

# Financial Indicators in Lodging Industry

<b>Goal</b>	In this lesson, financial indicators leading in the lodging industry are introduced to learners.
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• To explain financial indicators</li> <li>• To understand the development of hotel industry over a decade</li> <li>• To illustrate the data of US lodging industry</li> </ul>
<b>Length</b>	This lesson will take approximately 30 to complete.
<b>Content outline</b>	<p><b>I. Financial Indicators</b></p> <p><b>A. Ratios</b></p> <ol style="list-style-type: none"> <li>1. EPS, ADR, Occupancy</li> <li>2. Market share of different hotel segments</li> </ol>
<b>Learning Activities</b>	<p>Learners will engage in the following activities during this lesson</p> <ul style="list-style-type: none"> <li>• Attend the session by discussing the ratios and financial indicators with the instructor</li> </ul>
<b>Evaluation Strategy</b>	<p>I will know learners have mastered this content by: Taking a quiz on the content delivered.</p>