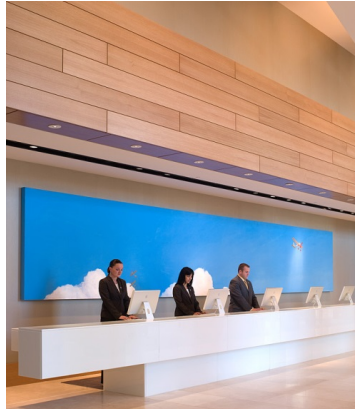


OVERVIEW

InterContinental Chicago O’Hare – Rosemont, IL

- 556 Rooms
- Major MSA Airport
- Midwest Market



CHALLENGES

- Section 346 bankruptcy process in 2010
- EBITDA of just over \$2.1 million prior to Hostmark management
- Poor sales & marketing efforts resulting in mediocre RevPAR

STRATEGY

- Implementation of Hostmark’s SMART (Sales, Marketing, & Revenue Management) systems
- Revamped operations with a focus on improving guest satisfaction
- Introduction of unique food & beverage outlets to enhance the luxury guest experience

RESULTS

- Increase in EBITDA of over \$2.3 million in two years of Hostmark management
- Achieved the 3rd highest guest satisfaction scores in the InterContinental brand
- 1st in occupancy and 2nd in ADR per STR in market set
- 2nd highest overall satisfaction in North America
- Sale price in 2014 was nearly 2.5 times that of the bid from Section 346 bankruptcy in 2010

AWARDS

- AAA/CAA Four Diamond service award from Mobil
- Ranked in the Top 20 Hotels in Chicago and Illinois for two consecutive years by US News

RevPAR Increases

