# THE **KEY** DIFFERENCE

Key Hotels and Resorts stands apart as the hotel management company of choice for asset owners of first-class independent and boutique hotels seeking an operator expert in both top-line and bottom-line sustained performance.

## 20-Year History of Hotel Performance

Since 2000, we have been delivering stellar investment returns for asset owners of first-class hotels and resorts worldwide. Our risk-mitigating hotel agreements are structured on GOP performance – reflecting our commitment to the bottom-line and confidence in achieving it.

## 200-Plus Years of Combined Hospitality Expertise

**We know Hospitality** - Our corporate executives draw from over 200 years of combined real-world executive leadership experience from leading hotel brands in all areas of hospitality management including operations, marketing, food & beverage, finance and development.

## Independent & Boutique Hotel Experts

**We specialize in Independent Hotels**. Discerning travelers demand unique, authentic and personalized hospitality experiences from the independent and boutique hotels they select.  We recognize this need and tailor our core services around it.

## Black-Belt Hotel Marketers

**Drive Direct Website Bookings** – Our seasoned marketing department tactfully positions our hotels in their marketplace to maximize capture of targeted guests from key feeder markets. We then strategically tailor the hotel's SEO website, digital marketing, search engine marketing, retargeting, social media, and on-property marketing campaigns around it.

## Global Inventory & Content Distribution

**The hotel's best content distributed everywhere** – We specialize in the worldwide distribution of our hotels' rates and availability matched with professionally curated digital marketing content, sent everywhere and updated in real-time to thousands of travel accounts around the globe.

## First-Class Operations

**We elevate operations** - With a heightened focus on the voice of the customer and team member engagement, we integrate first-class operating procedures and quality assurance audits into all facets of the hotel including front office, service, housekeeping, preventative maintenance, HR training, food & beverage, revenue controls, and financial reporting.

## Sales Force with 10,000 Plus Travel Account Partners

**We have a global reach** - With sales offices on two continents, we are able to tap into otherwise untapped international markets, elevating RevPAR performance for our hotels and resorts. Throughout our history, we have developed and solidified relations with global travel account partners in various market categories including leisure, corporate, MICE, permanent and government.

## Smart Revenue Management

**We take revenue management to the next level** – Our hotels benefit with elevated RevPAR performance from our powerful revenue management platforms including automated rate-setting tools, market demand coefficients, airlift analysis, competitive rate shops, pick-up tracking, predictive demand analysis, and segmentation & geo-targeted pricing. Complementing this technology, our Revenue Team sets the strategic vision, offering the optimum seasonal sales mix and product mix for our hotels.

## Real-Time USALI Financial Reporting & Business Planning

**We are laser-focused on financial performance**- We connect the hotel's accounting system into our own hotel financial reporting and forecasting platform, delivering timely and accurate profit & loss statements and rolling forecasts. Our financial reporting solutions allow our hotels to monitor, in real-time, line item expense to budget performance – contributing to increasingly efficient operational cost-controls.

## Centralized Support Services

**Corporate-level support services customarily offered by leading hotel brands** – By centralizing sales and marketing, guest loyalty program, revenue management, and bookkeeping services, our hotels realize significant savings in reduced overhead expenses and procurement purchases on the property level, elevating investment returns.