

# HOSPITALITY AMERICA

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PEOPLE. PROCESS. RESULTS.



**Aligning our principles to  
create communities that thrive.**

We are a full-service hospitality management company, providing services for all aspects of hotel management and operation. We believe people do business with people. And when they do, a strong partnership forms, paving a path towards success.

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## OUR PRINCIPLED APPROACH IS GUIDED BY OUR VALUES:

### **PASSIONATE**

Passionate with the spirit to serve.

### **EXCELLENCE**

Committed to excellence that inspires results.

### **ADAPTABLE**

Adjust, adapt and overcome.

### **COMMUNITY**

Creators of a collaborative community invested in growth.

### **HUMBLE**

Humble, trustworthy and transparent.

WHAT WE CALL 'P.E.A.C.H.'

They guide how we work, who we work with, and how we achieve success for both our partners and our internal community.

Our people are the core to our success. It starts with a commitment to operational excellence and a shared passion for employee experience.

**MEET OUR EXECUTIVE TEAM:**



**Ben Campbell**  
President/CEO



**Leigh Holloway**  
Chief Strategy Officer



**Frank Cook**  
VP, Operations



**Daniel Lock**  
VP, Commercial Strategy



**Jennifer Hopson**  
Corporate Controller

# Hospitality America brings over thirty years of management experience and dynamic sales generation.

Starting with site selection or rejection, Hospitality America has been involved in the project development of all hotels it has managed, including internal financial proformas ahead of formal market studies, brand selection, soft brand creation, schematic design consultation, and FF&E coordination with interior designers and procurement firms.

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## AWARDS AND RECOGNITION:

### DEAL OF THE YEAR

Hampton Inn & Suites  
Miami Brickell

### CONRAD AWARD

Home2 Suites  
Asheville Airport

### HILTON CIRCLE OF EXCELLENCE

Hospitality America

### CONRAD AWARD

Embassy Suites  
Greenville RiverPlace

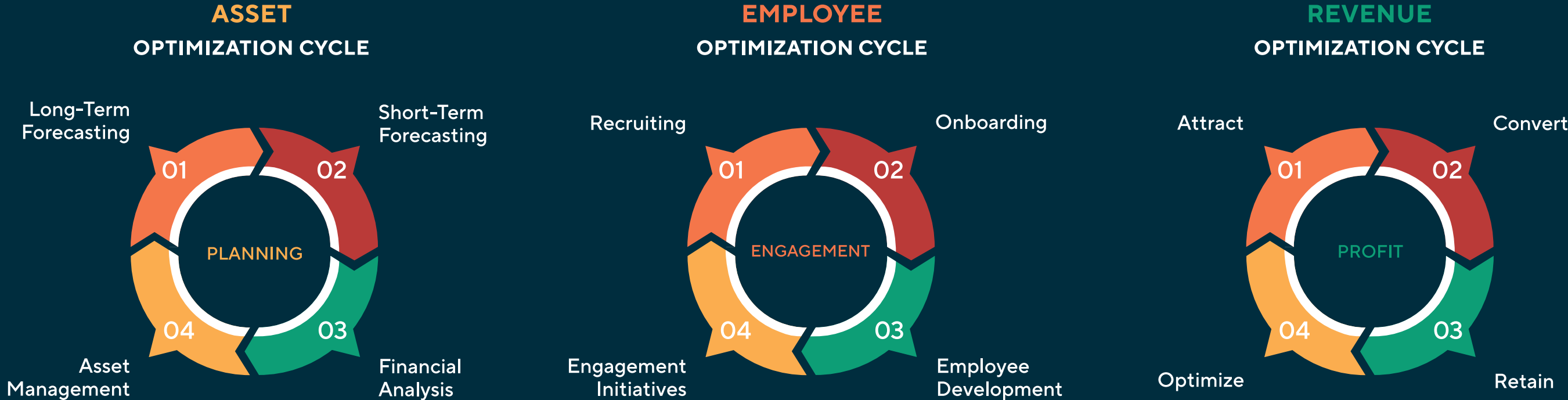
### PLATINUM CIRCLE AWARD

Residence Inn  
Greenville at Carolina Point

WE ARE DRIVEN BY OUR PURSUIT OF EXCELLENCE.

We use our approach and expertise to optimize the hospitality experience to drive exceptional performance for our guests, team members & partners, so that each may thrive in pursuit of their purpose.

PROVEN EXPERIENCE WITH HOSPITALITY MANAGEMENT & CONSULTING.



