



Case Study | Hotel Zamora

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Client Information

The five-year-old Hotel Zamora, a white-washed, Mediterranean-style luxury boutique hotel, was St. Pete Beach, Florida's first new hotel in decades. It overlooks the Intracoastal Waterway and the azure waters and soft, white-sand beach of the Gulf of Mexico.

“I've worked with probably 15 different revenue managers throughout my career, and Christie Crawford from SHR is definitely the best one yet.”

— Bob Sauerwine, Hotel Zamora Director of Sales and Marketing

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Situation

In August of 2018, Hotel Zamora transitioned from a Kimpton property into an independent one. Bob Sauerwine, who started five months

later

as Director of Sales and Marketing, described it as a challenging time.

“When Kimpton left,” he said, “basically the hotel’s entire infrastructure

walked out the front door. The new ownership had to get a PMS in place,

their housekeeping department and maintenance department and culinary

team had to be rebuilt, they needed to get a revenue management team in

place—everything. That is why the new majority owner reached out to SHR.”

Bob said the independent hotel was “running blind” at first, meaning that,

although they had occupancy percentages for the previous year under

Kimpton, as well as average daily rates and revenues, they didn’t know how

the hotel achieved those numbers.

Outcome

Christie helped establish a length of stay restriction for weekends when

there's a lot of demand, which was a strong move. "It brought our revenues considerably higher," said Bob, "and we saw a massive swing in RevPAR index."

Bob said Christie also tracks promotions on TripAdvisor, Facebook, and similar channels, and gets a better ROI than the market. "We're getting about an 18:1 return on investment on some of those promotions, compared to the market of around 7 or 8:1."

The hotel just ended its first year of independent operation, and with the help of Revenue Management for Hire it surpassed the previous year's numbers. "It was basically like opening a new hotel because we didn't have details from the previous ownership," he said. "But it worked out great."

Rooms sold increased 17 percent, room revenue increased 9 percent, and outlet revenue was up \$300,000 over the previous year. He said they couldn't have done it without Christie and SHR.

The Future

For the hotel's second full year of operating independently, Bob said, they project a double-digit increase YOY for both Rooms and F&B. He said SHR, and Christie, will be a big part of that success by continuing to help them maintain rate integrity, keep occupancy near 100% index to drive guests into their outlets, and reduce third party commissions.

“Based on SHR,” he said, “and Christie’s commitment to the success of The Hotel Zamora rate strategies, we feel very confident that 2020 will be an incredible year and will help us achieve even higher margins in 2021.”

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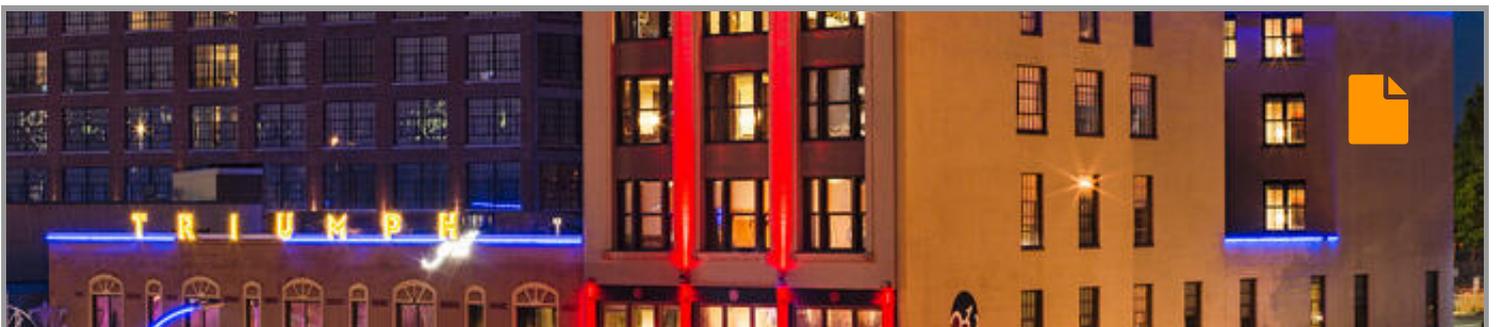
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