



August 17th, 2020

The following information is regarding the financial statement for the Holiday Inn of Manchester, New Hampshire for the period ending July 31 2020.

Summary of the month – The Holiday Inn Manchester Airport produced \$149,936 in total revenue for the month versus the revised COVID-19 budgeted revenue of \$115,452. Room revenue was over budget, producing \$117,145 in room revenue compared to the \$82,937 budgeted for the month. The hotel sold 1,180 rooms which was over the budgeted amount of 846. The Hotel ADR was over budget by \$1.25. For July, the hotel ended with a RevPAR of \$41.53 versus the budget \$29.40. The Holiday Inn finished the month of July with a total Gross Operating Profit (GOP) of \$63,687, which is over budget by \$28,693 for a flow-through of 83.21%.

COVID- 19 Update: The Governor of New Hampshire has not made any changes in restrictions in the past month. For the month of July, New Hampshire had 6,583 cases total which puts us on the list of top 5 states that have the least amount of cases. Restaurants including the Airport Diner are reopened at 50% occupancy and hotels can fully be open to non-essential travelers as well. The hotel continues to monitor all Covid-19 updates and has continued to see business increase due to restrictions being lifted.

Rooms recap of Business in House for July- The hotel's business continues to be greatly affected by COVID-19 however the hotel's top airline account, Wiggins Airways, has continued to produce keeping the hotel steady during these low occupancy periods. In July, they produced 264 room nights generating \$18,480 in room revenue. Merchants Auto produced 15 room nights generating \$1,410 in room revenue, Catholic Medical Center (CMC) produced 27 room nights which generated \$2,366 in room

revenue and Windward Petroleum represented 32 room nights producing \$2,464 in room revenue. Dewcon Inc produced a total of 12 room nights generating \$1,119 and Gforce Custom Fabric produced 15 room nights generating \$1,635. These are both companies we had not seen produce during COVID-19.

Revenue on the Books (ROB) – Currently the hotel has \$99,143.71 on the books for August which is 91% of the new COVID-19 budget for August. The hotel's current mix of sales in August is Wiggins Airways which is back to their traditional volume of 50 room nights a week. The hotel has 6 sports groups on the books for August totaling 313 room nights and \$39,000 in room revenue. The hotel also continues to see minor business travel from Merchants Fleet, A Duie Pyle and Brenntag. Concrete Developments, previously known as Cliff Rock, will also be returning with a group of 20 room nights at the end of the month.

Signature – Signature has been suspended currently due to COVID-19. We plan to continue the program when business begins to pick up again.

STR Report –The hotel's most recent STR report data has shown that over the past 28 days the hotel has run an occupancy index of 124, an ADR Index of 93.1 and a RevPar index of 115.4. The hotel ranks #1 in the market for Occupancy and # 2 in the market for both RevPar and ADR over the past 28 days. The hotel continues to research the market for opportunities as data suggests there is one hotel in the market that is getting more fair share putting the hotel #2 overall.

Denials / Regrets - According to IHG reporting, there were 94 denials and 69 regrets for July.

Contribution from Brand – The most current information available (June) shows that bookings through the website generated 186 room nights and \$18578 in room revenue. The brand contribution was with an ADR of \$99.88.

Sales Pace – The hotel has the most group business on the books in August that we have seen since March. The sales department has continued to target the sports and education segments of group business as well as remain competitive with other hotels in the area by ensuring pricing is not a reason for lost business. Due to the COVID-19 restrictions in Massachusetts, we have seen an increase in group sports business and will continuously monitor this market segment.

Advertising and Promotion Expense – The A&P department expenses were over budget by \$394.

Meeting Room Business - The hotel had 3 meetings for the month of July generating \$660 in total revenue.

Service - Monthly Scores & Ranking – In July the Holiday Inn Manchester Airport finished the month with all metrics above the brand. Overall experience finished at 75% and check-in experience at 78.57% for July. COVID-19 Health and Safety finished at 85%.

Turnover for the Month- Sales Coordinator Cheri Halberstadt was laid off. This position has been eliminated due to business levels at this time.

A/R - The Accounts Receivable month-end balance is \$34,469.88 of which 53% is under 60 days. The hotel is working very diligently on collecting all outstanding AR balances.

R&M Expenses – The maintenance department expenses came in \$2,988 over the new COVID-19 budget. The hotel had to invest in some additional life and safety items.

Utilities – Total expenses came in under budget by \$3,967.

Respectfully,

John Dolciotto
General Manager