



*Hampton Inn Cartersville*

# NEWLY RENOVATED HAMPTON INN HOTEL IN THE CARTERSVILLE AREA.

The Hampton Inn Cartersville puts you near all of these great attractions, explore ancient sites, a battlefield and the Wild West more. Located in the northeast area of downtown, off I-75 Exit 290, our hotel in Cartersville, GA is near campsites, hiking trails and a sports venue.

Marshall Hotel & Resorts oversaw a multi-million dollar renovation including upgrades of all guest suites, public spaces and exterior facade. The new leadership team established new cost management controls, implemented procedures to ensure each department operated within budgeted guidelines, flexed cost with occupancy fluctuation focused on SALT and QA Scores. The sales effort focused on growing market share of business transient, weekend group and maximized available demand through comprehensive revenue management strategies.



## SALT SCORES

SALT SCORES	Repositioned Overall Service 81.7	Repositioned Overall Experience 79.2
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## PERFORMANCE HIGHLIGHTS

- Improved occupancy 4% in 2016 over 2015
- Improved RevPAR 7.4% in 2016 over 2015
- Improved total hotel revenue 11.8% in 2016 over 2015
- Improved GOP 153.9% in 2016 over 2015