

CASE STUDY - Independent Aparthotel - Downtown LA

Service Period - 8 months

201 Units - Studio, 1, 2 and 3 Bedroom Units - Full Kitchens and Laundry

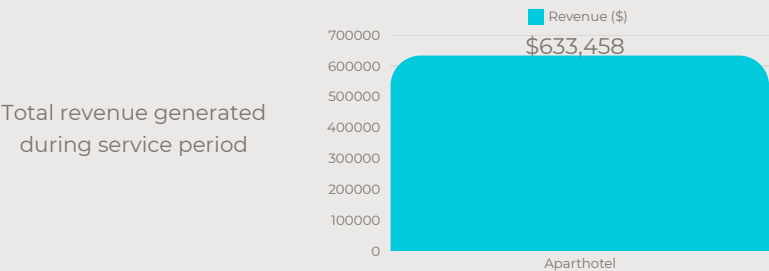
Objectives of Partnership

- Gradually Introduce the Property to Market: Position the hotel as an upscale, “coming soon” destination while maintaining revenue through extended-stay corporate business.
- Drive Revenue During the Transition: Secure long-term corporate accounts to ensure steady income while the property finalized its permitting process.
- Enhance Front Desk Sales Skills: Train front desk associates in soft sales techniques to foster a guest-first experience, improving service and upsell opportunities.

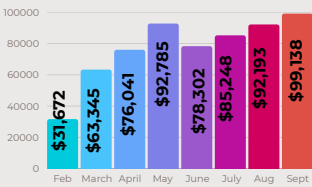
IMPACT SNAPSHOT

- 💰 \$633,458 in Rooms Revenue
- 🛏 3,748 Room Nights
- 💵 \$169.10 ADR
- 📄 34 RFP's Responded - Group and LNR
- 🕒 946 Proactive Prospecting / Account Maintenance Touch Points

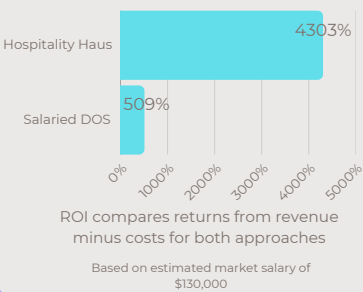
REVENUE PERFORMANCE



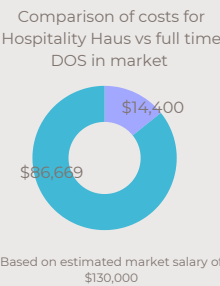
BOOKED REVENUE BY MONTH



ROI COMPARISON

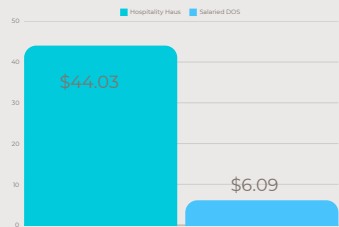


COST COMPARISON: SERVICE VS SALARY



LABOR COST EFFICIENCY

Efficiency compares revenue generated per \$1 spent



Sales and Business Development Efforts

- Outbound Prospecting: 946 touchpoints made
- RFP Responses: 34 RFPs answered
- New Accounts Secured: 2 new corporate accounts signed
- LNR Production: One new account placing 8,000 room nights into the market

Conclusion

Hospitality Haus was engaged to support the Downtown LA Aparthotel during a pivotal transition as it underwent a soft goods renovation and worked to secure its hotel permit. With no proactive sales efforts in place, we focused on introducing the property to the market while maintaining revenue through extended-stay corporate business. Through strategic prospecting and relationship-building, we secured valuable corporate partnerships, generated strong extended-stay business, and equipped the front desk team with sales skills to enhance guest engagement. This project highlights the impact of a proactive sales strategy in driving revenue and market positioning, even during a pre-opening or renovation phase.