



CASE STUDY

HOTEL MANAGEMENT

ROCKIES 7 PORTFOLIO

USA

Achieved Strong Performance since Management Takeover of 7-Hotels Portfolio

The properties – including two Holiday Inn hotels, two Holiday Inn Express hotels, two Candlewood Suites and an independent boutique hotel, Ascent on Main (formerly The Laszlo) – make up the Rockies 7 portfolio. Our discussions leading up to this agreement were thoughtful, meaningful and targeted on immediate needs as we fought through and continued to outperform 2019 amidst the COVID-19 year of 2021. This is a portfolio of assets that we were able to immediately add value through our deeply experienced corporate team, putting structure, process and dynamic sales initiatives in place, while bringing our unique associate-driven culture to these properties and this region.

F&B REVENUE GROWTH

+\$628K

– 2021 vs. 2019 –

TOTAL **+11%**
REVENUE
GROWTH

– 2021 vs. 2019 –

+16.7%
RGI
GROWTH

– 2021 vs. 2019 –

+9.8%
ADR
GROWTH

– 2021 vs. 2019 –

ROCKIES 7 PORTFOLIO

USA



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VALOR HOSPITALITY PARTNERS