

CASE STUDIES

MANAGED RETAIL™





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CASE STUDY

PROPERTY:

Holiday Inn Express

GO-LIVE DATE:

June, 2017

PROPERTY SPECS

Rooms	139
Linear Footage (Dry)	18'
ADR	\$150
Location	Denver Airport

“
Since the first month they became our partners, we started seeing the difference in our sales numbers.
”

- Hotel GM
(Denver, CO)

**Average Revenue Growth
(Over Previous Year):**

First Year on Program

138%

**Average Revenue Growth
(Over Previous Year):**

Second Year on Program

70%

Profit Margin:

51-56%

Month	TY/LY % Growth
June	107.99%
July	63.37%
August	161.36%
September	334.33%



MANAGED RETAIL™

CASE STUDY

PROPERTY:

Hilton Garden Inn

GO-LIVE DATE:

May, 2018

PROPERTY SPECS

Rooms	104
Linear Footage (Dry)	20'
ADR	\$106
Location	Statesville, NC

“ Tradavo makes it simple. The customers are happy about the market, and they are enjoying the product we now have available! ”

- Ben McCandliss,
General Manager

Average Revenue Growth
(Over Previous Year):

First Year on Program

102%

Profit Margin:

57-61%

Month	TY/LY % Growth
May	138.25%
June	117.90%
July	76.52%
August	103.26%

Month	TY/LY % Growth
September	93.24%
October	77.93%
November	106.39%
December	88.37%



MANAGED RETAIL™ CASE STUDY

PROPERTY:

Drury Inn & Suites

GO-LIVE DATE:

December, 2017

PROPERTY SPECS

Rooms	183
Linear Footage (Dry)	16'
ADR	\$85
Location	Gainesville, FL

Average Revenue Growth (Month over Month):

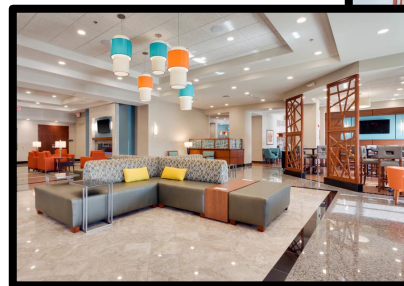
First Year on Program

10%

Profit Margin:

3%

Month	Month over Month % Growth
May	20%
June	7%
July	8%
August	5%





MANAGED RETAIL™

CASE STUDY

PROPERTY:

Comfort Inn & Suites

GO-LIVE DATE:

November, 2018

PROPERTY SPECS

Rooms	111
Linear Footage	16'
ADR	\$71
Location	Statesville, NC

Month

TY/LY % Growth

November

42%

**Revenue Growth
(Over Previous Month):**
First Month on Program

42%

Profit Margin:

58%



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CASE STUDY

PROPERTY:

Comfort Suites

GO-LIVE DATE:

November, 2018

PROPERTY SPECS

Rooms	
Linear Footage (Dry)	11'
ADR	\$97
Location	Charlotte, NC

Month

Revenue

October 2018

\$1235

November 2018

\$1840

Month

Revenue

November 2017

\$1173

November 2018

\$1840

**Revenue Growth
(Over Previous Year):**

First Year on Program

33%

**Revenue Growth
(Over Previous Month):**

First Month on Program

57%

Profit Margin:

58%



MANAGED RETAIL™ CASE STUDY

PROPERTY:

Comfort Suites

GO-LIVE DATE:

November, 2018

PROPERTY SPECS

Rooms	84
Linear Footage	11'
ADR	\$83
Location	Concord, NC

Month

Revenue

October 2018

\$1235

November 2018

\$1840

Month

Revenue

November 2017

\$1173

November 2018

\$1840

**Revenue Growth
(Over Previous Year):**

First Year on Program

57%

**Revenue Growth
(Over Previous Month):**

First Month on Program

49%

Profit Margin:

58%