

OVERVIEW

Montauk Yacht Club – Montauk, NY

- 107 Rooms
- Independent Full Service Resort
- New England Market



CHALLENGE

- Replacing an underperforming management company to make ownership ROI again feasible
- Property was operationally challenged and lacking revenue streams

STRATEGY

- Implement cost control and revenue targeting tactics
- Enhance the sales team with a dedicated sales person located in New York City to focus on selling marina slips
- Refocus property sales team on new sources of revenue

RESULTS

- Increased occupancy, ADR, and RevPar
- Cost decreases in Rooms Department, Marina, and Food & Beverage
- Steady increase in GOP during Hostmark management

Cost control and revenue enhancement was accomplished with no ownership expenditure on capital improvements.

