

MARKETING BUDGET for THE HOUSE OF THE SUN (HOTEL)						
Available Funds (£)	January		February		March	
50000	Budget (£)	Actual (£)	Budget (£)	Actual (£)	Budget (£)	Actual (£)
Market Research	120	144	120	144	120	144
Social Media (Face Book Banners)	600	1200	400	600	200	400
YouTube Advert	3000	5000	2000	2000	1800	1800
Holiday Brochures	6500	6500	6300	6000	3000	3000
Magazine Adverts	4300	4300	4000	4000	2000	2000
PR and Marketing Consultant	3750	4200	3000	3000	3300	3300
COLUMN TOTALS	18270	21344	15820	15744	10420	10644
TOTAL QUARTER BUDGET (£)	44510				QUARTER BUDGET (+/-)	5490
TOTAL QUARTER SPEND (£)	47732				QUARTER SPEND (+/-)	2268

