating total square footage (meters).

**Other Beverage** - Sales of consumable alcoholic beverages not designated as Catering & Banquets, Venues, In-Room Dining or Mini Bar\* revenues. Examples of Other Beverage Revenue are alcoholic beverages sold in the property's concierge or club level lounge or on the golf course.

*\*For F&B STAR reporting purposes, revenues generated outside of Catering & Banquets, Venues, and In-Room Dining revenue centers are excluded. Mini Bar revenue is excluded from F&B STAR reporting.*

**Other Food Revenue** - Sales of consumable food items and non-alcoholic beverages not designated as Catering & Banquets, Venues, In-Room Dining or Mini Bar\* revenues. An example of Other Food Revenue is food sold at the property's front desk, in retail shops, or on the golf course.

*\*For F&B STAR reporting purposes, revenues generated outside of Catering & Banquets, F&B Venues, and In-Room Dining revenue centers are excluded. Mini Bar revenue is excluded from F&B STAR reporting.*



**Other Revenue** - Revenue generated by the sales of services and all products that are not consumable food or beverage items captured on the F&B schedule of the P&L. This can include meeting space rental, mandatory non-discretionary service charges, delivery charges kept by the hotel for in-room dining, audio visual revenues etc.

**Outdoor Space** - Any space used for dining or events on or adjoining a hotel campus, outside of its defined, walled catering and banquet meeting space. Examples include beachfront, lawns, courtyards, patios, parking lots or other space used for scheduled or overflow events.

*For F&B STAR reporting purposes, outdoor space is not included in the calculation of total Catering & Banquet meeting space.*

**Percentage Change (% Chg)** - Amount of growth or decline - this period versus same period last year (year to date, month to date etc). Calculated as  $((TY-LY)/LY)*100$ .

**Pre-Function Space** - Indoor space that has been designed for F&B service adjacent to a main event location; often used for receptions before a meal or coffee breaks during a meeting or other event. Examples include foyers, atriums, patios, hallways, etc..

*For F&B STAR reporting purposes, pre-function space is not included in the calculation of total Catering & Banquet meeting space.*

**Rev/Avail Seat** - F&B Venues Revenue per available F&B Venue Seat.  
*Calculated:  $(Revenue / (Total Seats * \# of days in period))$*

**Rev/Available SqFt (Sq Meters)** - Catering & Banquets Revenue per Available Catering & Banquets Square Footage (Square Meters).  
*Calculated:  $(C\&B Revenue / (Total Sq Ft * \# of days in period))$*   
*Calculated:  $(C\&B Revenue / Total SqM * \# of days in period)$*

**Total F&B RevPAR** - The sum of total reported Catering & Banquets Revenue + F&B Venues Revenue + In-Room Dining Revenue divided by the number of available rooms for the period.  
*Calculated:  $(Total F\&B Revenue / Available Rooms)$*

**Total F&B RevPOR** - The sum of total reported Catering & Banquets Revenue + F&B Venues Revenue + In-Room Dining Revenue divided by the number of occupied rooms for the period.  
*Calculated:  $(Total F\&B Revenue / Occupied Rooms)$*