

## TownePlace Suites Phoenix/Chandler Fashion Center



### OPPORTUNITY:

Prior to PHG purchasing and PHM managing the Townplace Suites Chandler, the hotel ran as a transient hotel with very little extended stay business. The lack of extended stay base made it difficult to drive transient ADR and maintain staffing; this negatively impacted profitability.

### STRATEGY:

PHM's approach was to focus the property sales efforts coupled with regional support in order to build an extended stay base. This base would stabilize staffing models and make it possible to drive transient ADR during demand periods.

### RESULTS:

During the first year of ownership and management of the hotel, extended stay occupancy grew 147% (it grew an additional 141% in year two). PHM revenue management implemented seasonal pricing strategies that grew transient ADR in by 16%. With these strategies in place, PHM increased GOP by 7.7% by the end year two.