

# From Launch to Success

## The Situation

- Closed hotel
- Major renovation
- Reopened during recent recession
- “B” Location – Weak Brand
- 311 rooms < 4,000/sf meeting space

## Our Approach

- Surgical deployment of direct sales
- Development of expanded business segments
  - Int'l Tour and Travel, Contract, Small Group
- Aggressive e-Commerce
- Hire and retain strong seasoned leadership



CONTINUE TO REFINE MIX TO MAXIMIZE FLOW THROUGH!

HOTEL RECENTLY SOLD AND CHESAPEAKE RETAINED MANAGEMENT

*Experience what's possible.*