

## OVERVIEW

### Hampton Inn & Suites Austin Airport – Austin, TX

- 102 Rooms
- Major MSA Airport
- Southwest Market



## CHALLENGES

- Create profitability and IRR opportunities for an institutional investor
- Capture group business and corporate meetings previous management had failed to reach
- Support hotel through property renovation

## STRATEGY

- Implement a market & service-oriented operating strategy in this emerging market
- Install an experienced management & sales team
- Develop long-term relationships with local businesses
- Utilize cost control and revenue-boosting methods

## RESULTS

- Projected financial returns were exceeded in Years 1 and 2
- During the \$2.1 million renovation in 2014, Hostmark increased both RevPAR and NOI

### After two years of Hostmark management:

- Occupancy increased 3.2%; Average Daily Rate increased over \$10
- RevPAR increased by over 5%
- Rooms Department Costs: from 27.8% to 23.7% (of Rooms Revenue)
- Total Expenses: from 28% to 24.3% (of Total Revenue)

