



2005 Hotel Summary Report

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Overview

ACM, the Association for Computing Machinery <http://www.acm.org>, is an educational and scientific society uniting the world's computing educators, researchers and professionals to inspire dialogues, share resources and address the field's challenges. ACM strengthens the profession's collective voice through strong leadership, promotion of the highest standards, and recognition of technical excellence. ACM supports the professional growth of its members by providing opportunities for life-long learning, career development, and professional networking.

ACM's membership consists of 82,000+ distinguished individuals from industry, academia and government institutions around the world. We carry out our mission through publications, educational programs, and conferences – over 120 events are sponsored annually by ACM!

ACM's Special Interest Groups (SIGs) in 34 distinct areas of information technology address the varied interests IT professionals - programming languages, graphics, computer-human interaction, and mobile communications, just to name a few. Each SIG organizes itself around those specific activities that best serve both its practitioner- and research-based constituencies. Many sponsor “the” leading conferences and workshops in their fields. You may also visit <http://www.acm.org> which offers a live and searchable conference calendar for up to date information on ACM, the SIGs and their programs.

Site Selection Procedure:

In order to make the site selection process as efficient as possible, all leads are sent to all of ACM's National Hotel Chain representatives, as well as the Convention and Visitor's Bureau for the cities under consideration by ACM's Coordinator for site selection. The lead is comprised of a checklist and template that must be completed by the submitter. All responses should be returned to the coordinator via email or via the dedicated fax #. Contracts as proposals from individual properties are not accepted and will be discarded. Updates on the status of each lead are available 24 hours a day, seven days a week on ACM's Site Selection Website <http://www.acm.org/sigs/hotel>.

Explanation of Reports

As a valued industry partner, we have prepared these reports to give you an overview of ACM's programs for the 2005 calendar year. ACM sponsored upwards of 120 programs and produced over 81,000 room nights at an average room rate of \$143.00. This equates to room night revenue of close to \$8,300,000. Below is a detailed explanation of the various charts and graphs and we've also included a list of all the conference programs that took place for 2005 to assist you in identifying ACM programs in the future.

ACM Conferences & Meetings by Geographic Location

This report outlines the number of meetings ACM holds by geographic location.

ACM Room Night Production by Chain

This report details the total room nights actualized by each chain as well as room night revenue by chain.

ACM Food and Beverage Revenue by Chain

This report details the total food and beverage actualized by each chain.

ACM Audio Visual Revenue by Chain

This report details the total audio visual revenue actualized by each chain.

ACM Total Revenue by Chain

This report details the revenue actualized by each chain which includes room nights, AV and F & B.

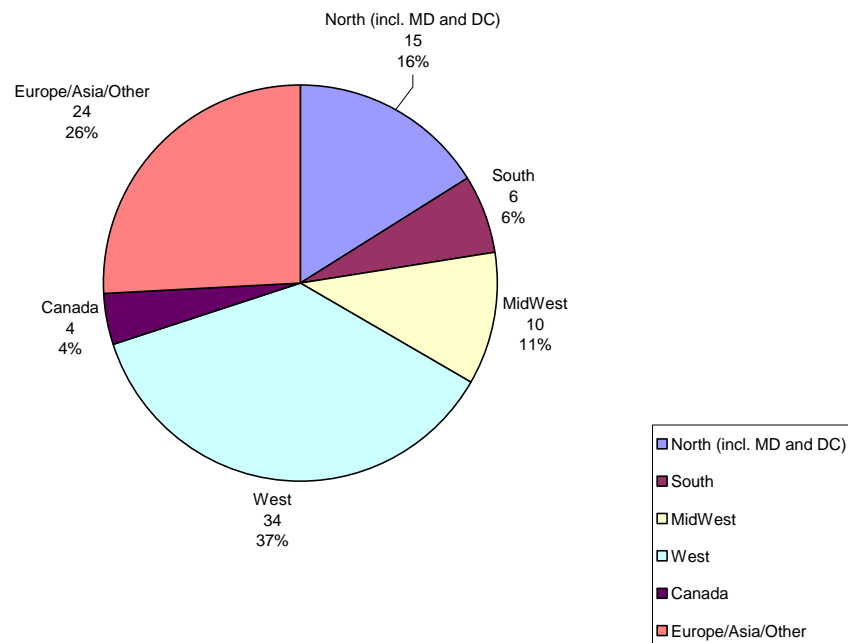
We hope you find this information useful. Please feel free to call with any questions, comments, or concerns.

