

## Management Transition and Repositioning of Hotel and F&B

### The Chancellor Fayetteville, AR

207 Rooms

6494 Bistro Restaurant

Affiliation - Independent



### OPPORTUNITY

Hotel was failing to meet financial expectations, losing market share and suffering from a tainted reputation due to quality & service.

### ACTION

Installing HP Hotels operational system of efficiency and consistency to recapture required service levels and comprehensive sales & marketing plan as well as revenue management platform to drive revenue and market share. HP Hotels take over the restaurant & lounge operation that was previously leased to a third party. Implement a social media Reputation Management strategy that would consistently increase Trip Advisor performance to rank among the Top 3 in market.

### RESULTS

- From transition of this operation HP Hotels produced substantial growth in rate
- First full year after HP Managing, the Chancellor finished the year with a 10% increase in ADR vs. a comp set that was flat year-over-year
- Rate premium contributed to a 7.9% RevPAR Index improvement
- Over \$1 million in additional year-over-year total revenue.
- The hotel received the prestigious 2014 "Certificate of Excellence" award.

#### The success of implementing our Strategic plan for 6494 Bistro lead to

- Total Revenue in the first Year of \$692k exceeding budgeted Expectations.
- Exceeded previous year Revenues by \$489k.
- Exceeded Profit Expectations; \$91,711.00 compared to a \$48,919.00 previous year lease revenue.
- Successfully Rolled out Devour Hour with signature menu items including Southern Fried Chicken and the Famous Peanut Butter Bacon Burger
- 5 STAR Rating Trip Advisor

Transition Chancellor to HP 6-1-2013	2012	2013	2014	2015	Change since 2013
ADR	103.14	107.68	121.25	124.54	20.75%
<b>Revenues</b>					
Room Revenue	932,854.00	3,513,698.63	4,170,628.72	4,541,344.24	341.92%
Food & Beverage Revenue	19,014.00	202,667.15	691,505.77	1,034,870.28	410.63%
<b>Total Revenue</b>	<b>986,868.00</b>	<b>3,823,116.79</b>	<b>4,918,554.27</b>	<b>5,616,899.23</b>	
<b>Gross Operating Profit</b>	<b>428,659.00</b>	<b>1,718,433.19</b>	<b>2,032,434.42</b>	<b>2,255,450.24</b>	106.31%