



**Griffin Hotel Management**

## COVID-19 Case Study

*How Griffin Hotel Management exceeded industry benchmarks.*

As an experienced hotel management company, Griffin's leadership team brings unparalleled operating and financial expertise to each transaction. Results focused, our team is dedicated to improving performance, increasing cash flow and enhancing asset values.

**Results Matter. Let us lead the way**

# How is your hotel investment performing during the pandemic?

## Case Study #1

Tertiary Market, Upper Midscale Brand  
COVID – 19 Pandemic



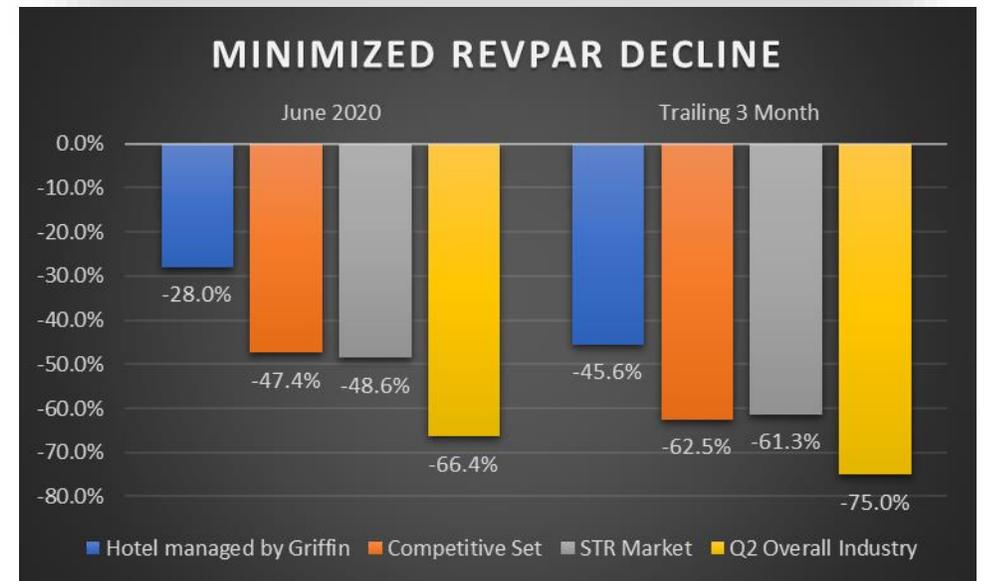
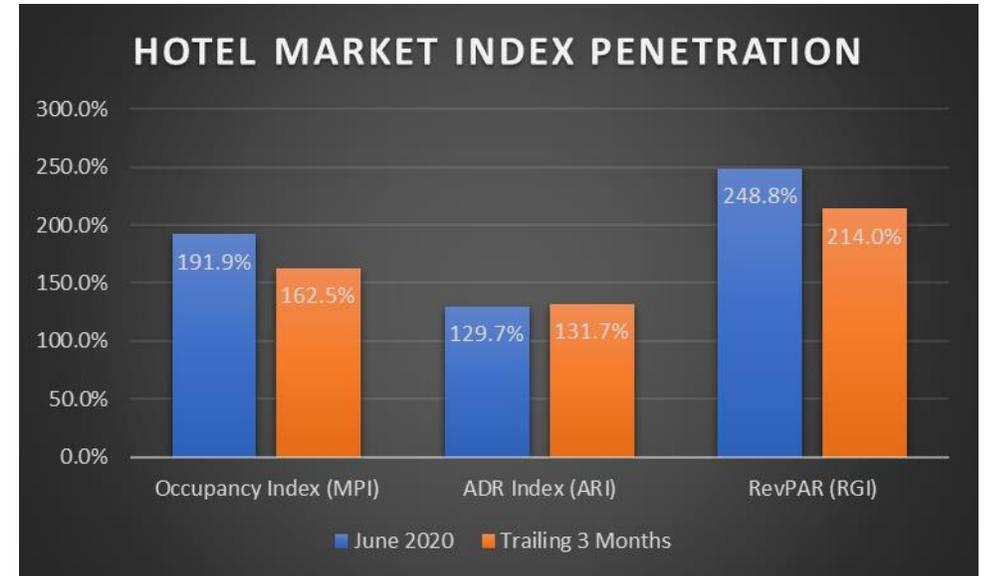
### Results Matter. Let us lead the way

During the initial onsite of the COVID-19 pandemic, Griffin Hotel Management deployed their skilled leaders in revenue generation and optimization to implement strategies to minimize the onset of a rapidly declining market. The two largest demand generators shuttered early-on during the crisis which required a complete re-deployment of a grass-roots tactical sales effort.

