

OVERVIEW

Embassy Suites – La Quinta, CA

- 146 Rooms (plus condos)
- Upper Upscale Hotel
- West Coast Market



CHALLENGES

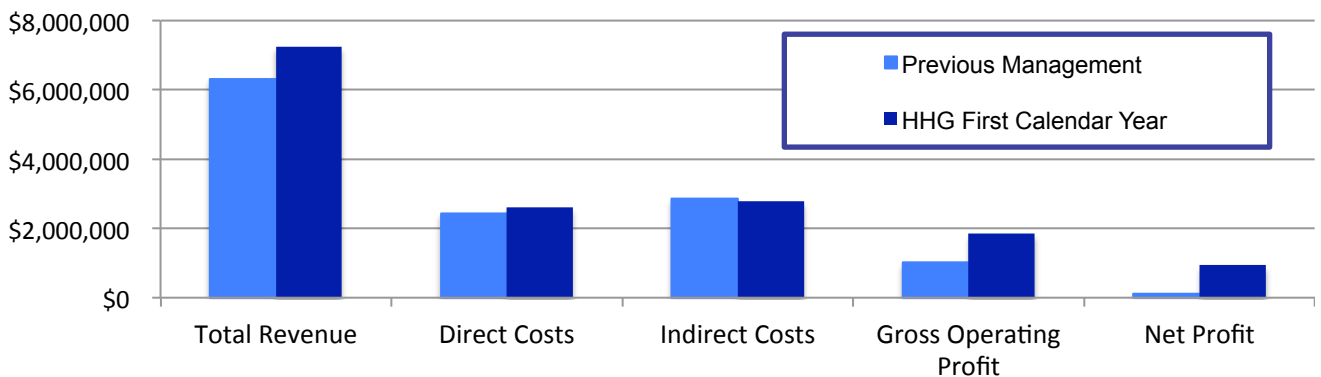
- Agreement with condo association preventing asset from its full potential
- High operating costs with little net profit

STRATEGY

- Terminate the agreement with the condo association to increase rental pool
- Implement cost control methods & proactive management techniques

RESULTS

- Occupancy increased from 36.4% to 48.1% while the competitive set dropped 18 percentage points
- Increase in GOP and net profit while minimizing both direct and indirect costs



All results were accomplished with capital improvement expenditures by ownership limited to signage and collateral materials.