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

FORM
SA-721E
(10-14-2008)

DUE DATE ➧

2008 ANNUAL ACCOMMODATION REPORT

HOTELS, RV PARKS, CAMPGROUNDS & OTHER ACCOMMODATIONS

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.

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

Have questions?

Call 1–800–772–7851 (option 2)
weekdays,
8:30 a.m. to 5:00 p.m. EST

How can I report?

Via Fax:
1–800–447–4613

Via Mail:
U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001

Via Internet:
http://www.census.gov/econhelp/arts
Use your firm's unique username and original password. If you change your password, please keep a record for reference.

Username:

Password:

GENERAL INSTRUCTIONS

- 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. accommodations establishments reporting payroll on its latest Employer's Federal Tax Return (Treasury Form 941 or 944), **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)
- Data for establishment(s) sold or acquired during 2008 for the period they were operated by your firm

Exclude

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

1A OWNERSHIP OR CONTROL

1. Does your firm currently report payroll under the EIN

020 1 ☐ YES
2 ☐ NO . . . . . .

(a) Enter your present EIN . . . . . 021 [ ][ ][–][ ][ ][ ][ ][ ][ ][ ]

(b) When did you start reporting payroll under this EIN? . . . . . Month 022 | Year

2. Did your firm experience any organizational change during 2008?

025 1 ☐ YES –
2 ☐ NO

032 1 ☐ Sold to
2 ☐ Merged with
3 ☐ 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

031 EIN [ ][ ][–][ ][ ][ ][ ][ ][ ][ ]

CONTINUE ON NEXT PAGE ⟶

1B NUMBER OF ESTABLISHMENTS

		Number as of December 31, 2008
How many retail establishments, including departments and concessions, were covered by this report as of December 31, 2008?	110	

2A TOTAL SALES

▶ **NOTE:** *Do not include cents. Always round to the nearest dollar.*

		2008 Dollars
1. What were the total sales of merchandise and other operating receipts for 2008? *INCLUDE e-commerce sales and excise taxes on gasoline, liquor, and tobacco. EXCLUDE all sales taxes. See below for detailed directions.*	100	$

INCLUDE

- Receipts from guest rooms or unit rentals
- Management fees and reimbursable revenues
- Receipts from rentals of public rooms such as ballrooms, conference rooms, etc
- Sales of meals, alcoholic beverages, and other merchandise
- Sales of gaming operations
- Site rental and equipment usage fees
- Revenues from camp tuition and camper fees
- Revenue from room and board
- Receipts from valet, laundry, parking, and other guest services provided by this firm
- Leased departments and concessions operated in other establishments
- For casino hotels, report sales net of promotional allowances
- Credit and cash sales of merchandise
- E-commerce sales if not submitted on a separate Annual Retail Trade Report
- Excise taxes, (such as those on gasoline, liquor, and tobacco) which are included in the cost of goods purchased by this firm

EXCLUDE

- 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 your firm's accommodation establishment(s)
- Refunds and allowances for returned goods
- The actual value of rebates and discounts granted to the purchaser, even if granted as an increase in trade-in allowances
- Franchise fees and royalties

		2008 Dollars
2. Did your firm collect any sales taxes during 2008?	102	
120 1 ☐ YES – **What were the total sales taxes collected?** *EXCLUDE excise taxes reported in Item 2A1.*		$
2 ☐ NO – ***Go to Item 2B B***	103	
3. What were the total sales of merchandise and other operating receipts including sales taxes for 2008? *(Sum of items 2A1 and 2A2)*		$

2B E-COMMERCE SALES

Did your firm have any e-commerce sales during 2008?

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.

		2008 Dollars
130 1 ☐ YES – **What were the total e-commerce sales?** *EXCLUDE sales taxes*	113	$
2 ☐ NO		

2C SALES REPORT PERIOD

Do the reported data in Items 2A and 2B represent the calendar year (January 1 through December 31) for 2008?

121 1 ☐ YES

2 ☐ NO – ***What were your beginning and ending dates for 2008?***

2008	Month	Day	Year
104 **Beginning**			
105 **Ending**			

CONTINUE ON NEXT PAGE →

▶ **NOTE:** ***Items 3 through 8 do not apply to this form.***

9 TOTAL OPERATING EXPENSES, INCLUDING PAYROLL

	2008
	Dollars
844 **What were the total operating expenses, including payroll, during 2008 for establishments reported in Item 1?**	$

INCLUDE

- Expenses arising from the normal course of business
- Payroll

EXCLUDE

- Bad debt
- Purchases of goods for resale or cost of goods sold
- Income taxes
- Sales and other taxes collected directly from customers and paid directly to a local, State, or Federal government agency
- Interest expenses
- Impairment (reduction in value of long-lived assets due to reappraisal)
- Capitalized expenses (except payroll and fringe benefits)

REMARKS – *Please use this space to explain any significant year-to-year changes, to clarify your responses, or to indicate where data were estimated.*
962

Public reporting burden for this collection of information is estimated to average 34 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, 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. This 8-digit number appears in the top right corner of this form.

10 CERTIFICATION – This report is substantially accurate and has been prepared 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

FORM SA-721E (10-14-2008)

Thank you for completing your Annual Accommodation Report form. We suggest you retain a photocopy of this report for your records.