# ASSET OPTIMIZATION CYCLE

## Long-Term Forecasting

- Market Evaluation
- Market Penetration Forecast
- 10-yr Pro Forma & Return Projection
- 3-yr SWOT



## Short-Term Forecasting

- Annual Budget
- Rolling 12-mo P&L Forecasting
- Capital Expenditure & Reserve Planning
- Contract Management

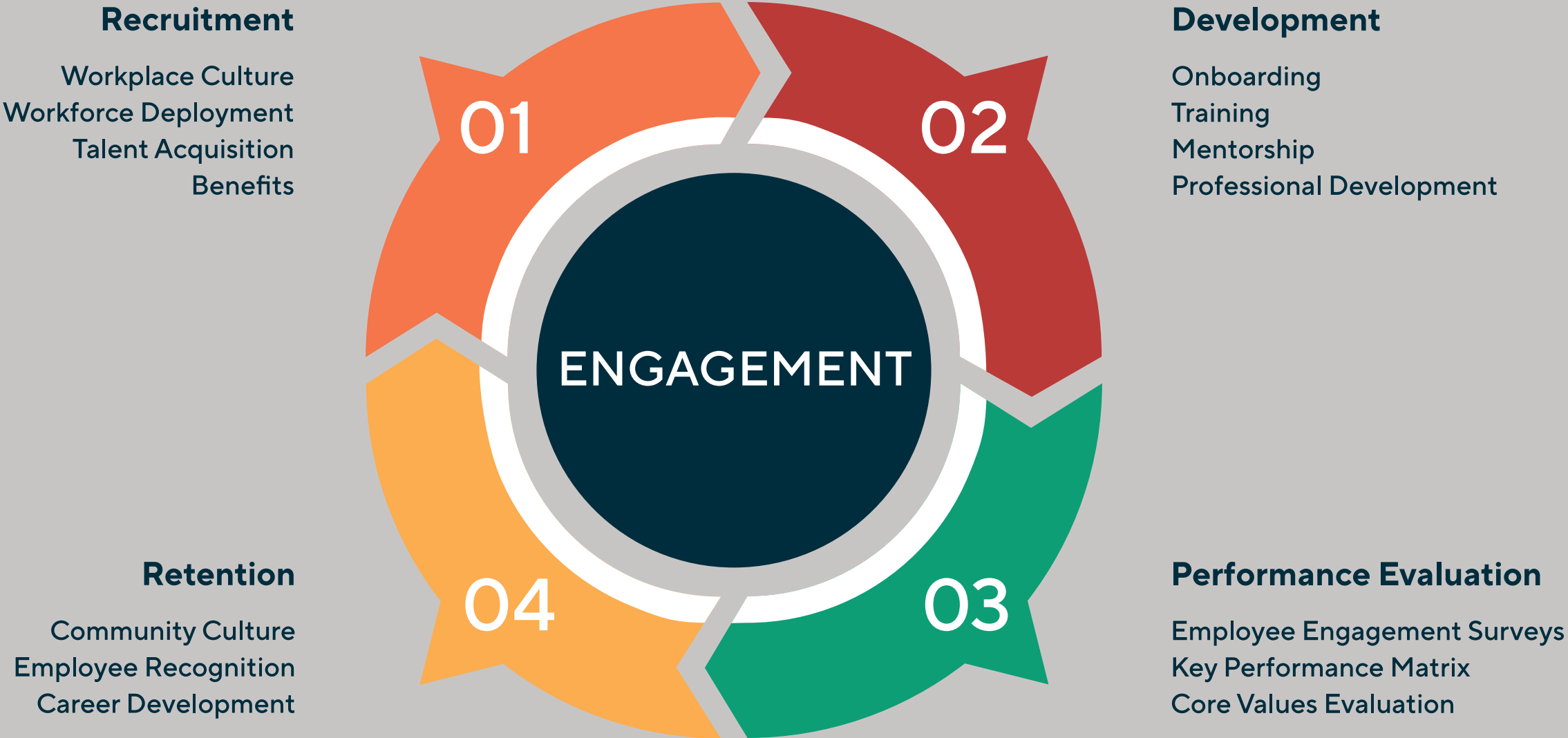
## Asset Management

- 10-yr CapEx Forecast
- Preventative Management
- Debt Management
- Franchise & Brand Compliance

## Financial Analysis

- Financial Month-End Close
- Profit & Loss Analysis
- Comparative & Variance Analysis
- Cash Management

# EMPLOYEE OPTIMIZATION CYCLE





# Our operational strategies start with prioritizing tools and resources to ensure our teams are equipped for success.

Our keys to success require collaboration across all departments, incorporating technology from chat applications to project management tools, emphasizing transparency and encouraging engagement to foster new ideas, all to aid in intentionally understanding the needs of our teams.

