

Making Hospitality Stats-On-Line Work For You in 2008

**Complimentary 12 month membership renewal for all current members
and Complimentary 12 month membership for all new subscribers**

Dear Member,

As I am sure you are aware, Hospitality Stats-on-line is currently facing somewhat of a catch 22 situation. As new members subscribe and add their statistics so the older members, who may be disillusioned by the slow progress, stop adding their monthly figures. This has resulted in an average of around 50 members providing statistics each month. If all of the members add their stats we would be looking at a total of 168 participants, over three times the current number. A definite catch 22 for all concerned.

However, with your help and support, I am determined to overcome this challenge and make Hospitality Stats-on-Line work for you and your colleagues.

Firstly, all current members will be offered an automatic and complimentary renewal of membership for a period of 12 months commencing from the date of expiry of your current membership. Absolutely no cost for an additional period of 12 months. No matter whether you have or have not been adding your stats, for as long as you agree to begin again from December 2007 (November 2007 figures), I will for my part ensure that you receive a further 12 months membership absolutely free.

In addition and so as to ensure that we build the member data base through 2008, I will be offering complimentary membership for a period of 12 months to all accommodation establishment owners throughout South Africa, who register and agree to provide their monthly statistics.

To promote the complimentary member initiative, an expansive marketing programme will commence during November and run through to the end of July 2008. In addition and bearing in mind that there will be absolutely no cost involved, I am hoping that you will assist by discussing the initiative with your Regional and Local Tourism Offices and or fellow accommodation establishment owners.

Hospitality Stats-on-Line will provide the complimentary, secure and totally confidential platform allowing you as owners to join forces and create meaningful and beneficial average occupancy and room rate reports for your town and region.

There is no need to respond to this email as a renewal notice and complimentary invoice will be forwarded to all members whose subscription are due.

I have no doubt that with your participation and help, we can make Hospitality Stats-on-Line work for you and your fellow establishment owners. I look forward to your continued participation as we grow the initiative over the coming months.

Kind regards,

Peter.

P.S

YOUR MONTHLY STATISTICS

If you have not been adding your statistics regularly please can I prevail on you to reconsider and commence adding them once again from December 2007. No need to enter all of the historical data for as long as you start adding the five figures for November 2007 onwards. Don't forget that you can add your five figures to the reminder email and we will add the stats for you. In addition please feel free to use the "remember me" icon on the home page. It will make future access to your dedicated establishment page quick and easy.

Rooms Available – Number of rooms available times number of days in the month.

Beds Available – Number of beds available times days in the month (double bed counted as 2 beds)

Rooms Sold – Total rooms sold to clients during the period of the month

Beds Sold – Total number of clients/sleepers during the period of the month

Average Room Rate – Total accommodation revenue derived from the sale of your rooms divided by the number of rooms sold for the month

For those who may not recall their Username & Password either email me at info@statsonline.co.za or enter a few "xxxxx" in the login section, click login, then on the new page click on "Lost your password? Click here"

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