Taking a holistic approach to revenue strategies, the Griffin team was not only able to minimize RevPAR declines in the market relative to the competitive set, the team was able to successfully grow performance indexes and share shifted several large opportunities that had historically stayed elsewhere. The results have been significant with the Hotel growing performance indexes; the RevPAR index for the month of **June was 248.8%** and the **trailing three months and 214.0%**. The **Hotel is ranked #1** in Occupancy, ADR, and RevPAR for the month of June along with the trailing 3 months.

Contact Griffin today to learn more about our results focused approach and how our team can add value to your lodging asset.

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# Case Study #2

Metro Market, Upscale Brand

COVID – 19 Pandemic

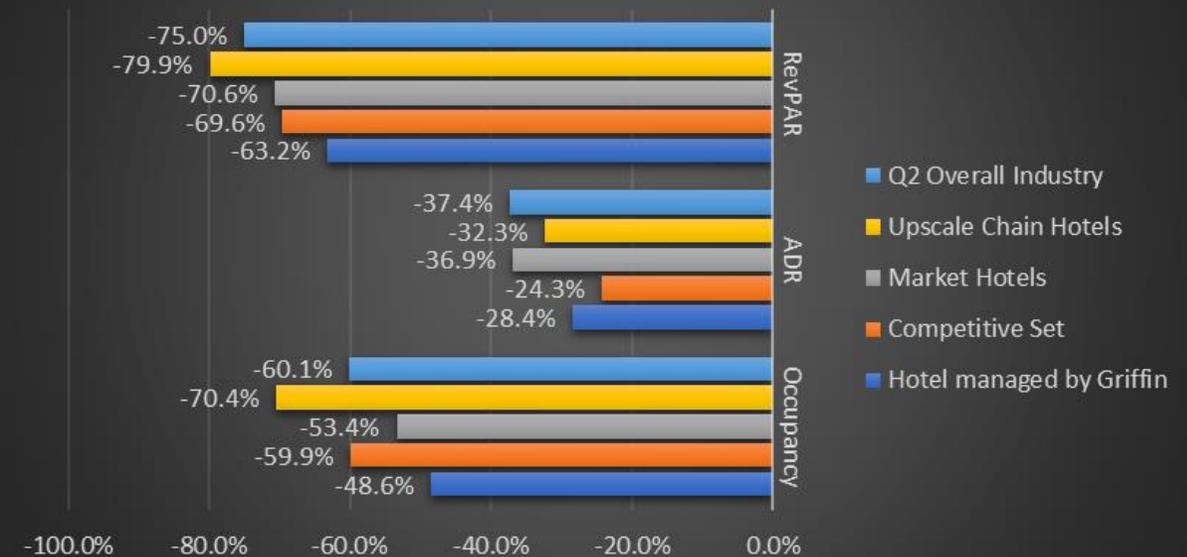
During the early onsite of the COVID-19 coronavirus pandemic, urban-metro markets quickly experienced double-digit declines in RevPAR. With a sudden decline in business mix, this upscale branded hotel was forced to pivot and adjust to changing market conditions.

With a commitment from the investment group to remain “open for business”, Griffin quickly identified several segments within the metro-area that were traveling for essential-business. The revenue generation team quick developed tactical plans to share-shift and capture the identified project-driven pockets of business.

Focused on operational excellence, Griffin quickly deployed enhanced safety and cleaning protocols, which exceeded both CDC guidance and recommendations provided by the brand affiliation. Armed with updated producers to keep our guests safe and healthy, the sales team dived and concurred their prospecting efforts with resulted in securing several large revenue opportunities. The impact on optimizing revenue allowed the Hotel to not only command a strong leading presence in the market but also increased performance rankings; for the trailing 3 months the Hotel is ranked #2 of #8 in RevPAR compared to prior year performance (2019 Trailing 3 months) rank of #6.

