

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



FORM
SA-721A
(9-19-2007)

DUE DATE →

2007 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.

NOTICE — Your report to the Census Bureau is **confidential** by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process**.

RETURN COMPLETED FORM TO

➔ U.S. CENSUS BUREAU
National Processing Center
1201 East 10th Street
Jeffersonville, IN 47132-0001
FAX 1-800-447-4613

**Any questions call
1-800-772-7851 (press "2") weekdays,
8:30 a.m. to 5:00 p.m. EST**

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

Internet Reporting

You may complete this survey online at:

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

using 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 operated by your company and its subsidiaries
- Data for auxiliary facilities of your firm engaged in furnishing supporting services to your covered establishment(s) (such as warehouses, garages, central administrative offices, and repair services)
- Data for establishment(s) sold or acquired during 2007 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 another firm own more than 50 percent of the working stock or have the power to control management and policies of this firm?

- 050 1 YES
- 2 NO

051 Name of owning or controlling company										
Address - Number and street					052 EI Number (9 digits)					
City, State, and ZIP Code										

2. Did your firm experience any organizational change during 2007?

- 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				

1B NUMBER OF ESTABLISHMENTS

**Number as of
December 31, 2007**

110

How many establishments were covered by this report as of December 31, 2007?

2A TOTAL SALES

NOTE: Do not include cents. Always round to the nearest dollar.

1. What were the total sales and receipts of merchandise and other operating receipts for 2007?
INCLUDE e-commerce sales and excise taxes on gasoline, liquor, and tobacco. EXCLUDE all sales taxes.
See below for detailed directions.

100

2007
Dollars

\$

102

2. Did your firm collect any sales taxes during 2007?

120 1 YES – What were the total sales taxes collected?

EXCLUDE excise taxes reported in Item 2A1.

\$

2 NO – **Go to Item 2B**

103

3. What were the total sales of merchandise and other operating receipts including sales taxes for 2007?
(Sum of Items 2A1 and 2A2)

\$

INCLUDE

- Receipts from guest rooms or unit rentals
- Management fees and reimbursable revenues
- 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
- Revenues from camp tuition and camper fees
- Revenue from room and board
- Receipts from valet, laundry, parking, and other guest services provided by this firm
- Sales by departments and concessions operated by your firm in establishment(s) of other firms
- For casino hotels, report sales net of promotional allowances
- Credit and cash sales of merchandise
- E-commerce sales
- Excise taxes

EXCLUDE

- Carrying or other credit 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 your firm's accommodation establishment(s)
- Refunds and allowances for returned goods
- 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
- Exclude franchise fees and royalties

2B E-COMMERCE SALES

Did your firm have any e-commerce sales during 2007?

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.

130 1 YES – What were the total e-commerce sales?
EXCLUDE all sales taxes

113

2007
Dollars

\$

2 NO

2C SALES REPORT PERIOD

Do the reported data in Items 2A and 2B represent the calendar year (January 1 through December 31) for 2007?

121 1 YES

Beginning

2007
Month | Day | Year

104

105

2 NO – **What were your beginning and ending dates for 2007?**

Ending

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

9 TOTAL OPERATING EXPENSES

844	2007
	Dollars
What were the total operating expenses during 2007 for establishments reported in Item 1B?	\$

INCLUDE

Expenses arising from the normal course of business.

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.

962

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; 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		