



# charlestownehotels

INNOVATIVE HOSPITALITY MANAGEMENT

Case Study: Condo Hotel & HOA Management

## The Oceanfront Litchfield Inn - Pawleys Island, SC

### THE OVERVIEW

Built in 1960, the Oceanfront Litchfield Inn is a 134-unit condo hotel. Although the property had always been a popular summer vacation destination, ineffective management, marketing and diminishing room product were causing the asset to severely underperform in the market. In 2009, during the economic downturn, Charlestowne Hotels was chosen to manage both the rental program and HOA in an effort to generate revenue and establish unit standards.



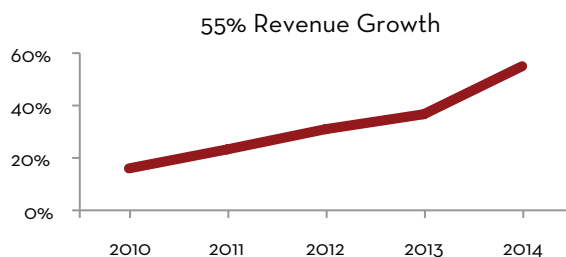
### THE CHALLENGE

- Lack of trust in management by unit owners
- Poor and inconsistent product quality due to absence of effective capital planning
- Inconsistent branding and insufficient marketing exposure
- Negative reviews regarding cleanliness, dated room décor and customer service

### THE SOLUTION

- Transparent reporting and frequent communication with the owners and elected HOA Board members
- Comprehensive CapEx plan and quality grading scale for each unit in the rental program
- Consistent brand messaging integrated into strategic marketing campaigns providing excessive exposure to past and future guests
- Competitive rate strategy and distribution plan

### THE RESULTS



### Higher Guest Satisfaction Rankings

2009: #6 of 6 on TripAdvisor  
2013: #2 of 6 on TripAdvisor