Even though the hotel experienced a negative -63.2% RevPAR decline, the asset minimized the decline in demand, outperformed the competitive set (difference of +6.4%), metro-market (difference of +7.4%) and the upscale chain (difference of +16.7%)

## TRAILING 3 MONTHS PERCENT CHANGE



## HOTEL MARKET PENETRATION INDEX



# Case Study #3

Government Market, Upscale Brand  
COVID – 19 Pandemic



When all your eggs are in one basket, (in this case the government) immediate diversification is key to “weathering the storm” during a pandemic. The Hotel not only had to diversify its mix of business but also quickly identify what “essential workers” were still traveling to the region while working through strict state mandated regulations.

Griffin’s team quickly went to work developing and strategically implementing both operational protocols and marketing tactics that re-enforced the Brand’s enhanced cleaning and safety programs. This allowed the Hotel sales team the ability to successfully pivot and remix the segmentation of the hotel.

Several notable take-aways:

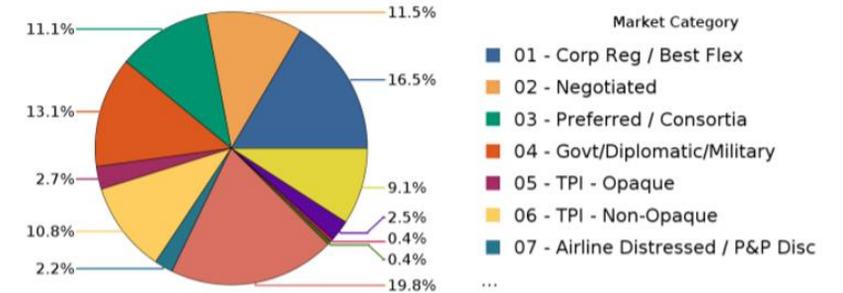
**Retail Transient Segment:** Across the nation, many hotels experienced significant declines in the retail segment, Griffin’s Revenue Management team was able to successfully grow this segment by +70 room nights over prior year; from 6% in 2019 to 16.5% in 2020 – a positive mix increase of 10.5%.

**Corporate Negotiated Segment:** Similar to the retail transient segment the Hotel was aggressive with targeting, negotiating and share-shifting “essential workers” by casting a large radius of focus including regional markets up to 30+ miles away. During the time period the Hotel successfully secured 13 new rate and service agreements. The results were immediately noticeable, increasing this segment by +9.1% over prior year.

Results Matter. Let us lead the way

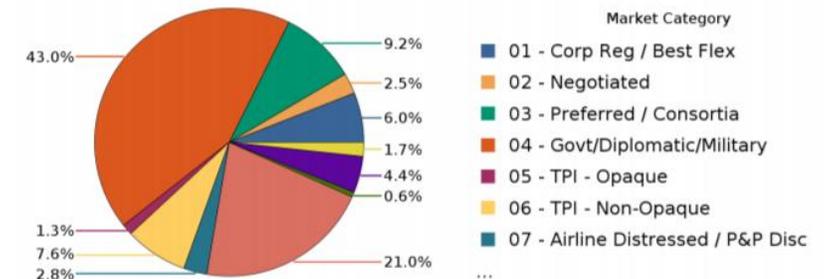
Business Mix for 01-Apr-2020 - 30-Jun-2020

Rooms Occupied



Business Mix for 01-Apr-2019 - 30-Jun-2019

Rooms Occupied



# Griffin Hotel Management, results focused operator



The senior leadership at Griffin has over 75 years of combined experience in the hospitality industry and has managed or owned all types of hospitality assets including full service, resort, extended stay and select service hotels.

With a track record of improving performance when taking over an asset, Griffin's hand on management style and revenue generation leadership is key to improving performance.

More information about Griffin Hotel Management can be found by visiting their website at <https://www.griffinhotelmanagement.com>.

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