

## DoubleTree Birmingham Perimeter Park



### OPPORTUNITY:

Prior to PHG purchasing and PHM managing the Hilton Birmingham Perimeter Park, it was a well-located full-service hotel running more like its select-service competitors. The hotel was dated in appearance and unable to take advantage of its banquet space, restaurant and full-service amenities to drive occupancy, rate or F&B revenue. Hotel Operations were inefficiently run which negatively impacted profit margins.

### STRATEGY:

The hotel underwent a renovation and rebranding effort to capitalize on its good location and emphasize distinction as a full-service hotel. The sales and revenue management teams targeted high-end transient travelers and captured strategic group business to drive both F&B revenue and occupancy during soft periods. The sales, revenue management and operations teams collaborated to reimagine and modernize banquet menus to attract more high-end clients. The operations team enacted creative cost controls as revenues increased through more efficient banquet operations and strategic staffing.

### RESULTS:

Due to PHM's purposeful efforts to distinguish the hotel, the year following renovation saw strong performance in all relevant metrics:

- Post-renovation ADR increased \$13.80, or 12.1%
- Total RevPAR grew 28.2% with room revenue up 21.6% and F&B revenue up 57.5%.
- GOP grew \$1.3mm or 80.6% and GOP Margin was up 10.5 points.
- EBITDA grew \$1.1mm or 94.8%.