



charlestownehotels

INNOVATIVE HOSPITALITY MANAGEMENT

Case Study: Conversion of Condo Project to Boutique Hotel

The Restoration on King - Charleston, SC

THE OVERVIEW

Combining 19th century architecture and 21st century design, the Restoration on King featured 16 suites along one of Charleston's premiere streets. Originally designed as residential condos, the economic downturn prompted developers of The Restoration on King to convert their project to a hotel model. Charlestowne Hotels repositioned the property as a boutique luxury lodging product unlike any in other in Charleston's Historic District, which opened its doors in April 2010.



THE CHALLENGE

- Since the designs were originally for residences, suites were larger than standard hotels
- Minimal signage and entry from main road and walking traffic
- Small lobby area and limited public spaces

THE SOLUTION

- Marketing the large rooms and balconies as the ideal option for wedding parties and executive rentals in the shoulder season
- Aggressive PR campaign that resulted in being featured in *Southern Living*, *Travel+Leisure*, *The New York Times*, *National Geographic*, *Bon Appetit*, and others
- Sponsorship opportunities to attract high profile visitors in town for area events including Charleston Wine+Food Festival and Fashion Week
- Strategic online marketing and distribution plan for optimal website performance and rate capture

THE RESULTS

Fully stabilized by second year of operation with 75% occupancy and \$342 ADR. Owners were able to sell and recover their investment.

2011: "Best New Hotel for Romance" by *Southern Living* magazine
2012: #19 Top Hotel in the US by TripAdvisor Travelers Choice Awards
2012: #11 Top Hotel in the South by *Condé Nast Traveler*