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## PAVING A PATH TOWARDS SUCCESS.

### TRAINING

On-boarding, Brand Requirements by Position, Career Development.

### CULTURE

We Are P.E.A.C.H. Individual and Team Recognition.

### PERFORMANCE

Property Performance Dashboards. Guest Experience Benchmarks.

### REVIEWS

Quarterly Employee Surveys. Bi-Annual Performance Reviews.

### AUDITS

Internal Operational Audits to maintain brand standards.

## WE MONITOR KEY PERFORMANCE METRICS WEEKLY. WHAT WE CALL THE 'P.E.A.C.H.' MATRIX.

These metrics include flow through, revenue growth, top-line forecast accuracy, gross operating profit forecast accuracy, revenue penetration index growth, guest service score, cleaning minutes per room, preventative maintenance, and employee satisfaction surveys. At the end of each quarter, the points associated with each metric are totaled and a winner is announced. Under performing hotels are added to a performance improvement plan, creating a portfolio of hotels striving for excellence every day.

# REVENUE OPTIMIZATION CYCLE



# We approach revenue management from a fully integrated, total profit planning and optimization perspective.

Our strategy starts with tactical planning, aligning sales, marketing and revenue management tactics, to grow top-line revenues, GOP and market share penetration.

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## OUR SERVICES

### BUDGET

Budget Creation  
STARCast Projections

### FORECAST

30-60-90, 12-mo Rolling  
Forecast, Weekly Validation

### STRATEGY

Profit Focused  
Rate & Availability  
Optimization

### ANALYSIS

Continuous Demand  
Analysis and Planning

### TOOLS

Revenue Management  
Systems, Delphi, TravelClick  
Microsoft Teams

## ANNUALLY

In collaboration with above property and hotel leadership, hotels undergo a thorough budget season, delivering a comprehensive budget for ownership approval by November. This process includes; 3-yr SWOT Analysis, 10-yr Preliminary CapEx Forecast, Negotiated Account Production Plan, Top-Line Occupancy Projections by Segment, Market Budget Plan, and Labor and Expense Plan with monthly true-up prior to final submission.

# Our marketing strategies are based on market conditions, competitive positioning, and product differentiation.

The fundamentals of our marketing strategy include a clear understanding of our business model, strategy, business segments, tactics, and performance metrics. Our digital strategy is an omni-channel approach, leveraging components of owned, paid and earned media. Our tactics include, but are not limited to SEO, Social Media Marketing, Content Marketing, Email Campaigns, Re-targeting Ads, Reputation Management, and Channel Indexing.

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## WE FOCUS ON OPTIMIZING CONTENT & TACTICS WITHIN THE BUYING JOURNEY

### ANALYSIS

SWOT, Customer Analysis,  
Mix of Business Comparison

### STRATEGY

Position Statements, Path to  
Purchase Mapping

### BUDGET

Marketing Plan, Goal Setting,  
Budget Approval

### TACTICS

Content Creation,  
Target Audience,  
Deployment

### MEASURE

Performance Analysis, A/B  
Testing, Tactical Optimization

Our collaborative processes include an annual marketing budget plan, quarterly tactical mapping, digital performance analysis, and monthly content audit.

