

CASE STUDY - Extended Stay Hotel - Memphis, TN

Service Period - 3 months

78 Rooms

Objectives of Partnership

- Maintain Revenue Stability During Position Turnover: We focused on ensuring consistent cash flow by managing existing accounts and nurturing relationships.
- Drive Business Growth: We proactively pursued leads and identified new opportunities to expand the hotel's market reach.
- Ensure Operational Continuity: We upheld seamless sales operations, providing stability and support during the transition period.

IMPACT SNAPSHOT

💰 \$87,412 Total Group Room Revenue

🛏️ 604 Room Nights

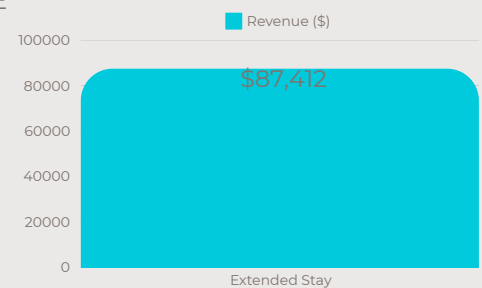
🏠 \$144.72 ADR

📄 39 RFP's Responded - Group and LNR

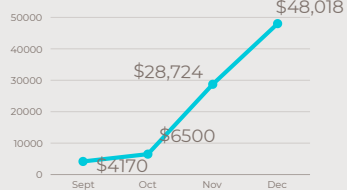
📧🗓️ 578 Proactive Prospecting / Account Maintenance Touch Points

REVENUE PERFORMANCE

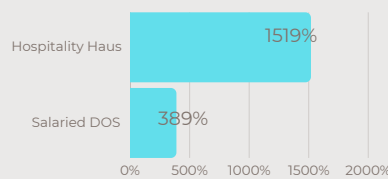
Total revenue generated during service period



BOOKED GROUP REVENUE BY MONTH



ROI COMPARISON

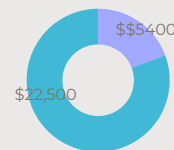


ROI compares returns from revenue minus costs for both approaches

Based on estimated market salary of \$90,000

COST COMPARISON: SERVICE VS SALARY

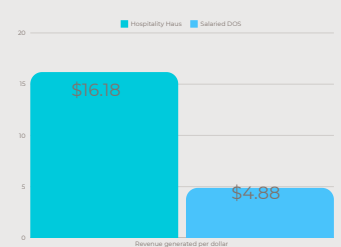
Comparison of costs for Hospitality Haus vs full time DOS in market



Based on estimated market salary of \$90,000

LABOR COST EFFICIENCY

Efficiency compares revenue generated per \$1 spent



Sales and Business Development Efforts

- Outbound Prospecting: 578 touchpoints made
- RFP Responses: 39 responded
- New Accounts Secured: 3 new accounts added
- LNR Booking: 1 new LNR account booked within the month, staying for 4 months totaling 203 room nights

Conclusion

During the last 3 months of 2024, Hospitality Haus partnered with a Extended Stay Hotel in Memphis to provide interim sales leadership during a staffing transition. Throughout the three-month engagement, the team ensured uninterrupted sales operations, maintained revenue stability, and delivered cost-effective results. To set the incoming team up for success, Hospitality Haus concluded the assignment with a comprehensive turnover package, including detailed account insights, potential opportunities, and Delphi training materials. This successful partnership underscores the value of leveraging Hospitality Haus to navigate transitional periods and deliver measurable outcomes.