

Professional Management

THE PROPERTY

- 300+ Keys in a top ten US city destination
- 3 Food & Beverage Outlets
- Meeting Space - 16,000 ft²

THE PROBLEM

The hotel, already part of Preferred Hotels & Resorts for over 12 months, was performing poorly vs. competitive set, despite a good location and competitive market position. The initial management company had very limited engagement with Preferred Hotels and demonstrated little interest in utilizing the sales, marketing, distribution and loyalty opportunities that were available. Ownership was unhappy with results and considering moving the hotel to a franchise brand.

THE SOLUTION

The new hotel ownership replaced the management company with a new company - one with a proven track record for improving results. This company had not worked in the independent space previously but saw an opportunity to work with Preferred Hotels. Over a 12 month period, new tactics and strategies were developed jointly and the new management company worked closely with the Preferred Regional Director and Revenue Account Director to utilize the tools available to them.

THE RESULT

2013 Results		2014 Forecast (at 11/2014)	
Occupancy	71.23%	Occupancy	76.64%
ADR	\$135.33	ADR	\$137.66
Revenue	\$19.80M	Revenue	\$21.30M
NOI	\$5.12M	NOI	\$6.20M

"We are "Brand Guys", used to Hilton, Starwood and IHG, but the results speak for themselves. Frankly, working with Preferred on this property has altered our view of the industry and we now have plans to work with Preferred on additional properties, utilizing the more flexible terms and fees as opposed to those set by franchise companies." – **VP of new property Management Company**