



Radisson University Minneapolis, MN

CLIENT

Private Investor

PROJECT TYPE

First Class 304 Room Hotel on University Campus

HVS' ROLE

Hotel Performance Analysis & Branding Consulting

DATES OF SERVICE

2010

RESULT

- \$250,000 increase in Room Revenue identified due to ADR increases
- 15% increase in Beverage revenue identified by changing pricing
- 30% increase in Parking revenue identified
- \$400,000 decrease in payroll identified through staff position consolidation and scheduling changes
- \$100,000 decrease in overhead expenses identified in A&G, Marketing, and Maintenance

Overview:

The hotel's owner intended to sell the self-managed hotel but was not satisfied with the Broker's Opinion of Value and the suggested listing prices. He retained HVS to assist in increasing the NOI.

Highlights:

In addition to conducting a Hotel Performance Analysis (HPA) which uncovered numerous ways to increase the NOI, it became obvious that the hotel's facilities and location negated the need for a brand. The hotel was eventually sold for a much higher price than the BOV indicated.