



**Meeting Profile:**

**Arrival Date:** Monday, June 28, 2010  
**Inquiry Date:** Apr 26, 2010 **Lead Days:** 63  
**Rooms:** 15 **Nights:** 3  
**Attendees:** 19 **Days:** 1

**Meeting Date:** Tuesday, June 29, 2010  
**Catering:** Breakfast, Lunch & Breaks  
**Meeting:** Excutive Boardroom  
**Breaks per Day:** 2

**Miami Sample Compset**

**Report Currency:** USD\$ **Standard Tax Rate:** 13.00%  
*All rates shown are excluding normal tax. If an item is quoted as "including tax" the rate, net of the tax is displayed for consistancy of comparison*

Contact: Sales@GroupMetrix.com

	Room Rates				Per Person		Meeting Rates			Food and Beverage			Comp Rooms		Discounts		Effective Per Person		Overall Total
	Rate	Fees	Internet	Breakfast	Guest	Non Guest	Room	Internet	LCD	Break	Lunch	Dinner	#	Value	%	Value	Room	Meeting	
<b>Mandarin Oriental Miami</b>																			
<b>Initial Proposal</b> <i>Proposal Received</i>	199	-	15	35	-na-	-na-	Comp	Incl	500	18	45	100	0	0	0%	0	249	107	13,244
<b>Price Challenge:</b> <i>Refused Reduction</i>	199	-	15	35	-na-	-na-	Comp	Incl	500	18	45	100	0	0	0%	0	249	107	13,244
<i>Change</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Fontainebleau Miami</b>																			
<i>Min. Guarantee: 6100</i>																			
<b>Initial Proposal</b> <i>Proposal Received</i>	179	13	Incl	30	-na-	-na-	Comp	Incl	500	20	58	115	0	0	0%	0	222	124	12,352
<b>Price Challenge:</b> <i>Upgrade Only, no price fade</i>	179	13	Incl	30	-na-	-na-	Comp	Incl	500	20	58	115	0	0	0%	0	222	124	12,352
<i>Change</i>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Gansevoort Miami</b>																			
<b>Initial Proposal</b> <i>Proposal Received</i>	175	-	Incl	39	99	99	Incl	Incl	630	Incl	Incl	125	0	0	0%	0	214	132	12,141
<b>Price Challenge:</b> <i>Blind Fade</i>	165	-	Incl	39	99	99	Incl	Incl	630	Incl	Incl	125	0	0	0%	0	204	132	11,691
<i>Change</i>	-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-10	4%	-
<b>Epic Miami</b>																			
<b>Initial Proposal</b> <i>Proposal Received</i>	159	-	Incl	27	-na-	-na-	Comp	Incl	820	14	42	120	0	0	0%	0	186	113	10,520
<b>Price Challenge:</b> <i>Blind Fade</i>	149	-	Incl	27	-na-	-na-	Comp	Incl	820	14	42	120	0	0	0%	0	176	113	10,070
<i>Change</i>	-10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-10	5%	-

End of Summary for Miami Sample Compset (4 properties in compset)

**Blind Fade:** The sales manager simply reduced the rate without any further questioning

**Qualified Fade:** The sales manager asked some qualifying questions prior to reducing the rate (questions regarding things like; Date flexibility, Budget and other hotels being considered)

**Refused Reduction:** Sales manager stuck by the original rate quoted

**Did not Respond:** In spite of multiple attempts to get a response from a price-challenge, none was received.

**Insufficient Availability:** Sales manger indicated they did not have enough available space for the request. They were not necessarily sold-out.

**Meeting Rates:** Guest | Non Guest: Meeting rates quoted per person. The "non-guest" rate is a used in the even that the delegate rate per person id different for non-guests.

**Effective Per Person Room Rate:** Combines: Room rate (excluding tax) Fees (like resort fees) Breakfast and in-room internet costs minus the effect of any room rate deductions like comp rooms.

**Effective Per Person Meeting Rate:** Combines all the general costs of the meeting (excluding rooms) plus the total of any per person meeting charges and catering, divided by the number of attendees at the meeting.

**Comp Rooms:** The number indicated is the number of comp rooms offered "per night" . The Value is the total value of the comp rooms over the entire stay.

NQ = Not Quoted, Comp = Complimentary with Food and Beverage