



ESTILO  
HOSPITALITY

REIMAGINED  
REPOSITIONED



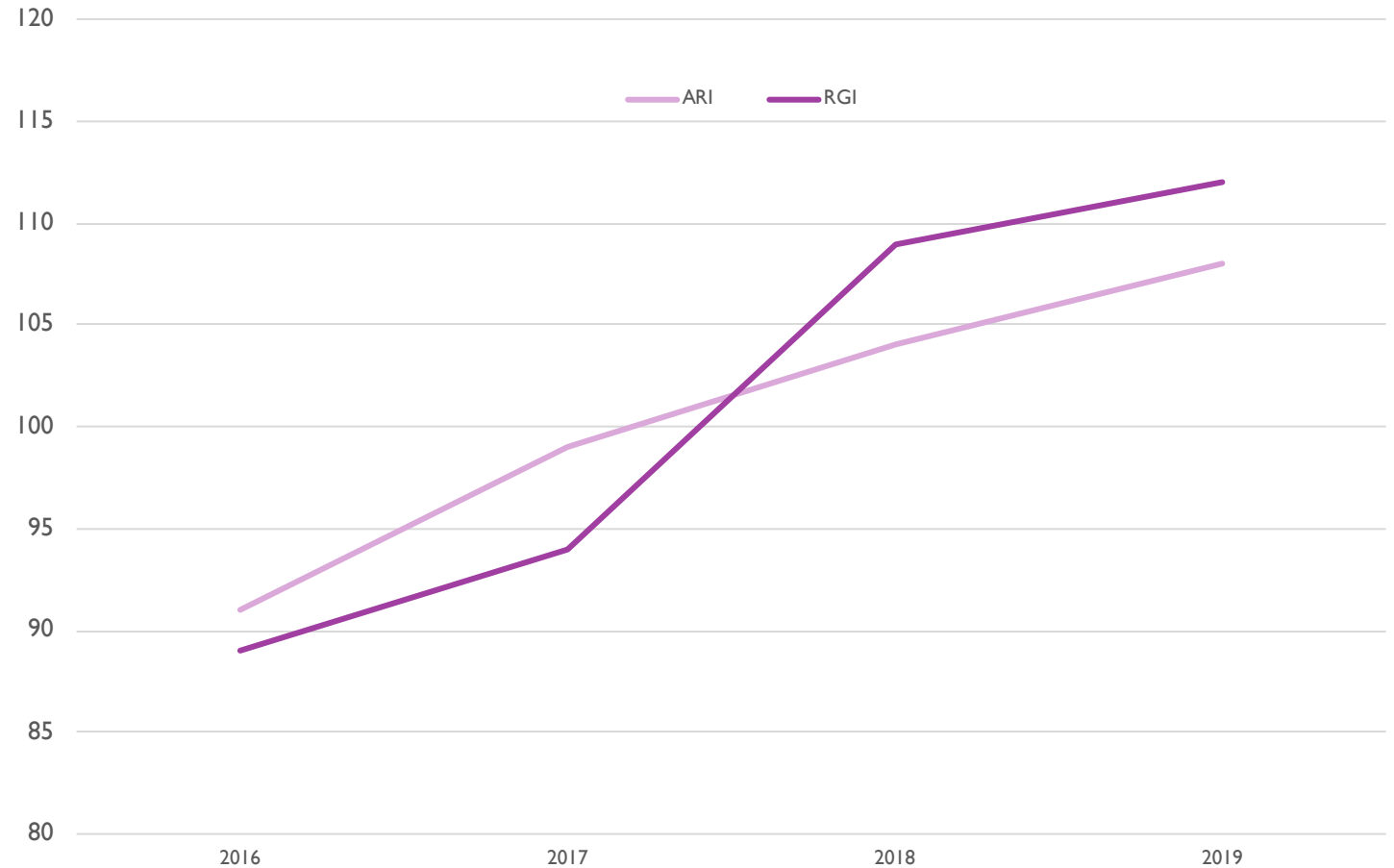
## LUXURY BUSINESS HOTEL

- Downtown AAA Location
- Consistently No.3 in Performance of Market Revenue Index
- Struggles to Achieve Premium Average Rates
- Lack of Clear Positioning

