



Hive4.com

Franchise Fee Calculator Copy Deck

Version 1.5

6/22/01



Blue=sample copy Black=final copy Red=comments Green=copy requires review/revision Pink=Glenn's comments

Map to	ID	Copy
		The proper order of elements on the Resources home page should be: Classifieds, Events Calendar, Franchise Fee Calculator, Magazine Subscriptions. (Alphabetical order)
FC00.1a		Franchise Fee Calculator
FC00.1b		Franchise Fee Calculator
FC00.1c		{graphic}
FC00.1d		Franchise Fee Calculator Hotel & Motel Management and HVS International have partnered to bring you the tool you need to conduct a comparative analysis of hotel franchise companies based on the fees they charge. More than 80 brands are represented. Use this interactive tool to calculate royalty and reservation fees, marketing costs and more.
FC00.2a		The HotelMotel.com logo will act as the "Back to HotelMotel.com" link. ALT=Click here to return to Hotel/Motel.com
FC00.2b		The HVS International logo will act as the "Back to HVS International" link. ALT=Click here to return to HVS International
FC00.2c		About This Tool ALT=Click here for more information about the Franchise Fee Calculator
FC1a		The Hotel Franchise Fee Calculator The hospitality industry's most comprehensive online franchise tool
FC1b		HVS International and Hotel & Motel Management have partnered to bring you the tool you need to conduct a comparative analysis of hotel franchise companies based on the fees they charge. The Hotel Franchise Fee Calculator offers an opportunity to calculate royalty, reservation, marketing, frequent traveler, miscellaneous fees and more. Second only to payroll, franchise fees represent one of the largest operating expenses for most hotels. Because many of these fees are tied to performance, the more successful a hotel becomes, the more fees it is likely to incur. How to use the Hotel Franchise Fee Calculator The Hotel Franchise Fee Calculator is simple and efficient to use: <ol style="list-style-type: none"> 1. Click the {FC1e} button below. You will be taken to the {FC2a } page. 2. Select the hotel brand you would like to investigate by clicking on it. You will be taken to the {FC3a} page. 3. At the {FC3a} page, select each field where you would like to input data. Enter the data. Click on the {FC3h} button. This will produce a {FC4a} page with your results.



Map to	ID	Copy
		introduction page the next time you visit, click the "Skip This Page Next Time" box at the bottom of this page. You can always return to the home page by clicking on the {FC1d link/icon}. {Show FC1d link/icon.}
FC2a		Select Hotel Brand
FC2b		To calculate total franchise fees, please select a specific hotel brand from one of the three hotel categories below—Economy, Mid-Rate or First-Class.
FC2c		{Search box label, instructional copy} Type all or part of the name of the brand you are interested in and specify whether you want to search for hotel brands that start with or contain the text you have entered. For example, if you search for hotel brands that start with "Day," your results will include Days Inn. If you search for hotel brands that contain "Day," your results will include both Days Inn and Holiday Inn.
FC2d		Hotel Brand Name Starts with / Contains
FC2e		Search ALT = "Click to Search for Hotel Brand"
FC2f		After clicking on the hotel brand, you will be taken to the "Enter Data for Your Hotel" page.
FC2g		<u>Economy</u> AmeriHost Inn AmericInn Baymont Best Inns/Suites of America Budget Host International Days Inn Downtowner Inns EconoLodge Guesthouse Inns Homegate Suites Howard Johnson Key West Inn Key West Inn & Suites Knights Inn Mainstay Suites Microtel Motel 6 Passport Inn/Suites Ramada Ltd. Red Carpet Inn/Suites Red Roof Inns Rodeway Inn Scottish Inns/Suites/Lodge Shoney's Inn Shoney's Inn & Suites Studio 6 Sundowner Inns Super 8 Travelodge Villager Lodge
FC2h		<u>Mid-Rate</u> Best Western Candlewood Clarion Hotel Club Hotel by Doubletree Comfort Inn/Hotel Comfort Inn & Suites Comfort Suites Country Inn & Suites Fairfield Inn Four Points Howard Johnson Hotel Master Host Inns/Resort Park Inn Quality Hotel Quality Inn Quality Inn & Suites Quality Resort Quality Suites Ramada Sleep Inn



