



# charlestownehotels

INNOVATIVE HOSPITALITY MANAGEMENT

Case Study: New Development-Franchised Brand

## Holiday Inn Express and Suites – Mount Pleasant, SC

### THE OVERVIEW

The 116-room Holiday Inn Express and Suites was designed to be the “greenest” hotel in South Carolina. The property was under construction and came on line at the same time that the lodging industry was struggling to overcome the effects of the recent economic downturn. In 2009, Charlestowne was chosen to manage the launch of the hotel through the construction phase, ensuring that the property opened its doors with the most aggressive positioning possible throughout all distribution channels.



### THE CHALLENGE

- Under construction during the recent economic downturn
- Located outside of the city’s downtown area

### THE SOLUTION

- Work hand-in-hand with Intercontinental Hotel Group to tap into their database and corporate leads
- Implement marketing and revenue management outside of the franchise to ensure optimal exposure through local and regional channels
- Expose the hotel heavily to the Charleston market; include event planners, business contacts, local attractions, etc.
- Highlight the proximity of the property to the area’s most popular attractions while showing value in the amenities and newer room product

### THE RESULTS

