



Kimpton Overland Atlanta Airport

CONVERSION FROM BRAND MANAGEMENT TO FRANCHISE

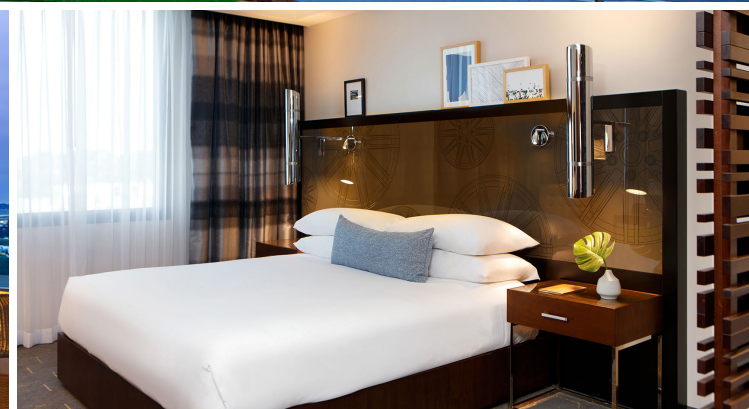
OVERVIEW

CLIENT: ACRON

Opened in 2017 as the Solis, converted in 2019 to the Kimpton with IHG Management. Concerned about direction of the asset and the lack of results, ownership hired The Plasencia Group to facilitate the selection process of a new operating company as well as a refinancing of the asset in 2021. Results were achieved during a turbulent year as management was changed in early 2022.

ENGAGEMENT HIGHLIGHTS

- **Immediate opportunities for improvement were identified, including:**
 - *Reinvigorated relationship with corporate partner Porsche North America*
 - *Reduced overhead by dissolving the traditional structure and developing cross functional positions to improve productivity and cross utilization of staff*
 - *Reduced Online Travel Agency (OTA) dependence*
 - *Increased group/contract contribution*
- **Ownership further engaged full time asset management services which resulted in:**
 - *Net Operating Income (NOI) swing from \$1M loss to a positive \$106K in one year*
 - *Improved RevPAR performance by 56% within one year*
 - *Reduced reliance on OTA business*
 - *Improved Average Daily Rate (ADR) by 16% year over year*



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CASE STUDY