



Making It Easier For Guests To Fully Enjoy The Magic

RGH Hospitality LLC was retained by CHMWarnick Hotel Asset Management as part of the development and acquisition process and to assume the role of the management of the hotel in 2011. RGH worked in collaboration with another Roedel Companies subsidiary ROK Builders LLC as the project and construction manager of the \$1M Property Improvement Plan executed after the acquisition.

The hotel is in a prime location in the heart of Palm Parkway less than a half mile from the gates of Walt Disney World. The hotel was struggling from a market positioning standpoint, operational efficiencies, guest service scores, the condition and quality upkeep of the asset.

RGH identified opportunities for enhancing performance with increasing revenues through improved revenue management strategies and the repositioning of market segmentation. From a cost controlling perspective, the development of streamlined best practices to support reducing expenses and implementing a zero-based budgeting process to reach the profitability goals.

The guest service scores were significantly below the brand average and lacking a process for cleaning and preventative maintenance throughout the property.

Increased NOI
47%



Grew ADR
24%



Increased RevPAR
33%

The turnaround started and executed by RGH greatly improved the financial performance of the hotel, as well as guest satisfaction.

- Increased the NOI by +47%.
- Improved the NOI flow through to 38% of revenues.
- Grew the ADR +24% while consistently outperforming the competitive set.
- Increased the RevPAR +33.3% equating to an additional \$23.52.
- Improved the brand guest satisfaction key metric measurements to the top 10% of the brand.
- Produced five "OUTSTANDING" Quality Assurance Inspection results conducted through the brand.
- Raised the Trip Advisor ranking to #10 out of 336 hotels in the Orlando market.
- The General Manager was selected by the brand to join the Hamptonity Brand Ambassador Program as a team member.

