

RED HILLS HOSPITALITY MANAGEMENT

NOTE: SOME IMAGES REMOVED DUE TO SIZE CONSTRAINTS

RED HILLS HOSPITALITY MANAGEMENT

- JEREMY EMMETT, MBA, CHA, CHRM - CHIEF OPERATING OFFICER
- BOB EMMETT, CHA - CHIEF EXECUTIVE OFFICER
- RODNEY HUNTER, CPA – CHIEF FINANCIAL OFFICER

EVOLUTION OF THE HOSPITALITY INDUSTRY

- **LARGE FULL-SERVICE HOTELS (1950 - 1990)**
 - **LARGE COURTYARDS, MEETING ROOMS & EVENT SPACE**
 - **ON-SITE RESTAURANT & BAR**
 - **PART OF THE COMMUNITY**
- **SMALLER LIMITED-SERVICE HOTELS (1990 – 2005)**
 - **FEW AMENITIES**
 - **DEPENDENT ON VISIBILITY OF LOCATION & TRAFFIC COUNT**
 - **NO FOOD & BEVERAGE OR EVENT SPACE**
- **VARIETY OF HOTEL TYPES (2005 – PRESENT)**
 - **POWER BRANDS & HIGHLY INFORMED TRAVELERS**
 - **SPECIFIC AMENITIES FOR SPECIFIC CUSTOMERS**
 - **LESS DEPENDENT ON VISIBILITY TO TRAFFIC – GPS, GOOGLE, IPHONE, APPS, THIRD PARTIES**

HOSPITALITY INDUSTRY EMERGING TRENDS

- UPTICK IN REGIONAL TRAVEL BROUGHT ON BY COVID-19
- CHANGING CONSUMER PRIORITIES AND PREFERENCES
- DESIRE FOR WORK LIFE BALANCE
- ECONOMIC SHIFT FROM PRODUCTS TO EXPERIENCES
- FLEXIBLE BUSINESS TRAVEL
- SHIFT IN CONSUMER DINING & SHOPPING PREFERENCES
- RETAIL TREND CHANGE FROM CHAIN & BIG BOX TO LOCAL & BOUTIQUE
- AIRBNB & VRBO