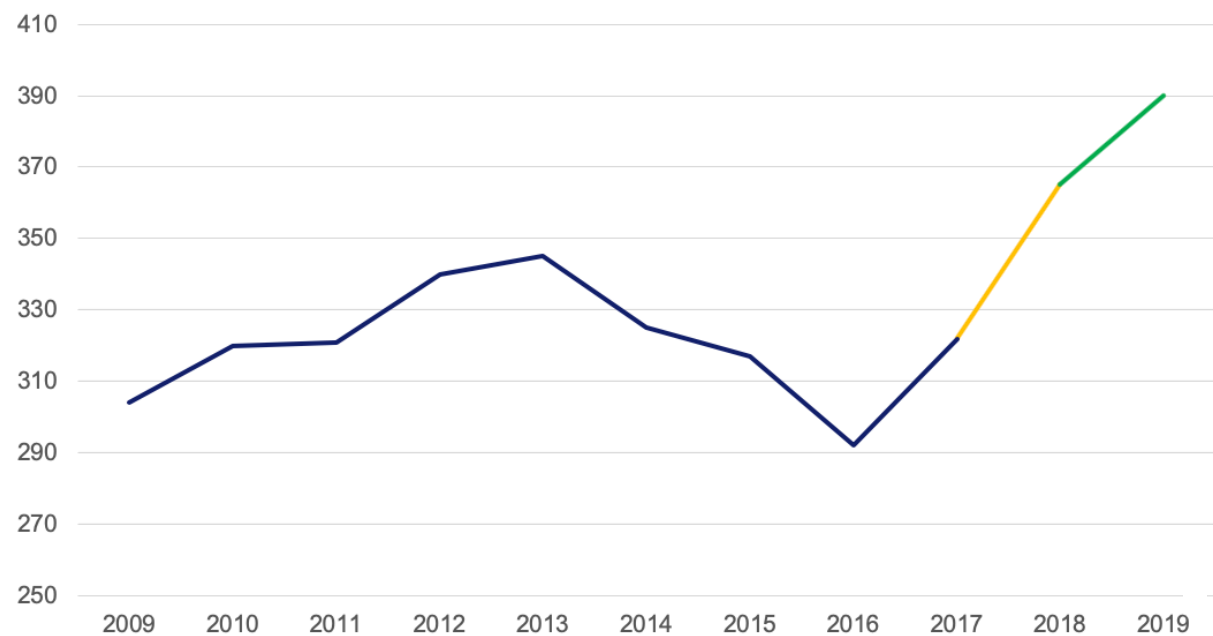
# STRATEGY



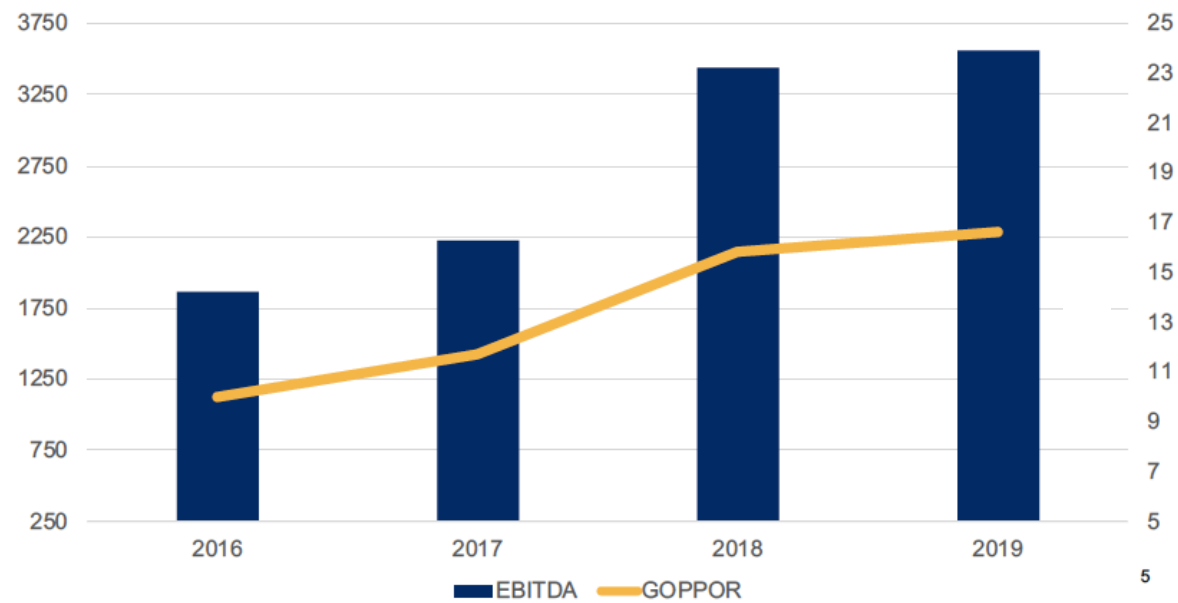
# SHARE BEYOND 1.0 FOR THE FIRST TIME



## ADR – DOUBLE DIGIT GROWTH – 100% FLOW-THRU



## EBITDA – 35% INCREASE





## TAKEAWAYS

- Positioning | Positioning | Positioning
- Strategy | Planning | Execution | Monitoring
- Increased Asset Value
- Higher Returns for Hotel Owner