

CASE STUDY | WILLIAMS COLLEGE 2014-2017

“Main Street turned an under-performing property into a thriving operation that is connected to The College and supports our mission. The results, both financial and relational, have been significant.”

- Fred Puddester, Vice President of Finance and Administration, Williams College



KEY METRICS | 2014-2017

- Increased capture of local college spend on lodging from 54% to 68% in year one under MSH Management
- Increased to 76% in year two
- Total increase in sales of 31% over two years in college direct spend
- In three years gross operating profit improved by 351%
- Fiscally responsible upgrades to rooms and public areas
- Grew RevPAR by 78% over 3 years

BUILDING TRUST

Main Street was engaged to manage a property that had drifted from its mission and core constituent. Our objective was to rebuild a connection to the hotel for the community and the college, without a significant repositioning investment. We were charged with stabilizing the profitability of the asset, while remaining highly sensitive to college relations and community partners. It was critical that the hotel be an extension of the college experience, and we accomplished this in various ways.

WE INCREASED CAPTURE OF COLLEGE LODGING SPEND FROM 54% TO 76% OVER A THREE-YEAR PERIOD THROUGH THESE ACTIONS:

- Building meaningful relationships with college administrators and the academic staff
- Immersing ourselves into the community
- Delivery of a consistent guest experience
- Ease of booking and billing for the college
- Strong communication with our partners
- Earning the trust of our owners and the community resulted in an increase in hotel bookings while under our management.

MAIN
STREET
HOSPITALITY