

## CASE STUDY



### FREDERICKSBURG INN & SUITES Performance Highlights

	<u>2017</u>	<u>2018</u>	<u>2019</u>
Occupancy	53.7%	62.7%	63.5%
ADR	\$149.74	\$148.56	\$151.05
RevPAR	\$78.79	\$93.15	\$95.86
RevPar Change %		18.2%	2.9%
RevPar Change \$		\$14.36	\$2.71
RPI	108.5%	117.9%	116.3%

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

## Property Results



Post completing a multi-million dollar renovation in 2016, the HMC team quickly went to work repositioning this independent boutique hotel in the heart of Texas Hill Country.

RevPar in the year following renovation climbed +26.8% and another +12.5% the following year. The property moved from 8<sup>th</sup> amongst the competitive set in RevPar to second in 2 years.

The repositioning of this historic property also included a focus on service and associate level engagement. Through HMC's proven service culture training, the property currently ranks 2<sup>nd</sup> in TripAdvisor among 25 lodging providers in Fredericksburg, TX.

