

## CASE STUDY



### BAYMONT INN & SUITES BIG SPRING Performance Highlights

	2017	2018	2019
Occupancy	77.3%	82.7%	77.2%
ADR	\$73.38	\$118.21	\$128.13
RevPAR	\$56.69	\$98.93	\$98.96
RevPar Change %		74.5%	0.0%
RevPar Change \$		\$42.24	\$0.03
RPI	89.3%	97.4%	97.0%

\* All metrics above are T-12 ending September for each time period.

## Property Results



From initial due diligence through construction, HMC assisted ownership in all phases of opening and currently managing the *Baymont Inn & Suites Big Spring (TX)*, located near one of the country's largest Oil and Gas markets in the country, the Permian Basin.

As HMC's footprint grew in the O & G markets, the company recruited and hired a lead generator with a tenured history in the O & G space. It was important to HMC to have top level talent within the organization that understood the needs of these clients. This strategic sales approach coupled with award winning service allowed the property to ramp quickly and continue to grow revenues at a significant increase year over year.

The property ranks 3<sup>rd</sup> on TripAdvisor among 19 area lodging providers and has won various excellence awards for HMC's commitment to providing quality accommodations and an unparalleled service culture.

