



PRESTIGE
HOSPITALITY GROUP

Home2 Suites by Hilton,
MIDDLETOWN, NY



Doubletree by Hilton,
BRISTOL CT

Prestige Hospitality Group is a full-service hospitality management company committed to maximizing profit and increasing asset value to its clients.

With countless years of combined hospitality experience, members of Prestige Hospitality Group's executive team have worked with the world's top hotel companies including Four Seasons Hotels & Resorts, Marriott International, Hilton Hotels, Intercontinental Hotels Group, Global Hyatt Corporation, Choice Hotels International, and Wyndham Worldwide.

The Prestige Hospitality Group philosophy centers on the 3 p's. People, product & performance. With a focused and hands on management philosophy, Prestige Hospitality Group commits all of its resources to ensure success in these areas.

Courtyard by Marriott, WAYNE, NJ



It is our belief that a hospitality management company must be able to provide its clients with direct operational oversight, a defined business plan with clear marketing objectives, comprehensive financial reporting, full accounting services, effective sales directives, cost savings through established vendor programs and any other service that enhances the guest's experience while maximizing ROI.

Prestige Hospitality Group's reputation has been built on these beliefs.

Hotel Operations & Management

With our dedicated team acting as advisors, Prestige Hospitality Group can support ownership groups in the following areas:

Daily Operations, Business Planning, Capital Expenditure Planning, Market Analysis (including demand and competition), Franchise Selection and Technology.

Prestige Hospitality Group sets and maintains careful procedures and controls in all departments within each hotel.

A comprehensive analysis of payroll expenditures is done to minimize lost dollars due to overstaffing or understaffing. Effective preventive maintenance and scheduled deep cleaning defers capital expenditures while creating the best atmosphere for guests. An energy plan is established at each property to maximize all efficiency opportunities. Simply put: a professionally managed hotel fosters a positive environment for our associates, enhances the guest's experience, and increases the overall value of the property.



Lake Placid Inn Boutique Hotel,
LAKE PLACID, NY

Prestige Hospitality Group adds value to individual properties by making informed recommendations to improve the physical property, provide more consistent service levels, increase revenues and control expenses.

- ◆ Turnaround Opportunities
- ◆ On-Property Supervision
- ◆ Rooms Management
- ◆ Food & Beverage Management
- ◆ React To Guest Satisfaction Surveys
- ◆ Secret Shopper & Reservations Test Call Programs

Sales And Marketing

Wire Event Center,
COXSACKIE, NY



An effective sales & marketing initiative operates on two levels, national and local. Prestige Hospitality Group will help implement a sales program best suited to your property.

A marketing plan details specific action items with measurable goals. All sales efforts are tracked using professional sales database software. Using industry resources, we closely track local market share and the property's progress with the STR Report.

By performing careful research, Prestige Hospitality Group will create advertising that is effective and that has a direct impact on the bottom line. Marketing dollars are carefully allocated toward each market segment based on the individual property. Results are reviewed to assure that monies are spent wisely.

- ◆ Product Development & Positioning
- ◆ Marketing Plan Development
- ◆ Public Relations
- ◆ Sales Training & Procedures
- ◆ Revenue Yield Management Programs
- ◆ Website Development & Optimization
- ◆ Design & Execution of Email Blast Campaigns
- ◆ Graphic Design
- ◆ Print Ad & Collateral Design Layout



Hyatt Place Hotel,
SARATOGA/MALTA, NY

Financial & Accounting

Prestige Hospitality Group takes great pride in its ability to produce timely, accurate and complete financial statements following the Uniform System of Accounts for the Lodging Industry.

Our belief is that detailed financial statements are the best tool to track efficiency, performance and profitability. The entire leadership team, both corporate and property level, are involved in the budget process and trained to understand the effect that operations has on an income statement.

The accounting functions are primarily managed from the corporate office in Albany, New York with CFO, Corporate Controllers, Accounts Payable Manager and Staff Accountants overseeing all transactions including check processing.

Our team of professionals are well versed in the areas of budgeting, financial statement analysis, cash flow analysis, managing and analyzing expenses, working capital management and investment consulting.

They also have customized operational reports that aid the property leadership teams in effectively managing their hotels.

- ◆ **Monthly Financial Reporting**
- ◆ **Budgeting**
- ◆ **Cash Flow Statements**
- ◆ **Forecasting**
- ◆ **Accounts Payable Management**
- ◆ **Check Processing**



Aloft Hotel by Marriott,
SYRACUSE INNER HARBOR, NY

TimeOut Sports & Pizza Bar



Prestige Hospitality Group instills a team attitude with all of our associates.

Our team is committed to creating a positive and memorable experience for every guest that walks through our doors. It is our goal to create an atmosphere and work environment that makes each of our associates happy to be a member of our organization and we look forward to fostering and supporting their professional growth as hospitality associates.

We believe that proper staffing is the key to any successful property. Once the proper associates have been hired, their training becomes paramount. A hotel is only as strong as its weakest link. Knowing this, Prestige Hospitality Group implements a training program that is tailored to each position within the hotel. We have also implemented a detailed performance appraisal program so that each employee's progress is quantified and monitored during their employment.

**Home 2 Suites
by Hilton,**
RIDLEY PARK, PA

Staffing And Training



**Towne Place Suites
by Marriott**

EDGEWOOD ABERDEEN, MD

Associates are schooled in the policies, systems, procedures and expectations of their respective positions and charged with the responsibility of knowing and acting in accordance with their training.

Prestige Hospitality Group is knowledgeable in federal and state regulations regarding personnel matters including, but not limited to: ADA, COBRA, FMLA and OSHA.



Through partnerships and affiliates, Prestige Hospitality Group has earned a reputation as a top tier hospitality development company with experience in site selection, negotiation and approvals. Through the creation of synergies and partnerships we have delivered highly successful projects.

Each project is managed with hands-on involvement, accountability and with a high degree of professionalism.

- ◆ **Market Analysis**
- ◆ **Planning & Research**
- ◆ **Restorations & Enhancement Of Property Value**
- ◆ **Design Consulting**
- ◆ **Purchasing Furniture, Fixtures & Equipment**
- ◆ **Installation**
- ◆ **Pre-Opening Marketing Personnel**
- ◆ **Selection & Training**

Development

Holiday Inn & Suites,

DREXEL, PA



James Newbury Hotel,

COXSACKIE, NY

Owned And Or Managed Properties



Fairfield Inn & Suites by Marriott

STATEN ISLAND, NY

Prestige Hospitality Group has developed a proven formula for the successful operation of hotel properties.

The process begins with a thorough orientation that details the specific expectations for the property while highlighting all of the resources Prestige Hospitality Group brings to each of the stakeholders.

Each hotel within the Prestige Hospitality Group portfolio has received multiple awards from their respective franchise companies to include Best in Brand, Top 1 % in Customer Ranking, Platinum Award, Renovation of the Year and Hotel of the Year nomination.



Prestige Hospitality Group



**The Wick - A Tribute Hotel
by Marriott,**
HUDSON, NY

James C. Frenis

Chief Executive Officer

✉ Jimf@prestigehg.com

Justin D. Smith

President

✉ Justins@prestigehg.com



Residence Inn by Marriott,
TEWKSBURY, MA



Tru by Hilton,
ALBANY AIRPORT, ALBANY, NY



People Product Performance

PRESTIGE
HOSPITALITY GROUP

