

CBM2015-00091

EXHIBIT 2040

PART 7



# Glossary

## **Accommodations and Meals Package**

Accommodations and meals packages include hotel accommodations and meals. They vary considerably. Some include three meals per day; others include certain specified meals: full English breakfast daily or dinner the second night, for example. Some include free access to sports facilities such as golf courses and tennis courts; others offer discounts on sporting activities. Some also offer sightseeing and other entertainment.

## **Accommodations Package**

Accommodations packages normally include lodging alone. They are really just discounts on room rates. Some are only available for particular seasons or on specified dates. Others are limited to particular numbers of nights.

## **Accounting**

Accounting has been broadly defined as “the process of identifying, measuring, and communicating economic information to permit informed judgments and decisions by users of the information.” In practical terms, it is the process of analyzing, recording, classifying, reporting, and interpreting financial information that reflects the financial condition of an organization.

## **Accounting Cycle**

Accounting cycle is a term that refers to a sequence of procedures used to record and summarize transactions for an accounting period; to organize the summary data into financial reports, called statements; and to prepare for the next sequential accounting period.

## **Accounting Principles**

**Accumulated Depreciation**

Accumulated depreciation is a bookkeeping figure that indicates a theoretical lessening in the value of an asset from the time it was purchased.

**Advertising**

Advertising is paid, nonpersonal communication directed to potential buyers.

**Affinity Group Package**

Affinity groups packages are packages designed for groups of people who share some common bond. Examples of affinity groups include students in the same college, alumni of one university, members of a social club, a religious organization, or a fraternity or a sorority, or members of a given profession, such as doctors, dentists, or lawyers.

**Airline Catering**

Airline catering is the business of providing food for service by an airline crew during a flight.

**A la carte**

A term used to indicate that each item is individually priced in the menu. See Table d'hôte.

**All-Inclusive Package**

As the name implies, all-inclusive packages provide most or all of the necessary elements of travel, including transportation, accommodations, meals, transfers (ground transportation between an airport and a hotel or similar lodging property), entertainment, sightseeing, sports, taxes, and gratuities.

**All-Inclusive Resort**

An all-inclusive resort is one that commonly includes sleeping accommodations, all meals, entertainment, and activities in the quoted rate. Many also include round-trip airfare, liquor, and gratuities. The best known all-inclusive resort is Club Med.

**All-Suite Hotel**

All-suite hotels do not offer the traditional bedroom and bath accommodations provided by most hotels; they offer only suites that include facilities for limited cooking. Most all-suite hotels do not have traditional restau-

provide some form of limited foodservice, beverage service, or both: free breakfast buffets in the lobby, food vending machines in designated areas, and in-room bars are some of the possibilities.

**Ambiance**

In the hospitality industry, ambiance is a term used to refer to the aesthetic impact of an establishment on its customers. Ambiance has any number of elements—furnishings, lighting, sound, decoration, theme, table setting, employees' appearances and attitudes, and so on—all aspects of the establishment's environment.

**American Plan (AP)**

Room rates quoted under the American Plan include three meals daily: breakfast, lunch, and dinner.

**American Service**

American service is characterized by food portioned and plated in the kitchen, then carried to diners by servers.

**Americans with Disabilities Act of 1990**

The Americans with Disabilities Act of 1990 is a key act of Congress that prohibits discrimination against the disabled (defined as people with any physical or mental impairment that substantially limits one or more major life activities).

**Asset**

An asset is defined as anything of value. The term is used to identify those items listed on a balance sheet as having value to an organization. Stated another way, assets are what a business organization owns.

**Automation**

Automation is a term referring to the use of electronic and mechanical equipment and machinery to take the place of humans in doing physical or mental work of one sort or another.

**Average Rate per Occupied Room**

Average rate per occupied room is calculated by dividing the room revenue for a given period by the number of rooms occupied in that period.

**Average Sale per Customer**

**Back Bar**

Back bar is a storage and display facility located behind a bartender. It is commonly used to display some or all of the wines and liquors available at the bar, and it may also be used as a storage area for clean glassware. The compartments underneath are used for storage of bar supplies, which may include beers, wines, liquors, mixers, paper supplies, or any other item used at the bar. If these compartments are refrigerated, they may be used to store bottled beers and such food supplies used in beverage production as milk, cream, lemons, limes, and various fruit juices.

**Balance Sheet**

A balance sheet is a financial statement listing the assets, liabilities, and value of ownership claims to the assets of a business entity as of a specific date.

**Banquet**

Banquet is the term used for the prearranged service of food and beverages to a group of people. Banquets are normally held in private rooms but are sometimes held in reserved areas of larger public dining rooms.

**Bed and Breakfast Establishments**

Bed and breakfast establishments are small owner-operated lodging businesses that include sleeping accommodations and breakfast in the quoted rate. They normally occupy the owner's home. While they vary in quality, a growing number are operated at very high standards, rivaling that of fine hotels.

**Bermuda Plan**

See Breakfast Plan.

**Beverage Cost Percent**

Beverage cost percentage is the ratio of beverage cost to beverage sales expressed as a percentage.

**Beverages**

As used in the foodservice and lodging industries, beverages are those alcoholic and nonalcoholic drinks typically prepared by bartenders.

**Beverage Service**

The provision of alcoholic and other related beverages for consumption on

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