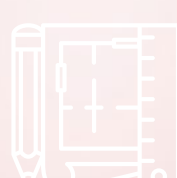




OPTIMIZATION STRATEGIES IN A HOTEL'S LIFE CYCLE

01 DESIGN ~ DEVELOPMENT ~ ACQUISITION

- ... Understanding and aligning with ownership goals
- ... Proforma
- ... Market feasibility study
- ... Competitive set analysis
- ... Brand/soft brand ~ independent evaluation
- ... Management company search & selection
- ... Space planning including meeting space, room configuration & amenities



02

PRE-OPENING

- ... Comprehensive commercial strategy
- ... Outsourced revenue strategy & optimization
- ... Launch strategy
- ... Guest experience & loyalty strategy
- ... Guest experience standards
- ... Organizational structure design & modeling
- ... Recruitment & task force staffing
- ... Budgeting
- ... Guest communication strategy
- ... Web site development & content creation
- ... Outsourced sales & catering administration
- ... Technology search & selection
- ... OTA & partner contract negotiation
- ... Technology installation & integration
- ... Training & professional development

03 LAUNCH

- ... System and hotel go live management
- ... Task force opening/migration team
- ... Team training & readiness
- ... Launch marketing & grand opening event plan



04 OPERATING

- ... Commercial strategy management
- ... Audits: revenue, sales, marketing, distribution, operations
- ... KPI performance review & recommendations
- ... Outsourced revenue strategy & optimization
- ... Task force revenue strategy & management
- ... Forecast & budgeting model
- ... Group valuation model
- ... Actionable reporting
- ... Asset management
- ... Team training, education & mentoring
- ... Digital strategy & agency management



05

MIGRATION

- ... Revenue & distribution systems search & selection (PMS, CRS, SCS, RMS, CRM, IBE)
- ... Hotel operations platform search & selection
- ... System migration & integration
- ... System implementation
- ... Partner migration including channel & GDS connections



06 RENOVATION ~ REBRAND ~ REPOSITION

- ... Proforma
- ... Renovation ROI modeling
- ... Reposition strategy
- ... Re-entry market plan
- ... Flag change evaluation & management

