



2012 ANNUAL ACCOMMODATION REPORT

RV PARKS, CAMPGROUNDS, ROOM AND BOARDING HOUSES, BED AND BREAKFAST & OTHER ACCOMMODATIONS

FORM
SA-721B (11-15-2012)

DUE DATE	
Need help or have questions? Call 1-800-327-4389, option "2" (8:00 a.m. - 5:00 p.m. ET, M-F)	
<p>YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, YOUR CENSUS REPORT IS CONFIDENTIAL. It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Under the same law, information that you report cannot be used for taxation, regulation, or investigation and are exempt from release under the Freedom of Information Act. Further, copies of your response retained in your files are immune from legal process.</p> <p style="text-align: right;"><i>(Please correct any errors in name, address, and ZIP Code.)</i></p>	

Return via Internet: econhelp.census.gov/arts	Return via Fax: 1-800-447-4613	To view Survey Results: census.gov/retail
Username:		
Password:		

GENERAL INSTRUCTIONS

- Any significant change in this firm's operations should be noted in **17**.
- For establishments sold or acquired in 2012, report data only for the period the establishments were operated by this firm.
- Estimates are acceptable if book figures are not available.
- Enter "0" where applicable.

INCLUDE

- All accommodation establishments located in the U.S. (including the District of Columbia) operated by this firm and its subsidiaries.
- Data for auxiliary facilities primarily engaged in supporting services to this firm's establishment(s) such as warehouses, garages, central administrative offices, and repair services.

EXCLUDE

- Data for franchised establishments not owned or managed by this firm.
- Departments and concessions operated by other firms in this firm's establishment(s).
- Data for establishments located in U.S. Territories (such as Puerto Rico, American Samoa, Guam, U.S. Virgin Islands and Northern Mariana Islands).

ANNOUNCEMENTS AND SPECIAL INSTRUCTIONS

72113012



1 Not Applicable.

2 ORGANIZATIONAL CHANGE

A. Did this firm experience any acquisitions, sales, mergers, and/or divestitures in 2012?

- Yes
- No - Go to **3**

B. Which of the following organizational changes occurred in 2012?

Check all that apply. If more than one organizational change occurred during the reporting period, explain in **17**.

- Acquisition
- Sale
- Merger
- Divestiture

Date of organizational change

AND

Enter detailed information below ↴

Month	Day	Year

Name of company		EIN (9 digits)	
			-
Address (Number and street, P.O. Box, etc.)			
City	State	ZIP Code	
			-

3 REPORTING PERIOD

NOTE: Calendar year data are preferred. If it is not available, please report for the fiscal year that includes at least six months of data for the 2012 calendar year.

What time period is covered by the data provided in this report?

- Calendar year
- Fiscal or partial year - Report beginning and ending dates.

2012		
Beginning Date		
Month	Day	Year
Ending Date		
Month	Day	Year

4 NUMBER OF ESTABLISHMENTS

How many accommodation establishments did this firm operate in 2012?

The remainder of this report refers to the establishments reported here.

Mark "X" if None	2012
	Number

72113020



5 SALES, RECEIPTS, OR REVENUE

INCLUDE

- Revenue from room and board
- Revenues from camp tuition and camper fees
- Receipts from guest rooms or unit rentals
- Receipts from rentals of public rooms such as ballrooms, conference rooms, etc.
- Sales of meals, alcoholic beverages, and other merchandise
- Gaming operations
- Site rental and equipment usage fees
- Receipts from valet, laundry, parking, and other guest services provided by this firm
- Credit and cash net sales of merchandise

EXCLUDE

- Taxable firms only: grants and donations
- Occupancy taxes
- Sales from auxiliary establishments
- Carrying or other finance 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 this firm's accommodation establishment(s)

DEDUCT

- The actual value of rebates and discounts granted to the purchaser, even if granted as an increase in trade-in allowances

Mark "X" if None

2012			
\$ Bil.	Mil.	Thou.	Dol.

A. What was this firm's total revenue in 2012?

B. Did this firm collect any sales taxes in 2012?

- Yes
- No - Go to **6**

2012			
\$ Bil.	Mil.	Thou.	Dol.

C. What were the total sales taxes collected in 2012?
Exclude excise and occupancy taxes.

6 E-COMMERCE

E-commerce is the sale of goods and services where the buyer places an order, or the price and terms of the sale are negotiated, over an Internet, mobile device (M-Commerce), extranet, EDI network, electronic mail, or other comparable online system. Payment may or may not be made online.

A. Did this firm have any e-commerce revenue (including accommodations booked online) in 2012?

- Yes
- No - Go to **13**

2012			
\$ Bil.	Mil.	Thou.	Dol.

