

## Determining a Barter Budget INDIVIDUAL HOTEL

*A hotel with 300 rooms that has an annual occupancy of 75% has 25% of their total guest rooms going unused or 27,375 room nights.*

*300 rooms/hotel x 365 days/year =  
109,500 total available room nights  
- 75% annual occupancy leaves  
27,375 unused room nights per year  
(25% of total available room nights)*

*If this hotel chain has a \$200.00 ADR, it is losing \$5,475,000.00 of potential revenue each year.*

*27,375 unused room nights per year  
(25% of total available rooms)  
x \$200 ADR =  
\$5,475,000 lost room revenue annually  
5% of the \$5,475,000 lost room revenue = \$273,750.00*

*This hotel chain can take that 5% or \$273,750.00 and use it to pay valuable media from ITM, on a trade basis.*

*\$273,750.00 barter budget*