

## OVERVIEW:

Aloft – Bricktown, Oklahoma City, OK

134 Rooms

Downtown - Entertainment District

Region (Midwest)

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## Opportunity :

Add much needed value to investors' acquisition. Move asset from default status with brand.

## Actions:

- Restructured the management framework immediately resulting in higher profit margins.
- Took a direct approach to sales deployment with a strong emphasis on revenue management strategies resulting in prompt market share increases and property reputation.
- Utilized industry leading performance applications (details?)

**Results:** HP's proactive and results-focused management program over the first 12 months resulted in:

- Increase in top line revenue of \$756,031
- 17.47% increase in RevPAR
- Market share percentage growth of 21%
- RevPAR index of 103.3%, up from 82.3%.
- GOP increase of \$764,427 resulting in a flow-through percentage of 101.1% of the additional revenue driven and an 8.2% increase in GOP.
- GSS loyalty performance increase from #44 of 66 hotels to #17 out of 77 hotels
- Achieved 1st outstanding QA result with a combined score of 95.