Map to	ID	Copy
		Hampton Inn/Suites Holiday Inn Holiday Inn Select Holiday Inn Sunspree Holiday Inn Express
		Sleep Inn & Suites SpringHill Suites TownePlace Suites Wellesley Inn Wellesley Inn & Suites Wingate Inns
FC2i		<u>First-Class</u> AmeriSuites Courtyard Crowne Plaza Doubletree Doubletree Club Doubletree Guest Suites Embassy Suites Hawthorn Suites Hilton Hilton Garden Inn Hilton Suites Homewood Suites
		Marriott Omni Park Plaza Radisson Renaissance Residence Inn Sheraton Staybridge Suites Summerfield Suites Westin Wyndham
FC2j		Continue ALT="Click to Continue" We don't need a Continue button if the user will be sent directly to the next page by clicking on the hotel brand name.
FC2k		Please select a hotel brand, and then click Continue. Don't need this.
		Don't need this entire section—FC2.1a through FC2.1h—since the user will be taken directly to the Hotel Franchise Fee Calculation page.
FC2.1a		Franchise Fee Calculator: Hotel Brand
FC2.1b		{Instructional copy—must be written after design is complete}
FC2.1c		{Same as FC2c and FC2d}
FC2.1d		Economy Mid-Rate First-Class
FC2.1e		{hotel brand names FC2g, FC2h, FC2i drawn from database}
FC2.1f		Search Again ALT="Click to Search Again"
FC2.1g		{Number of items displayed is displayed dynamically}
FC2.1h		Previous Page ALT="Go Back to Previous Page"
FC3a		Enter Data for Your Hotel
FC3b		You have selected [brand name], a(n) [hotel classification] hotel brand. Below are default numbers for this class of hotel. To customize the calculation fields, first highlight each existing number and then input your own. Numbers are required in all fields. You may enter actual data for your hotel or use the default figures provided.



Map to	ID	Copy																																												
FC3c		<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: center;"><i>IF</i> Economy Hotel</th> <th style="text-align: center;"><i>DEFAULTS</i> <i>IF</i> Mid-Rate Hotel</th> <th style="text-align: center;"><i>IF</i> First-Class Hotel</th> </tr> </thead> <tbody> <tr> <td>Room Count:</td> <td style="text-align: center;">100</td> <td style="text-align: center;">200</td> <td style="text-align: center;">300</td> </tr> <tr> <td>Average Room Rate (Year One)</td> <td style="text-align: center;">\$50</td> <td style="text-align: center;">\$80</td> <td style="text-align: center;">\$110</td> </tr> <tr> <td>Room Rate Growth (per year):</td> <td style="text-align: center;">3%</td> <td style="text-align: center;">3%</td> <td style="text-align: center;">3%</td> </tr> <tr> <td>Occupancy:</td> <td></td> <td></td> <td></td> </tr> <tr> <td> Year 1:</td> <td style="text-align: center;">60%</td> <td style="text-align: center;">60%</td> <td style="text-align: center;">60%</td> </tr> <tr> <td> Year 2:</td> <td style="text-align: center;">70%</td> <td style="text-align: center;">70%</td> <td style="text-align: center;">70%</td> </tr> <tr> <td> Years 3 to 10:</td> <td style="text-align: center;">75%</td> <td style="text-align: center;">75%</td> <td style="text-align: center;">75%</td> </tr> <tr> <td>Percentage of Rooms Occupied by Frequent Travelers</td> <td style="text-align: center;">8%</td> <td style="text-align: center;">8%</td> <td style="text-align: center;">8%</td> </tr> <tr> <td>Percentage of Rooms Occupied by Third-Party Reservation Travelers</td> <td style="text-align: center;">5%</td> <td style="text-align: center;">5%</td> <td style="text-align: center;">5%</td> </tr> <tr> <td>Percentage of Rooms Occupied by Internet Reservation Travelers</td> <td style="text-align: center;">2%</td> <td style="text-align: center;">2%</td> <td style="text-align: center;">2%</td> </tr> </tbody> </table>		<i>IF</i> Economy Hotel	<i>DEFAULTS</i> <i>IF</i> Mid-Rate Hotel	<i>IF</i> First-Class Hotel	Room Count:	100	200	300	Average Room Rate (Year One)	\$50	\$80	\$110	Room Rate Growth (per year):	3%	3%	3%	Occupancy:				Year 1:	60%	60%	60%	Year 2:	70%	70%	70%	Years 3 to 10:	75%	75%	75%	Percentage of Rooms Occupied by Frequent Travelers	8%	8%	8%	Percentage of Rooms Occupied by Third-Party Reservation Travelers	5%	5%	5%	Percentage of Rooms Occupied by Internet Reservation Travelers	2%	2%	2%
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FC3d		Please complete all fields for calculation. You may enter data for your hotel or use the default numbers provided.																																												
FC3e {see FC4d}		The franchise fees will be calculated based upon the hotel class and revenues determined by the numbers you enter, assuming a projection period of 10 years, an average length of stay of 2 nights and 365 days in a year.																																												
FC3f		Perform your calculation by clicking on {FC3h}, or go back and choose a different hotel brand by clicking on {FC3g}.																																												
FC3g		Choose Another Hotel Brand = "Select Another Brand" ALT=" Choose Another Hotel Brand"																																												
FC3h		Calculate ALT="Calculate Franchise Fees"																																												
FC3i		If you select a different hotel brand, your current franchise fee calculation results will be lost. Would you like to return to your current calculation results or select another brand now? Yes button/link = Return to Calculate No button/link = Select Another Brand																																												
FC4a		Hotel Franchise Fee Calculation Results																																												
FC4b		Below are your results for [hotel brand name would appear here]. The calculations are based on the brand selected and data entered on the previous																																												



