

## HP Hotels – Reaches New Heights

HP Hotels has nearly doubled their growth during the last year. With the addition of three new hotels in just the last three months (two Holiday Express', and one Hampton Inn) and room sales reaching 31.8 million in 2005 compared to 22.1 million in 2004 with projected sales for over 45 million for the year 2006, they are certainly busy.

Currently there are five new hotels under development, including a Holiday Inn Express slated for completion by September 2006, a Comfort Suite Express by November 2006, two Hilton Garden Inn's by December 2006 and a Holiday Inn and a Homeward Suite by the first quarter of 2007.

What do they attribute this explosion to?

According to Mike Hines, President of the Management Company based in Birmingham, Alabama, there are several factors, but, first and foremost it has been their focus on maintaining corporate staffing levels in order to provide the level of service that their clients expect and deserve.

To that end they promoted Wendy Miranda from her position as Regional Sales Director in Charlotte, to Corporate VP Sales and Marketing. They added two new Regional Directors, Phillip Barrocas, who they recruited from ESA (Extended Stay America) and Lakisha McKay, who was their own "home grown" General Manager who they promoted to the Regional position. In addition, Joe Powers, VP of Accounting, was responsible for overseeing the hiring of a handful of new accounting support staff.

Two months ago, they relocated into larger corporate headquarters in order to accommodate their growth.

"We stand by our principles and we implement them," says Hines. "We're committed to providing quality service, excellent management and we understand the business." This approach is certainly a contributing factor in their exponential development.

They've received outstanding ratings with their Hampton Inns (from Connecticut to Alabama and North Carolina) and received the Torch Bearer Award for their Hilton Gardens property, keeping them in the top 5%.

HP is considering opening a regional office in the Northeast which would be contingent upon further expansion and development there. "We've had a lot of interest from people in this area of the country," says Hines. They currently have a property in Connecticut and another in Nanuet, NY, and a potential additional one slated for Nanuet.

There has also been interest in the Midwest according to Hines. They are currently in negotiations about the prospect of opening 4 or 5 properties in Illinois.

"We are steadfast in our approach while remaining flexible to the changing conditions in the market," says Hines, a formula that apparently is working.

HP Hotels has nearly doubled their growth during the last year. With the addition of three new hotels in just the last three months (two Holiday Express', and one Hampton Inn) and room sales reaching 31.8 million in 2005 compared to 22.1 million in 2004 with projected sales for over 45 million for the year 2006, they are certainly busy.

Currently there are five new hotels under development, including a Holiday Inn Express slated for completion by September 2006, a Comfort Suite Express by November 2006, two Hilton Garden Inn's by December 2006 and a Holiday Inn and a Homeward Suite by the first quarter of 2007.

What do they attribute this explosion to?

According to Mike Hines, President of the Management Company based in Birmingham, Alabama, there are several factors, but, first and foremost it has been their focus on maintaining corporate staffing levels in order to maintain the level of service that their clients expect and deserve.

To that end they promoted Wendy Miranda from her position as Regional Sales Director in Charlotte, to Corporate VP Sales and Marketing. They added two new Regional Directors, Phillip Barrocas, who they recruited from ESA (Extended Stay America) and Lakisha McKay, who was their own "home grown" General Manager who they promoted to the Regional position. In addition, Joe Powers, VP of Accounting, was responsible for overseeing the hiring of a handful of new accounting support staff.

Two months ago, they relocated into larger corporate headquarters in order to accommodate their growth.

"We stand by our principles and we implement them," says Hines. "We're committed to providing quality service, excellent management and we understand the business." This approach is certainly a contributing factor in their exponential growth.

They've received outstanding ratings with their Hampton Inns (from Connecticut to Alabama and North Carolina) and received the Torch Bearer Award for their Hilton Gardens property, keeping them in the top 5%.

HP is considering opening a regional office in the Northeast which would be contingent upon further expansion and development there. "We've had a lot of interest from people in this area of the country," says Hines. They currently have a property in Connecticut and another in Nanuet, NY, and a potential additional one slated for Nanuet.

There has also been interest in the Midwest according to Hines. They are currently in negotiations about the prospect of opening 4 or 5 properties in Illinois.

"We are steadfast in our approach while remaining flexible to the changing conditions in the market," says Hines, a formula that apparently is working.