

OVERVIEW

Lake Eve Resort – Orlando, FL

- 323 Rooms
- Destination Resort Property
- Southeast Market



CHALLENGES

- Add value to this investor partner's acquisition without increasing expenses and cost

STRATEGY

- Implement cost control methods
- Shift focus of sales team to new sources of revenue

RESULTS

Through proactive techniques and programs, the first 12 months of Hostmark management led to:

- Increase in Occupancy by over 6 points
- Increase in ADR by over \$14
- Increase in RevPAR by over \$27
- Increase in GOP by nearly \$1,000,000

The first year of Hostmark management also led to the following cost reductions:

- Food & Beverage – from 117.3% to 96.8%
- A&G – from 9.7% to 6.6%
- Energy – from 7.8% to 6.6%
- Maintenance – from 6.9% to 5.3%

All improvements above were accomplished with no major capital expense. This hotel was sold in Year 2 for resulting in an IRR to ownership of over 40%.

Year 1 Performance