Geographical Distribution

Region	# Conferences
North (incl. MD and DC)	15
South	6
MidWest	10
West	34
Canada	4
Europe/Asia/Other	24
Total	93*

*ACM sponsors 120 conferences annually. Conference event total does not include smaller events/workshops within the larger events.

Geographical Distribution of Conferences



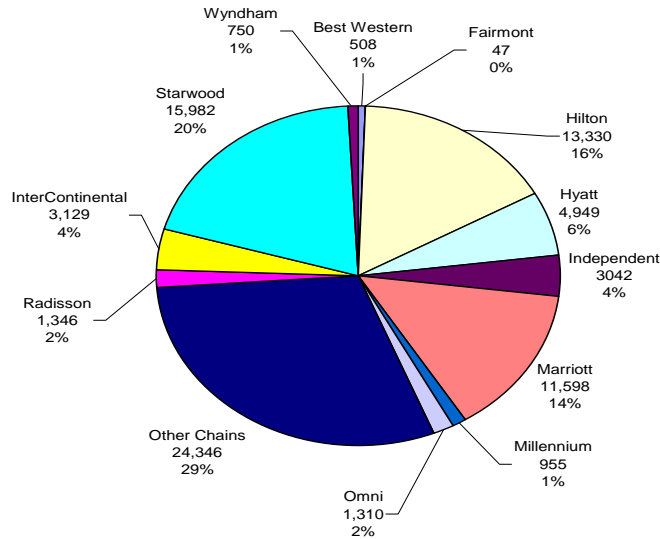
Chain Property Totals

<i>Hotel Chain Name</i>	<i>Total Room nights</i>	<i>Room Revenue</i>	<i>AV</i>	<i>F&B</i>	<i>Total Property Revenue</i>	<i>PCT - Actual Room Nights (+/-) from 2004</i>
Best Western	508	\$ 51,752.00	\$ 375.00	\$ 2,550.25	\$54,677.25	-61%
Fairmont	47	\$ 6,909.00	\$ 822.79	\$ 4,411.00	\$12,142.79	-98%
Hilton	13,330	\$ 1,947,336.15	\$ 141,366.54	\$ 634,549.32	\$2,723,252.01	5%
Hyatt	4,949	\$ 748,846.00	\$ 34,652.43	\$ 415,779.77	\$1,199,278.20	-14%
Independent	3042	\$ 415,457.00	\$ 17,983.75	\$ 415,457.00	\$848,897.75	-56%
Marriott	11,598	\$ 1,258,766.18	\$ 90,261.98	\$ 344,667.57	\$1,693,695.73	-17%
Millennium	955	\$ 102,732.00	\$ 2,960.00	\$ 37,764.00	\$143,456.00	-58%
Omni	1,310					-68%
Other Chains	24,346	\$ 1,789,189.59	\$ 59,509.82	\$ 633,027.32	\$2,481,726.73	156%
Radisson	1,346	\$ 18,904.00	\$ 2,980.00	\$ 20,308.85	\$42,192.85	-58%
InterContinental	3,129	\$ 351,201.10	\$ 15,414.98	\$ 130,454.54	\$497,070.62	-8%
Starwood	15,982	\$ 1,446,548.32	\$ 102,544.87	\$ 394,973.01	\$1,944,066.20	-8%
Wyndham	750	\$ 93,334.00	\$ 2,767.96	\$ 4,711.96	\$101,563.92	33%
Totals	81,292	\$8,230,975.34	\$471,640.12	\$3,038,654.59	\$11,742,020.05	Overall % Decrease of sleeping rooms: -2%

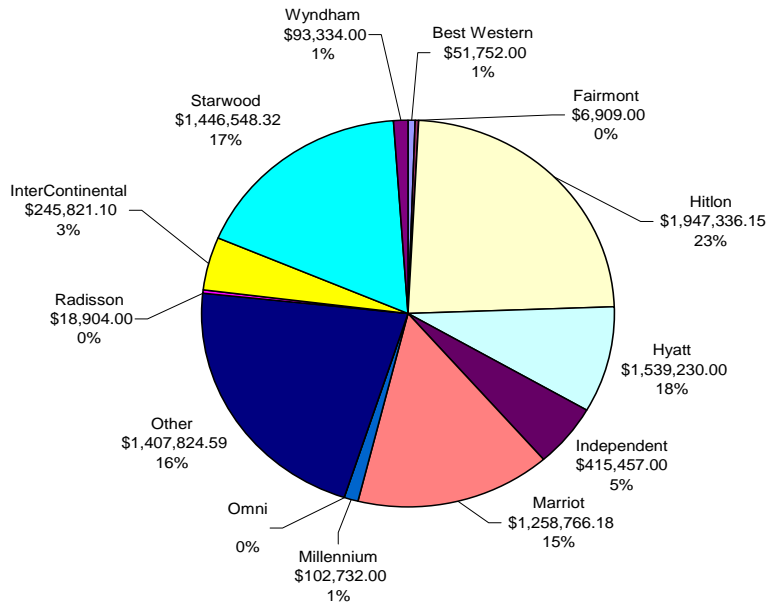
Actual Room Nights and Actual Room Night Revenue

