

CASE STUDY



HOLIDAY INN EXPRESS ALBUQUERQUE Performance Highlights

	<u>2017</u>	<u>2018</u>	<u>2019</u>
Occupancy	62.4%	65.7%	77.1%
ADR	\$91.91	\$88.79	\$88.62
RevPAR	\$57.36	\$58.35	\$68.34
RevPar Change %		1.7%	17.1%
RevPar Change \$		\$0.99	\$9.99

* All metrics above are T-12 ending August for each time period. In 2019, the property moved RevPar ranking from 3rd amongst the competitive set to 2nd, ahead of the Hampton and Hyatt Place Hotels

Property Results



AN IHG® HOTEL

Built in 1994, the 104 room, exterior corridor, *Holiday Inn Express Albuquerque* (NM) achieved immediate RevPar increases in HMC's first full year of management.

RevPar climbed in year one +4.5% and in year two, HMC added an additional +12.5% in room revenues. These results were accomplished with no significant capital improvements and added supply to the market.

HMC's yield/revenue management approach and engagement with the brand drove direct bookings and limited more expensive online travel agency bookings to further improve flow on added revenues.