B. What was the total e-commerce revenue in 2012?
Include accommodations booked online.

7 - 12 Not Applicable.

72113038



13 OPERATING EXPENSES

INCLUDE

- Expenses arising from the normal course of business
- Payroll
- Depreciation and amortization

EXCLUDE

- Bad debt
- Purchases of goods for resale or cost of goods sold
- Income taxes
- Interest expenses
- Impairment (reduction in value of long-lived assets due to reappraisal)
- Capitalized expenses (except payroll and fringe benefits)
- Transfers made within the company

Mark "X" if None

2012			
\$ Bil.	Mil.	Thou.	Dol.

What were the total operating expenses for this firm in 2012? . . .

14 Not Applicable.

15 DETAILED OPERATING EXPENSES

A. What personnel costs were incurred by this firm in 2012?

1. Annual payroll before deductions - Total annual Medicare salaries and wages for all employees as reported on this firm's IRS Form 941, Employer's Quarterly Federal Tax Return, line 5(c). **Include** payments to temporary employees on this firm's payroll, and to commissioned employees on this firm's payroll. Also include the spread on stock options that are taxable to employees as wages. **Exclude** payments for contracted temporary help (*report in line A3*); and commissions paid to contractors (*report in line C1*). . . .

Mark "X" if None

2012			
\$ Bil.	Mil.	Thou.	Dol.

2. Employer's cost for fringe benefits - Employer's cost for legally required programs and programs not required by law:

a. Health Insurance - Insurance premiums or hospital plans, medical plans, and single service plans such as dental, vision, and prescription drugs. **Include** premium equivalents for self-insured plans and fees paid to third-party administrators (TPAs). **Exclude** employee contributions. . . .

b. Pension plans:

i. Defined contribution plans - Costs under defined contribution plans. **Include** pension plans that define the employer contributions to a separate account provided for each employee. The employee "benefit" at retirement depends on the amount contributed and the results of the account's activity. Examples include profit sharing plans, money purchase (e.g., 401k, 403b) and stock bonus plans (e.g., ESOPs). . . .

ii. Defined benefit pension plans - Costs for both qualified and unqualified defined pension plans. **Include** pension plans that specify the benefits to be paid to employees upon retirement, generally either a specific amount or a percentage of compensation. Employer contributions are based on actuarial computations that include the employee's compensation and years of service and are not allocated to specific accounts maintained for employees. . . .

c. Payroll taxes, employer paid insurance premiums (except health), and other employer benefits - **Include** legally-required fringe benefits (e.g., Social Security, workers' compensation insurance, unemployment tax, state disability insurance programs, Medicare). Also include benefits for life insurance, "quality of life" benefits (e.g., childcare assistance, subsidized commuting), employer contributions to pre-tax benefits not specified above. **Exclude** disbursements from trusts or funds to satisfy health insurance claims. . . .

3. Contract temporary staff and leased employee expense - Total costs paid to Professional Employer Organizations (PEOs) and staffing agencies for personnel. **Include** all associated charges for payroll, benefits, and services. . . .

CONTINUE WITH **15** ON PAGE 5

72113046

15 DETAILED OPERATING EXPENSES - Continued

B. What were the expensed equipment, materials, parts, and supplies (not for resale) incurred by this firm in 2012?

- 1. Expensed equipment - Expensed computer hardware and other equipment (e.g., copiers, fax machines, telephones, shop and lab equipment, CPUs, monitors). Exclude software (report in line C2); leased and rented equipment (report in line C7); depreciation for capitalized equipment (report in line C15); capitalized equipment.
2. Purchasing of packaging materials and containers - Include the cost of bags, boxes, wrapping, and sealing materials. Exclude office supplies (report in line B3); and cost of shipping to customers (report in line C12).
3. Purchases of other materials, parts, and supplies (not for resale) - Materials and supplies used in providing services to others; materials and parts used in repairs; office and janitorial supplies; small tools; and motor fuels. Exclude office postage and package delivery expenses (report in line C12).

Mark "X" if None

Table with 4 columns: \$ Bil., Mil., Thou., Dol. and 10 rows corresponding to items B.1 through B.10.

