



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

Clear Position in the Marketplace

- Positioning Workshop
 - For Key Executives and Hotel Sales and Marketing teams
- A Perceptual Map constructed
 - Go-to-Market messaging

Clear Pricing Strategy

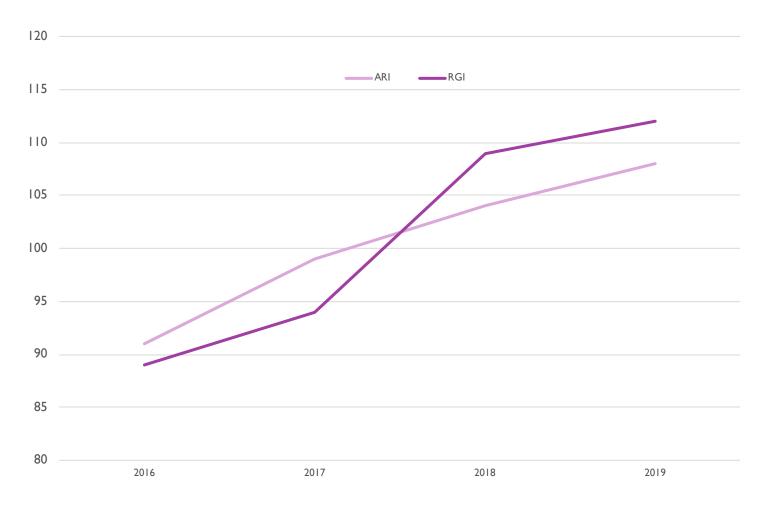
- New Price points developed for the unqualified market
- Premium products envisaged based on positioning strategy

Finer Review of Channel and Customer Mix

- A Segment-Based strategy
- A Channel Yielding strategy

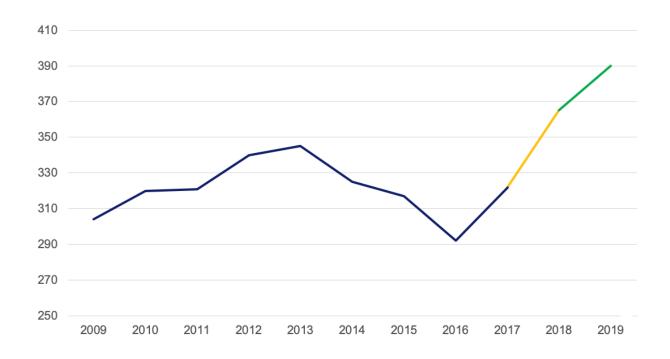


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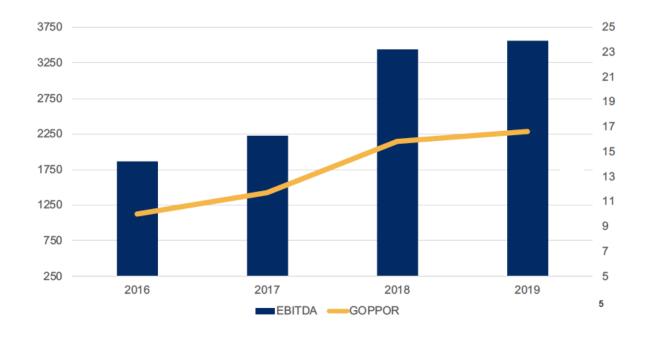


ADR – DOUBLE DIGIT GROWTH – 100% FLOW-THRU





EBITDA – 35% INCREASE







TAKEAWAYS

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