* Average Room Rate 2005 = \$143.00*

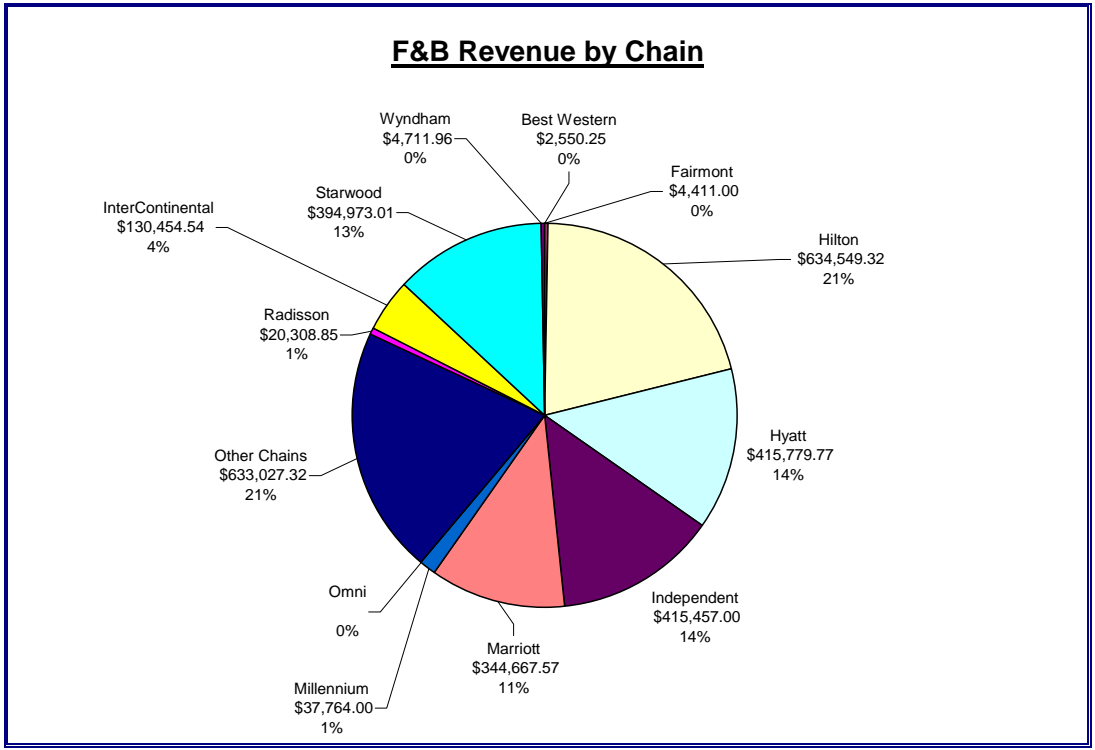
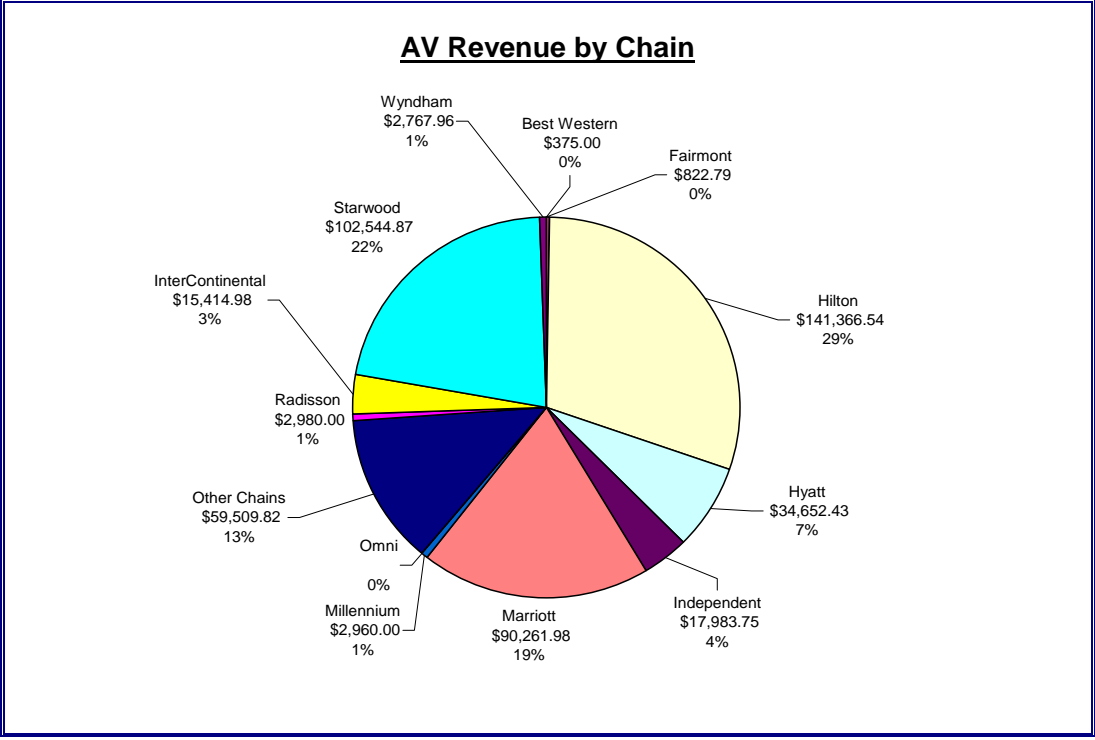
Actual Room Nights by Chain



