

Management Transition and Brand Conversion

Double Tree (Former Holiday Inn) Ft. Smith, AR

255 Rooms

12 k SF Meeting Space

Affiliation - Double Tree by Hilton



OPPORTUNITY

Work with brand to pro-long existing term while transitioning to new brand. Upon transition to Double Tree delivering a revenue premium and significant market penetration increase.

ACTION

Negotiate with franchise to continue existing system while converting to different brand. Upgrade hotel to premium franchise group increasing occupancy and rate post renovation. Through solid sales and operations support, HP successfully implemented new franchise service standards, brand training and proactive management of the brand's national RFP process. Accelerated ramp-up of top line revenue and market share gains were a direct result of HP's strategic sales strategy, and use of brand resources. A comprehensive rebranding and repositioning plan provided a seamless transition within a short timeframe of under 8 months

RESULTS

- Complete conversion from Holiday Inn to Double Tree by Hilton in 4th quarter 2015
- The conversion is projected to produce an additional \$3 million revenue growth, while turning the asset into an institutional grade investment.

Transition to HP in October 2014	2015	2016	Change
RevPar	21.48	37.17	73.04%
ADR	66.32	77.18	16.38%
Occ %	32.39%	48.17%	
Total Revenue	2,824,206	4911778	73.92%