ECONOMY · D4 VIABILITY · ATTRIBUTE ECO-06

Business viability

How full the hotel is and how the business is performing. The key number is occupied room-nights: one room occupied for one night.

HOW OFTEN	EVIDENCE	ENTERED BY	TYPE
Monthly	Financial records	Head office	Measured (%)

Why it matters

A hotel that is not financially healthy cannot keep its staff or invest in improvements. The room-night count also makes comparisons fair: a busy month uses more water than a quiet one, so use is measured per occupied room-night.

How to do better

- Record available and occupied rooms every month from your booking system.
- Enter them before the utility figures so the per-room-night results are correct.
- Use the same report every month.
- Watch use per room-night, not only the total.

How to record it in Canoprise

1. Enter rooms available and occupied room-nights each month.
2. Add revenue measures if your group asks for them.
3. Take the figures from the property management system.

What you enter

Ref	What to enter	How it is entered
ECO-06.1	**Occupancy**	Percentage
ECO-06.2	Occupied room-nights (denominator)	Count
ECO-06.3	Rooms available	Count
ECO-06.4	Guest-nights	Count
ECO-06.5	Covers served	Count
ECO-06.6	Revenue	Cost
ECO-06.7	Floor area · meeting-space area · FTE	Short text
ECO-06.8	Floor area	Count
ECO-06.9	Ownership model (owned / leased / managed / franchised)	Choice

Items marked “calculated for you” need no entry.

How it is scored

Measured. With the default settings it scores 100 at 80% and 0 at 30%, on a straight line between. Your group can set its own target and floor.

COMMON MISTAKE

Using rooms sold from a different report than the one finance uses.

WHAT GOOD LOOKS LIKE

Monthly occupancy from one agreed source, entered before the utility data.

Where it counts

Certification

- EarthCheck 2.1: Core benchmarking data collected yearly (in part)
- EarthCheck 2.1.1: Sector indicators recorded (in part)

Reporting frameworks (referenced, not scored)

- GRI 201-1: Economic value generated and distributed (in part)
- SASB SV-HL-000.B: Average occupancy rate
- SASB SV-HL-000.C: Floor area of lodging facilities
- SASB SV-HL-000.D: Properties by ownership model

Part of topic guide D4 Viability, which covers the whole topic and lists the certification criteria it supports.