

SpringHill Suites Navarre Beach



OPPORTUNITY:

Prior to PHG purchasing and PHM managing the SpringHill Suites Navarre Beach, the hotel drove a high level of leisure travel but lacked in group business, F&B revenues and overall rate growth. The hotel also was overstaffed and focused the efforts on guest service scores and not profitability.

STRATEGY:

PHM's approach was to grow GOP and NOI by deploying proprietary systems and labor standards to right size the operations. We leveraged Hotel Effectiveness to increase productivity and streamlined staffing to optimize overall hotel operations. We placed focus on the sales and revenue management teams to grow group business, improve ADR and drive F&B outlet revenues. We also prioritized reward redemption to maximize revenues on high occupancy nights.

RESULTS:

In the first year of ownership and management of the hotel, occupancy grew by 5.2% and ADR grew by \$12.80. In addition, PHM drove an additional 12.4 points in GOP and 10 points in NOI.