

ANNUAL ACCOMMODATION AND FOOD SERVICES REPORT 2004

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU



FORM
SA-721E
(9-15-2004)

**DUE
DATE** ➔

NOTICE — Your report to the Census Bureau is confidential by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process**.

RETURN COMPLETED FORM TO

➔ U.S. CENSUS BUREAU
National Processing Center
1201 East 10th Street
Jeffersonville, IN 47132-0001
FAX 1-800-447-4613

**Any questions call
1-800-772-7851 weekdays,
8:30 a.m. to 5:00 p.m. EST**

PROMPT RETURN WILL RESULT IN
CONSIDERABLE SAVINGS TO YOUR
GOVERNMENT.

(Please correct any error in name, address, and ZIP Code)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

GENERAL INSTRUCTIONS

- Provide data on a calendar year basis for 2004. If data are not available in this format, indicate in the appropriate items the period covered.
- Always provide book figures. If they are not available, carefully prepared estimates, labeled "Est," are acceptable.
- Any significant change in your firm's operations should be noted in the "REMARKS" section of this report.

Include

- All domestic/U.S. retail establishments whose payroll was reported on the Employer's Quarterly Federal Tax Return, Treasury Form 941, under the Employer Identification Number (EIN) shown in item 1A
- Data for auxiliary facilities operated under this EIN primarily engaged in furnishing supporting services to your retail establishment(s) (such as warehouses, garages, central administrative offices, and repair services)
- Retail leased departments and concessions operated by this firm in establishments of others (e.g., restaurants in hotels, and concession operations in sports stadiums) which report payroll under this firm's current EIN shown in item 1A
- Data for establishment(s) sold or acquired during 2004 for the period they were operated by your firm

Exclude

- Data for retail establishments operated by other firms, such as franchises
- Departments and concessions operated by other firms in your retail store(s)

This form applies to businesses in the accommodation, food services and drinking places industries. Following are examples of the types of businesses covered by this survey.

ACCOMMODATION

- Hotels and Motels
- Casino Motels
- Bed-and-Breakfast Inns
- Guest Houses
- Cabins and Cottages
- Tourist Homes
- Youth Hostels
- RV (Recreational Vehicle) Parks and Campgrounds
- Recreational and Vacation Camps
- Rooming and Boarding Houses
- Fraternity and Sorority Houses

FOOD SERVICES AND DRINKING PLACES

- Full-Service Restaurants
- Cafeterias
- Fast-food Restaurants
- Takeout Eating Places
- Snack and Nonalcoholic Beverage Bars
- Food Service Contractors
- Caterers
- Mobile Food Services
- Bars/Taverns
- Nightclubs

Item 1A FEDERAL EMPLOYER IDENTIFICATION NUMBER

1. Does your firm currently report payroll under the EIN

- 020 1 YES — **Go to item 1A2** ✓
 2 NO

- (a) Enter your present EIN
 (b) When did you start reporting payroll under this EIN?

021									
			-						
Month					Year				
022									

2. Did your firm experience any organizational change during 2004?

- 025 1 YES —
 2 NO — **Go to item 1B** ✓
- 026 1 Sold to
 027 1 Merged with
 028 1 Acquired

029 Name of company sold to/merged with/acquired

Number and street

City, State, and ZIP Code

Date of sale/merger or acquisition → 030 Month Year EIN → 031

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Item 1B NUMBER OF RETAIL ESTABLISHMENTS

Number as of December 31, 2004

Total number of retail establishments, including departments and concessions, covered by this report as of December 31, 2004. →

110

NOTE: All numerical values should be entered in the following format for items 2A and 2B. For example: \$2,539,854,789 (two billion, five-hundred thirty-nine million, eight-hundred fifty-four thousand, seven-hundred eighty-nine dollars) would be entered like this:

Bil.	Mil.	Thou.	Dol.
2	539	854	789

Do not include cents. Always round to the nearest dollar.

