

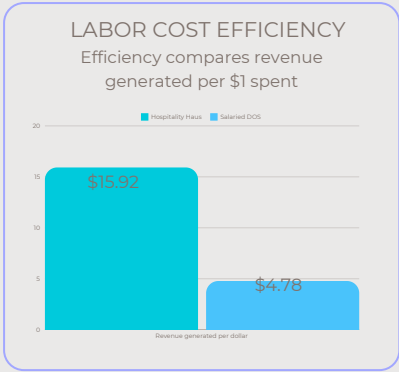
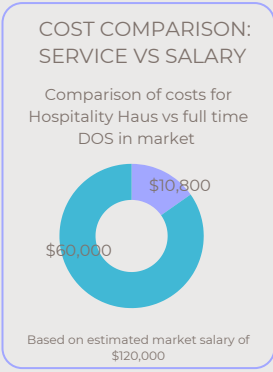
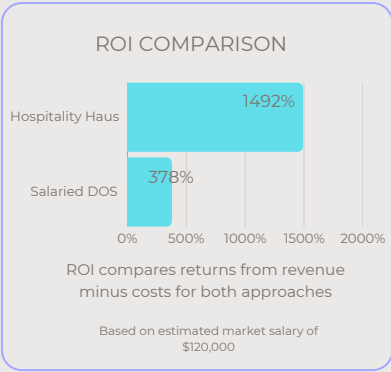
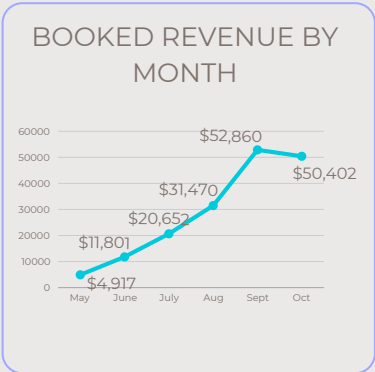
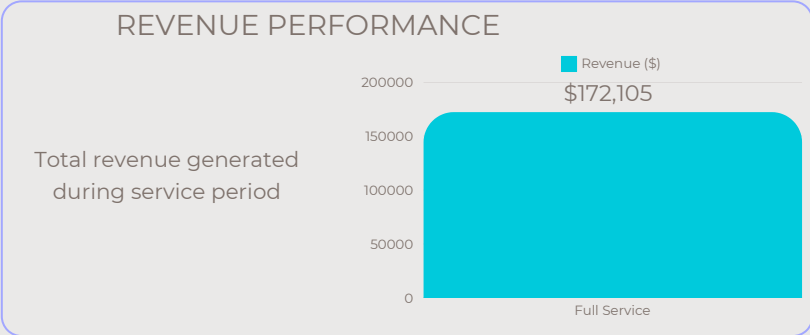
CASE STUDY - Full Service Hotel - Houston, TX

Service Period - 6 months

476 Guest Rooms, 7,000 SqFt Event Space

Objectives of Partnership

- Market Share Growth: Identify and prospect existing accounts that were utilizing competitor properties to shift market share.
- New Revenue Streams: Develop strategies and implement initiatives to capture revenue from new verticals, such as partnering with vendors to create unique guest experiences.
- Team Training & Development: Train and develop new team members unfamiliar with extended stay properties to effectively secure turnkey corporate accounts.



Sales and Business Development Efforts

- Outbound Prospecting: 832 touchpoints made
- New Accounts Secured: 2 new LNR accounts with estimated 345 room nights per year
- Client Introductions: 36 new clients introduced to the property via property tours with the onsite team
- Outside Sales Calls: 42 in-person visits conducted during a three-day market visit (market visit provided at an additional fee)

Conclusion

Through proactive sales efforts, strong prospecting initiatives, and strategic engagement, Hospitality Haus successfully bridged the sales gap for the Full Service Hotel in the Houston Galleria market. The partnership not only maintained revenue flow but also expanded the hotel's client base while operating at a significantly lower cost than a full-time sales hire. These results highlight the efficiency and effectiveness of Hospitality Haus as a strategic partner for driving revenue and securing long-term business opportunities.