

CASE STUDY - Select Service Hotel - Memphis, TN

Service Period - 3 months

85 Rooms - 625 Sq Ft Meeting Space

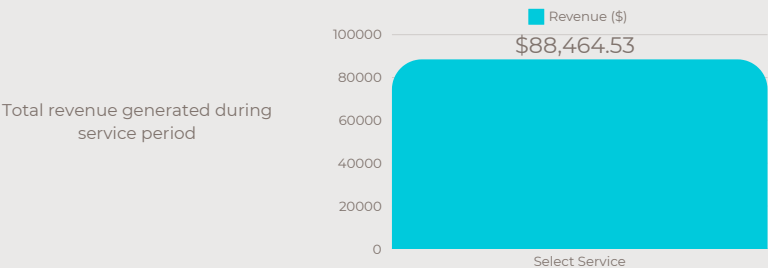
Objectives of Partnership

- Steady Revenue Stream during Open Sales Role: We ensured a consistent cash flow, managing accounts and fostering relationships.
- Business Expansion: We actively pursued leads and explored new opportunities.
- Operational Flow: We maintained a smooth sales operation throughout the transition

IMPACT SNAPSHOT

- 💰 \$88,464.53 Total Group Room Revenue
- 🛏 569 Room Nights
- 🏠 \$148.13 ADR
- 🍽 \$4,116.80 in Meeting Room / F&B
- 📄 48 RFP's Responded - Group and LNR
- 📧🕒 625 Proactive Prospecting / Account Maintenance Touch Points

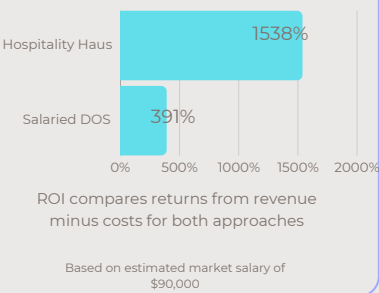
REVENUE PERFORMANCE



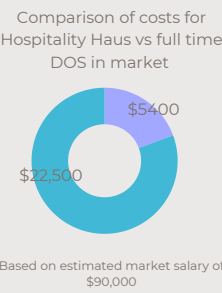
BOOKED GROUP REVENUE BY MONTH



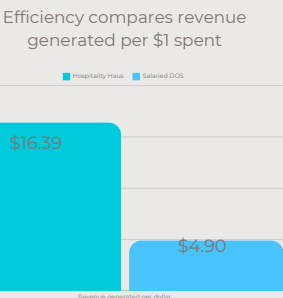
ROI COMPARISON



COST COMPARISON: SERVICE VS SALARY



LABOR COST EFFICIENCY



Sales and Business Development Efforts

- Outbound Prospecting: 625 touchpoints made
- RFP Responses: 48 responded
- Business Cases: 4 LNR business cases completed
- New Accounts Secured: 2 new accounts added to the property

Conclusion

From September 16 to December 17 , Hospitality Haus was engaged to provide interim sales support for a Select Service Hotel in Memphis during a critical staffing gap. Over the course of three months, the partnership delivered exceptional results, ensuring revenue stability, reducing costs, and maintaining operational continuity. At the end of the engagement, Hospitality Haus ensured a smooth handover by providing a comprehensive turnover package, including detailed account information, potential opportunities, and Delphi training videos, setting the incoming team up for immediate success. These results demonstrate the value of leveraging Hospitality Haus as a trusted partner to bridge sales gaps and achieve measurable outcomes