

## CASE STUDY



### RADISSON HOTEL DALLAS - NORTH

**Hotel Experienced Increase in Market Share of 42%**

The Radisson Hotel Dallas - North, Addison, TX, had all the hallmarks of a great investment opportunity. The Hotel is less than two miles from the Addison Airport (ADS) just off the Dallas North Tollway, across the street from the DART transfer station allowing guests easy access to the Dallas Metroplex.

HMC expert operators went to work at the Radisson Hotel Dallas – North, with a top-to-bottom major renovation featuring upgrades in all guest rooms and an impressive transformation of the atrium and reception area, as well as the lobby.

## Property Results



### 2014 YTD Performance Highlights\*:

Occupancy	64.9%
ADR	\$76.63
RevPar	\$49.71
IBFC	28.1%

### 2016 YTD Performance Highlights\*\*:

OCC	82.8% (27.6% Increase)
ADR	\$80.03 (4.4% Increase)
RevPar	\$66.26 (33.3% Increase)
IBFC	34.4% (22.4% Increase)

\* As a Holiday Inn

\*\* 1<sup>st</sup> Full Year in Radisson System