Item 2A TOTAL SALES FOR 2004

2004

1. What were the total sales of merchandise and other operating receipts for 2004? INCLUDE e-commerce sales and excise taxes on gasoline, liquor, and tobacco. EXCLUDE all sales taxes. See below for detailed directions. →

	Bil.	Mil.	Thou.	Dol.
100				
\$				

INCLUDE

- Credit and cash sales of merchandise
- E-commerce sales
- Excise taxes
- Wholesale sales made by retail establishments covered by this report
- Receipts from guest room or unit rentals
- Receipts from rental of public rooms such as ballrooms, conference rooms, etc.
- Sales of meals, alcoholic beverages, and other merchandise
- Sales made by department and concessions operated by your firm in establishment(s) of other firms
- Sales of gaming operations
- Receipts from valet, laundry, parking, and other guest services if these services are provided by your firm
- Include hotels owned by others where you provide *both* management and operating staff

EXCLUDE

- Carrying or other credit charges
- Commissions (such as vending machine operators, government lottery tickets, or other stores)
- Non-operating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate)
- Sales made by departments and concessions operated by other firms in your firm's retail establishment(s)
- Refunds and allowances for returned goods
- Value of rebates and discounts offered by your firm that are granted to the purchaser, even if granted as an increase in trade-in-allowance

SPECIAL INSTRUCTIONS

Contract feeding

If terms of contract are –

Include as sales –

- Management fee basis Management fees plus reimbursement for the cost of food, labor, and other operating expenses
- Profit-loss basis All sales to customers
- Cost-plus basis Sales to customers plus fees or supplements from clients

ADDITIONAL INSTRUCTIONS

- Exclude franchise fees and royalties
- For casino hotels, report sales net of promotional allowances

Item 2A TOTAL SALES FOR 2004 - Continued

2. Did your firm collect any sales taxes during 2004?
 120 1 YES — What were the total sales taxes collected during 2004?
 EXCLUDE excise taxes reported in item 2A1. _____ →

2 NO — **Go to item 2B**

3. What were the total sales of merchandise and other operating receipts including sales taxes for 2004? (Sum of items 2A1 and 2A2) _____ →

2004			
Bil.	Mil.	Thou.	Dol.
102			
\$			
103			
\$			

Item 2B E-COMMERCE SALES FOR 2004

E-commerce sales and other operating receipts are sales of goods and services, where an order is placed by the buyer or price and terms of the sale are negotiated over an Internet, extranet, EDI network, electronic mail, or other online system. Payment may or may not be made online.

1. Did your firm have any e-commerce sales during 2004?
 130 1 YES — What were the total e-commerce sales during 2004?
 EXCLUDE all sales taxes. _____ →

2 NO — **Go to item 2C** ↘

2004			
Bil.	Mil.	Thou.	Dol.
113			
\$			

Item 2C SALES REPORT PERIOD FOR 2004

1. Do the reported data in items 2A and 2B represent the calendar year (January 1 through December 31, 2004)?

121 1 YES — *Go to item 3*

2 NO — **Report your beginning and ending dates for 2004** _____ →

Month	Day	Year
Beginning	104	
Ending	105	

REMARKS - If returning completed form via fax, please send all sides of the form. Thank you.

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CENSUS USE
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Public reporting burden for this collection of information is estimated to average 24 minutes per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0013, U.S. Census Bureau, 4700 Silver Hill Road, Stop 1500, Washington, DC 20233-1500. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0013" as the subject. **PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE.** Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner of this form.

Item 3 CERTIFICATION — This report is substantially accurate and has been prepared to the best of my ability in accordance with instructions.

Name of person to contact regarding this report (Please print) 950	Address — Number and street, city, State, ZIP Code 951	954 Telephone		
		Area code	Number	Extension
E-mail address 957	Internet address (firm's homepage) 956 http://	955 Fax number		
		Area code	Number	
Signature of authorized person	Title 952	Date 953		