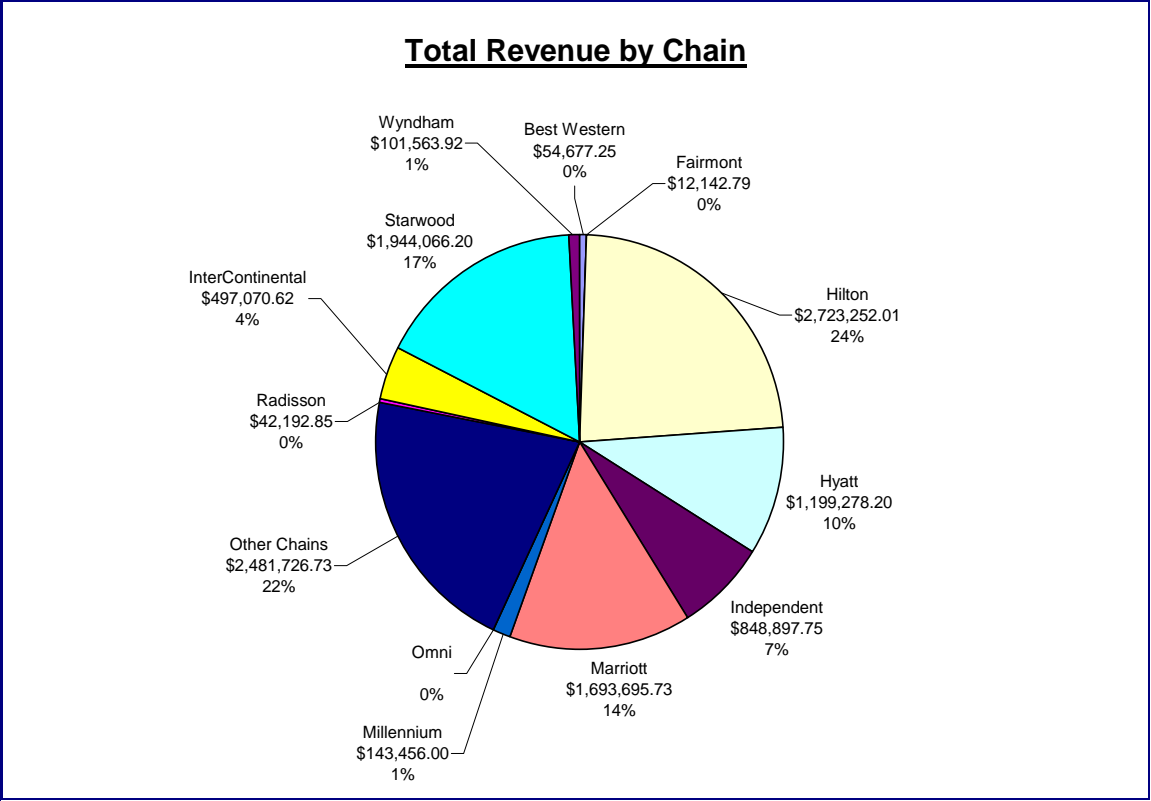
Room Nights Revenue by Chain



Audio Visual and Food & Beverage Revenue



Total Revenue Generated by ACM





Appendix