THE IMPORTANCE OF A STRONG BRAND



J.D. Power 2017 Hotel Loyalty Program Satisfaction StudySM



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ECONOMIC IMPACT

47 New Jobs Created

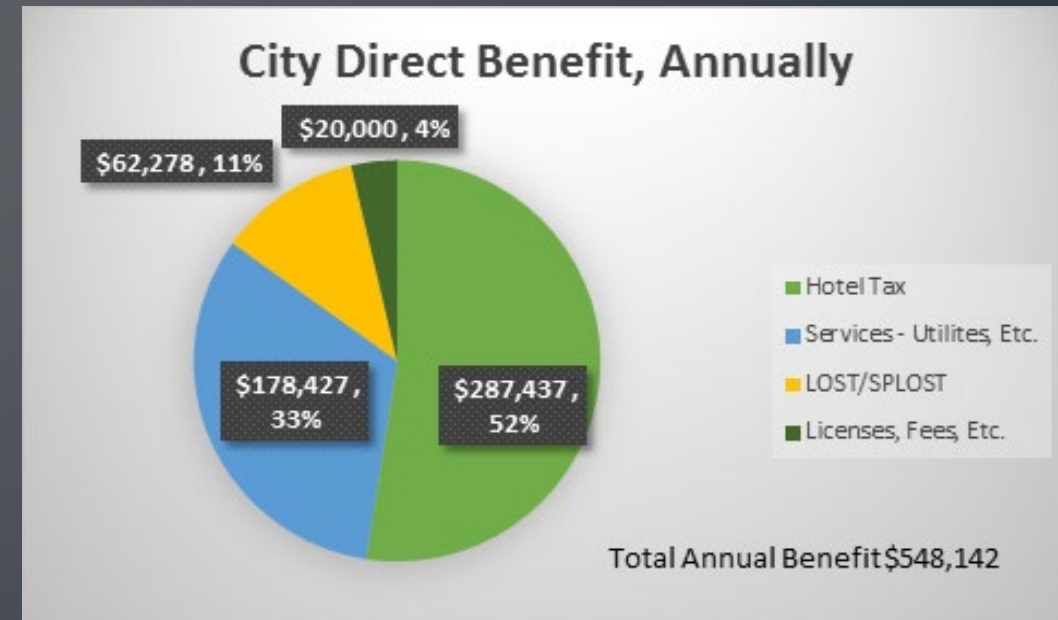
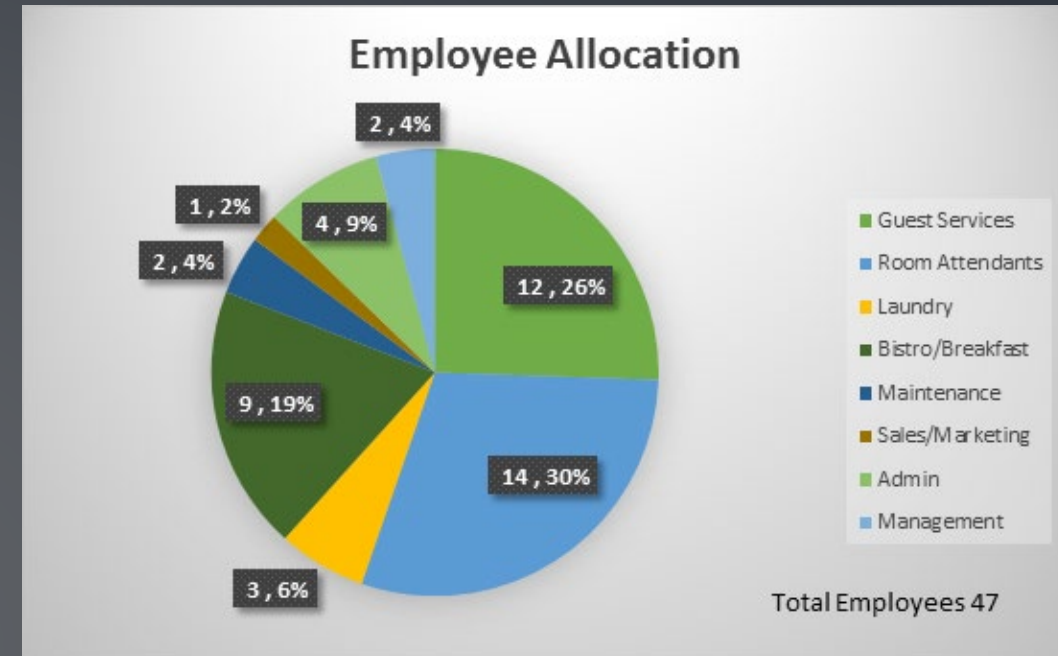
- Creates direct revenue for services purchased from the city
- Generates new revenue to business from employee purchases

Payback to the City is **\$540,000** + per year from Courtyard project. 10 Year Payback of over **\$5,400,000**

- Hotel Tax - **\$287,437**
- Utilities, HIS, Cable, etc. - **\$178,427**
- LOST and SPLOST - **\$62,278**
- Other Licenses & Fees - **\$20,000**

New Revenue to Downtown

- Based on D.K. Shiflett Study - **\$89.50** per person per night staying in town (not including room charge).
- Estimated additional annual revenue from tourism to local merchants of **\$3,895,000**
- 10 Year Impact of over **\$38,000,000**



ACHIEVING THE VISION

- CITY STAFF & LEADERSHIP WITH A VISION
- AN EXPERIENCED DEVELOPMENT PARTNER
- A SITE AND PRELIMINARY DETERMINATION OF FEASIBILITY
- OPEN BOOKS & OPEN MINDS