

**Case Study:**  
**Home2Suites Gulf Breeze**

# New-Build Hotel Ramp-Up Exceeds Expectations

Aperture Hotels was selected as the third-party operator for a new construction hotel, Home2Suites, the latest extended-stay brand to be launched by Hilton. The 109-key property opened in February 2021 in Gulf Breeze, FL. Aperture Hotels identified the need for an all-suite, extended-stay product due to high family leisure demand and longer-than-average LOS (length of stay). As a result, Aperture Hotels ramped up and stabilized the property to outperform the competitive set ahead of the pro forma schedule.



## OPPORTUNITY

The 109-key limited-service property was developed in Gulf Breeze FL, in between Pensacola Beach and downtown Pensacola, in early 2021. Aperture Hotels was selected as Third-Party Management based on the company's performance track record in opening and ramping up new build properties.



## STRATEGY

Aperture Hotels leveraged its strong brand relationships, market expertise, and operational efficiencies to deliver outperforming market share and superior cash flow.



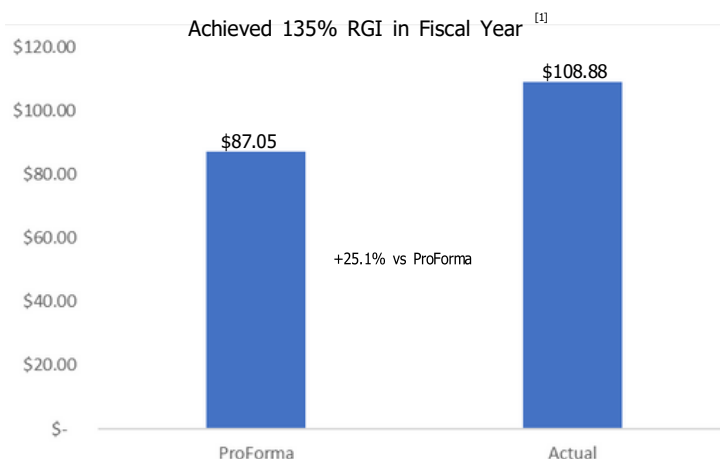
## RESULT

Despite the pandemic-era business disruption, Aperture Hotels ramped up ahead of schedule and achieved a +5.7% GOP premium vs. its comps,<sup>[3]</sup> reaching 135% RGI by FY1 year-end and stabilizing at 37.6% NOI Margin in the current Oct 2022 TTM.

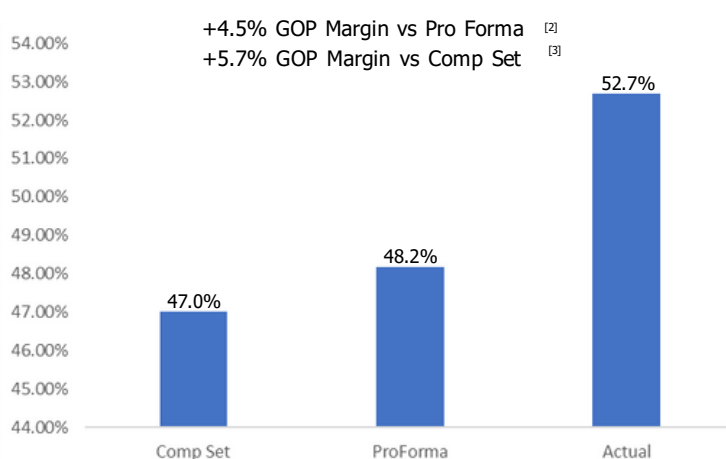
### Property Details:

Keys: 109  
Opening Date: Feb 2021  
Type: Extended-Stay  
Location: Suburban  
New-Build

### Quick Revenue Ramp-Up



### Outperforming Projected GOP Margin



[1]: FY1 (Feb 2022 STAR) - Smith Travel Research

[2]: FY1 ProForma & Feb 2022 TTM P&L

[3]: Feb 2022 TTM - HotStats