

FROM LAUNCH TO SUCCESS

The Situation

- Closed hotel
- Major renovation
- Reopened during recent recession
- “B” Location – Weak Brand
- 311 rooms < 4,000/sf meeting space

HOTEL BEFORE



HOTEL AFTER



CONTINUE TO REFINE
MIX TO MAXIMIZE FLOW THROUGH!

HOTEL RECENTLY SOLD AND CHESAPEAKE
RETAINED MANAGEMENT

Our Approach

- Surgical deployment of direct sales
- Development of expanded business segments
 - Int’l Tour and Travel, Contract, Small Group
- Aggressive e-Commerce
- Hire and retain strong seasoned leadership

