

MANAGING CHANGE



**306-Room Beachside Resort
Sunny Isles (North Miami Beach)
Florida
Transition Date:
July 2005**

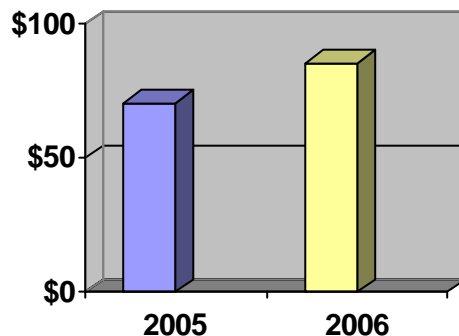
THE CHALLENGE

- **Smith Travel Report Index well below the competition**
- **Poor guest service ratings**
- **Poor financial performance**
- **No rate or inventory maximization**

SUCSESSES ACHIEVED

Achieved 21% Growth in RevPar and achieved 159% growth in GOP

Rev Par



Gross Operating Profit