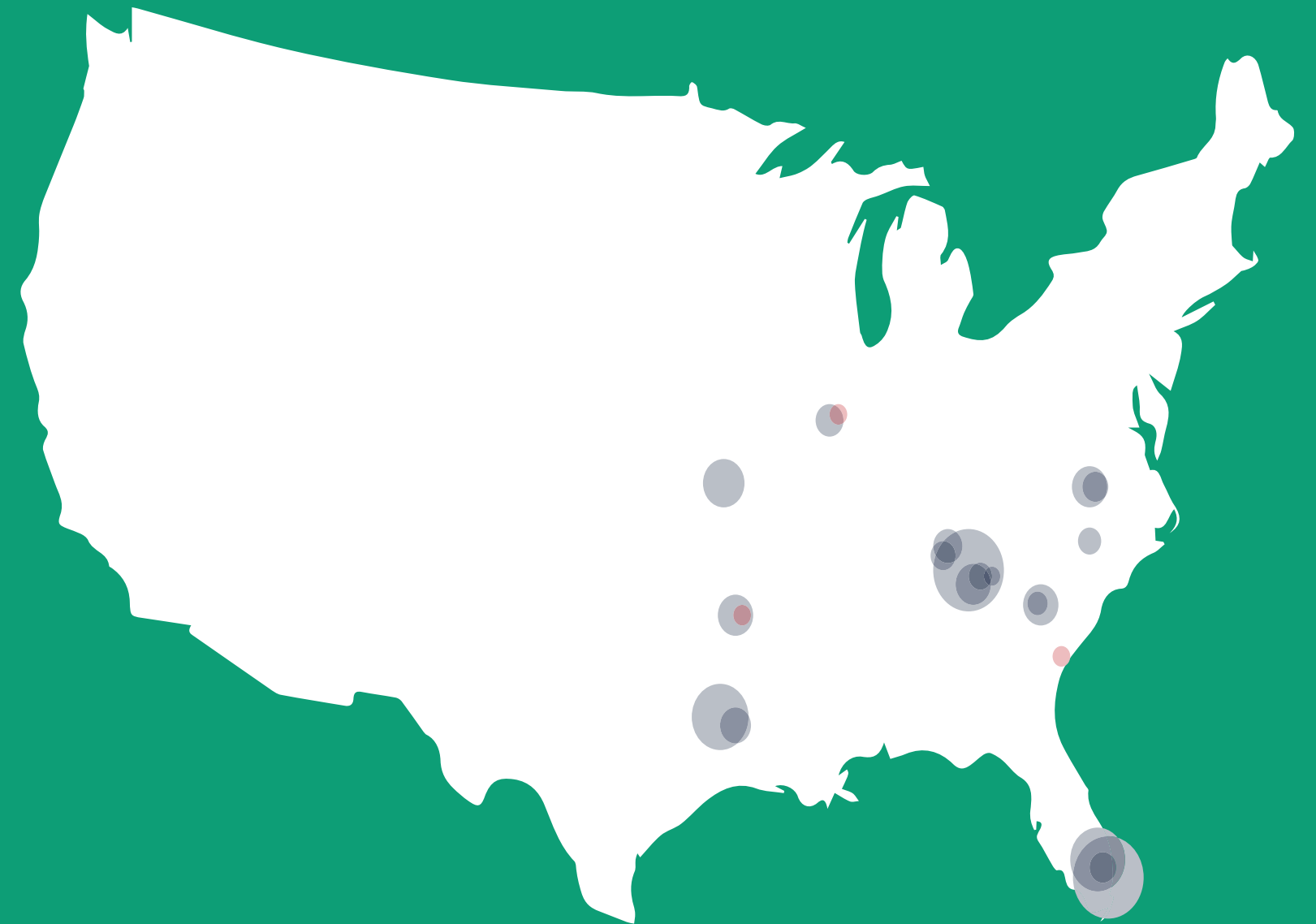
Our portfolio reflects a preference for quality over quantity and a commitment to operational excellence. We are licensed to develop and operate Hilton® and Marriott® hotels, with expertise in each hotel vertical.

**Full Service**

**Lifestyle**

**Focused Service**

**Select Service**







## Our Hotels

### Arkansas

Motto Bentonville (Opening 2024)  
Tapestry Rogers (Opening 2025)  
Tapestry Springdale (Opening 2026)

### Florida

Hampton Miami-Brickell  
Hampton Miami-Airport  
Hampton Pembroke Pines  
Hampton Coconut Grove

### Illinois

Fairfield Inn Bolingbrook

### Louisiana

Courtyard Baton Rouge Downtown  
Hampton Baton Rouge Downtown

### Missouri

Hampton Kansas City Downtown

### North Carolina

Home2 Suites Asheville Airport  
TownePlace Suites Asheville West  
TownePlace Suites Morrisville/RDU-Airport

### South Carolina

Embassy Suites Greenville RiverPlace  
Hampton Greenville RiverPlace  
Residence Inn Greenville  
Hilton Columbia Center  
Hampton Columbia Historic District  
Element Charleston (Opening 2025)

### Virginia

Hampton Roanoke Downtown  
SpringHill Suites Roanoke







HOSPITALITY  
AMERICA

WE ARE  
**PEACH**

[www.hospitalityamerica.com](http://www.hospitalityamerica.com)

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