C. What other operating expenses were incurred by this firm in 2012?

- 1. Commission expense - Include commission paid to other firms for sale of products owned by this firm. Exclude commission paid to your own employees (reported in line A1).
2. Expensed purchases of software - Purchases of prepackaged, custom coded, or vendor customized software. Include software developed or customized by others, web design, services and purchases, licensing agreements, upgrades of software; and maintenance fees related to software upgrades and alterations. Exclude depreciation for capitalized software (report in line C15).
3. Data processing and other purchased computer services - Include computer facilities management services, computer input preparation, data storage, computer time rental, optical scanning services, and other computer-related advice and services, including training. Exclude expenses for telecommunication services e.g., Internet connectivity, telephone, fax (report in line C4); repair and maintenance of computer equipment (report in line C5); payroll processing (report in line C14); credit card transaction fees (report in line C17).
4. Purchased communication services - Telephone, cellular, and fax services; computer-related communications (e.g., Internet connectivity); and other wired and wireless communication services.
5. Purchased repairs and maintenance to machinery and equipment - Include expensed repair and maintenance services to machinery, vehicles, equipment, and computer hardware. Exclude materials, parts, and supplies used for repairs and maintenance performed by this firm's employees (reported in line B3).
6. Purchased repairs and maintenance to buildings, structures, and offices - Include repair and maintenance to integral parts of buildings (e.g., elevators, heating systems). Exclude materials, parts, and supplies, used for repairs and maintenance performed by this firm's employees (reported in line B3); purchased janitorial and grounds maintenance services (report in line C17).
7. Lease and rental payments for machinery, equipment, and other tangible items - Include lease and rental of transportation equipment without operators; and penalties incurred for broken leases. Exclude licensing/leasing of software (reported in line C2); payments for capital and financing lease agreements.
8. Lease and rental payments for land, buildings, structures, store space, and offices - Include penalties incurred for broken leases.
9. Purchased electricity - Include the cost of electricity paid directly to the utility company. Exclude the cost of electricity within lease or rental payments (reported in line C8).
10. Purchased fuels (except motor fuels) - Include fuel for heating, power, or generating electricity (e.g., natural gas, propane, oil, coal). Exclude the cost of motor fuels (reported in line B3); and the cost of fuels within lease or rental payments (reported in line C8).

72113053

CONTINUE WITH 15 ON PAGE 6

CONTINUE ON PAGE 6

15 DETAILED OPERATING EXPENSES - Continued

	Mark "X" if None	2012			
		\$ Bil.	Mil.	Thou.	Dol.
11. Water, sewer, refuse removal, and other utility payments - Include the cost of hazardous waste removal. Exclude the cost of these utilities within lease or rental payments (reported in line C8).	<input type="checkbox"/>				
12. Purchased transportation, shipping, and warehousing services - Include the cost of postage, delivery expenses, and packaging and containers provided as part of the purchased service. Exclude the cost of shipping using this firm's vehicles or employees.	<input type="checkbox"/>				
13. Purchased advertising and promotional services - Include marketing and public relations services.	<input type="checkbox"/>				
14. Purchased professional and technical services - Include management consulting, accounting, auditing, bookkeeping, legal, actuarial, payroll processing, architectural, engineering, and other professional services. Exclude salaries paid to your own employees for these services (reported in line A1).	<input type="checkbox"/>				
15. Depreciation and amortization charges - Include depreciation charges taken against tangible assets owned and used by this firm, tangible assets and improvements owned by this firm within leaseholds, tangible assets obtained through capital lease agreements, and amortization charges against intangible assets (e.g., patents, copyrights). Exclude impairment (reduction in value of long-lived assets due to reappraisals).	<input type="checkbox"/>				
16. Governmental taxes and license fees - Payments to government agencies for taxes and licenses. Include business and property taxes. Exclude income taxes and sales and excise taxes collected from customers.	<input type="checkbox"/>				
17. All other operating expenses - Include operating expenses not reported elsewhere, unless excluded by the following list. Exclude purchase of products for resale (cost of goods sold); bad debt; transfers made within the company; capitalized expenses; interest; impairment; income, sales, and excise taxes; and other non-operating expenses.	<input type="checkbox"/>				
18. TOTAL OPERATING EXPENSES Total of 15A1-15C17 must equal 15.	<input type="checkbox"/>				

16 INTEREST EXPENSE

What was the total interest expense for this firm in 2012?	Mark "X" if None	2012			
		\$ Bil.	Mil.	Thou.	Dol.
Interest expense - expenses incurred in the financing of operations and long lived assets used in continuing operations. Exclude transfers made within the company and capitalized interest.	<input type="checkbox"/>				

72113061



17 REMARKS - Please use this space to explain any significant year-to-year changes, to clarify responses, or indicate where data were estimated.

18 CONTACT INFORMATION

Name of person to contact regarding this report <i>(Please print)</i>					Title				
Address - Number and street					City		State	ZIP Code	
								-	
Telephone	Area code	Number		Extension	Fax	Area code	Number		
		-					-		
Website address									
www.									

THANK YOU
for completing your 2012 ANNUAL ACCOMMODATION REPORT.
 We suggest you keep a copy for your records.

Public reporting burden for this collection of information is estimated to average 3.0 hours 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, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0013" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget (OMB). This 8-digit number appears in the top right corner of the form.

72113079