Map to	ID	Copy
		Hotel Franchise Fee Calculation page. Add to this paragraph: Click on Print-Friendly Version to view a user friendly version of the results.
FC4c		<p>Total 10-Year Franchise Fees \$</p> <p>Franchise Fee as a Percentage of 10-Year Gross Rooms Revenue %</p> <p>Initial Fee \$</p> <p>Royalty Fee \$ %</p> <p>Reservation Fee \$ %</p> <p>Marketing Fee \$ %</p> <p>Frequent Traveler Fee \$ %</p> <p>Misc. Fee (training, commissions, etc.) \$ %</p>
FC4d		<p>{Stated assumptions are the same as FC3e}</p> <p>The franchise fees shown are based upon the hotel class and revenues determined by the numbers you have entered, assuming a projection period of 10 years, an average length of stay of 2 nights and 365 days in a year.</p>
FC4e		<p>Total 10-Year Gross Rooms Revenue \$</p> <p>Total 10-Year F&B Rooms Revenue \$</p> <p>Total 10-Year Roomnights</p> <p><u>{Field Label}</u> <u>{Formula for Calculation (not displayed to user)}</u></p> <p>Total 10-Year Gross Rooms Revenue = Roomnights (x) Occupancy Year 1 (x) 365 (X) Average Room Rate (\$50.00)</p> <p>= Roomnights (x) Occupancy Year 2 (x) 365 (X) Average Room Rate (\$50.00 * 3%) = \$51.50</p> <p>= Roomnights (x) Occupancy Year 3 (x) 365 (X) Average Room Rate (\$51.50 * 3%) = \$53.05</p> <p>Total 10-Year Food & Beverage Revenue Etc.</p> <p>{Calculated for first-class hotel brands only}</p> <p>= 60% of Total Rooms Revenue</p> <p>Total 10-Year Roomnights</p> <p>= Roomnights (x) Occupancy Year 1 (x) 365</p> <p>= Roomnights (x) Occupancy Year 2 (x) 365</p> <p>Etc.</p>
FC4f		View Printer Friendly Version ALT="View Printer Friendly Version"
FC4g		{Same as FC3g}
FC4h		If you select a different hotel brand, your current franchise fee calculation results will be lost. To print your current franchise fee calculation results, use the print command on your computer.



Map to	ID	Copy
		What would you like to do now? Yes button/link = Print My Results No button/link = Select Another Brand
FC4i		SAMPLE COPY: Recalculate with New Data Below are the numbers you entered to produce the results shown on this page. You may enter new data for your hotel or go back and choose a different hotel brand.
FC4j		{Same as FC3b, FC3c, FC3d}
FC4m		Recalculate button/link = Recalculate ALT="Calculate Franchise Fees"
FC4n		If you re-calculate, your current franchise fee calculation results will be lost. To print your current franchise fee calculation results, use the print command on your computer. What would you like to do now? Yes button/link = Print My Results No button/link = Recalculate
		Separate printable page eliminated
FC5a		{Same as FC4a} Would not need
FC5b		This page has been formatted for printing. To print the page, in Windows click the printer icon or File/Print. In Mac, [instructions]. Close Window I don't think we need to tell people how to print a page. Exclude this text.
FC5c		Back On the Print-Friendly Version page, at the bottom, maybe we just need a button that says the following: Return to Previous Results Page
FC5d		Make sure to print your franchise fee calculation results. OK [Close alert and go to FC2] I don't think we need this.

Copy for homepage text link

This will no longer be a button but a text link. Will get you the specific words at a later time. There will be no design involved since it is just a text link.

The
 HVS/H&MM
 Hotel Franchise Fee Calculator
If this is too wordy, try:
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