



charlestownehotels

INNOVATIVE HOSPITALITY MANAGEMENT

Case Study: Management, Marketing, and Revenue Optimization – Beachfront Resort

Springmaid Beach Resort – Myrtle Beach, SC

THE OVERVIEW

A 492-room property, Springmaid Beach Resort sits on more than 27 acres of pristine waterfront real estate. This family-friendly resort is just minutes from the area’s most popular attractions including theaters, shopping, dining, and golf courses. The resort itself features 6 pools, 2 lazy rivers, 2 restaurants, a 1,068 ft. fishing pier, tackle shop, an 18-hole miniature golf course, arcade room, fitness room, gift shop as well as 35,000+ square feet of meeting and event space. However, even with all those offerings the resort suffered from inexperienced management, inefficient operational structure, and poor organization and was in need of updating outdated and neglected rooms and facilities. These issues not only caused the asset to sit on the real estate market for 5+ years but they also greatly limited the overall performance of the resort. In December of 2010, during the economic downturn, Charlestowne Hotels was asked to take over management of the property and oversee all operations, renovations, marketing, and revenue management in an effort to increase asset value.



THE CHALLENGE

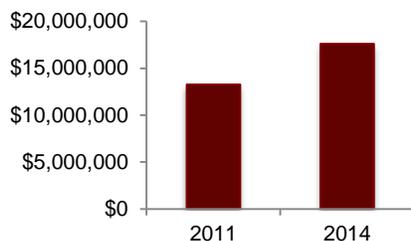
- Inexperienced and untrained on-site management and employees
- Lack of overall structure, organization, and operating procedures
- Overall poor and dated condition of property
- Incongruent branding and insufficient market exposure
- Inefficient handling of group operations and sales
- Positioning and rates needed revision for location of property

THE SOLUTION

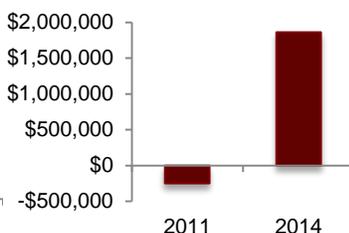
- Restructured, reorganized, and hired on-site management and staff
- Provided training, guidance, and implemented standard processes and procedures for consistent work flow and efficiency
- Proposed and led complete property renovation totaling \$9 million
- Created an apt message and brand image for marketing
- New Ecommerce and marketing initiatives were launched and manipulated
- Data driven yield management solutions were enacted which led to distribution and pricing enhancements

THE RESULTS

Revenue Growth



Increase in NOI



2009: Hotel Listed for \$18 million

2011-2014: Charlestowne Hotels began Revenue Optimization program and increased topline revenue by over \$4 million

Dec. 2014: Investors purchased the hotel for \$40 million