

ALLIANCE HOSPITALITY

SUMMER 2013 NEWSLETTER



SPOTLIGHT ON: RESIDENCE INN AND HAMPTON INN & SUITES FORT WORTH ALLIANCE AIRPORT

The Residence Inn and the Hampton Inn Fort Worth Alliance Airport sits directly next door to each other and are located in North Fort Worth. They are just 15 minutes north of Downtown and in the heart of the growing AllianceTEXAS Corridor offering over 230 major corporations including Textron, Bell Helicopter, Deloitte University and DynCorp. The pace of growth activity signals that North Texas is emerging from the economic recession and AllianceTEXAS is continuing to contribute substantially to the region's growth. Significant construction and leasing activity now underway or coming soon to the area include Flextronics, FAA, Saddle Creek, Logistics, Global Post and Amazon (scheduled to open in August 2013) offering over 1 million square feet, just minutes away from the hotels.

Even with this significant growth, the market overall was in a decline, however, both hotels continued to lead the pack with their many successes! As the market declined -3.8%, the Residence Inn was able to grow by +2.2% and they were able to achieve YOY growth in RevPAR. The Hampton Inn & Suites, have a lot to be proud of and their hard efforts truly shine! They had an amazing 6% increase in revenue in Q1 2013 compared to Q1 2012. In SALT scores category, cleanliness of guest rooms up 5 points; cleanliness of bathrooms they had a 9.6 point Jump and a 4.9 point jump TD in overall accommodations in Q2, compared to Q1 2013.

Jeffrey Loudin became the new General Manager of the Hampton Inn & Suites Fort Worth Alliance Airport in late February 2013. Previously, he was the General Manager at the Hampton Inn located in Elkins, WV. During his leadership, the hotel was awarded the Lighthouse Award in 2010 and Circle of Excellence Award 2011 and 2012.

The Fort Worth Convention & Visitors Bureau celebrated National Tourism Week. They highlighted one hotel partner in the tourism/hospitality industry in appreciation for all they do for the city's visitors to ensure that they have a positive Fort Worth experience. Congratulations to Iris Pineiro, Area Director of Sales, who represents both hotels, who was featured on the Fort Worth blog for the Week of May 12, 2013. She is very passionate about the city and believes that Fort Worth has a lot to offer, which was clearly illustrated in her blog.

At both hotels, several associates were recently certified as CTAs, Certified Tourism Ambassadors. The Certified Tourism Ambassadors (CTA) Program is a ground-breaking, nationwide certification program that serves to increase tourism by training and inspiring front-line hospitality employees and volunteers to work together to turn every visitor encounter into a positive experience.

There's a lot to be excited about in the Ft. Worth area, and these two properties are definitely a part of it all!

APPOINTMENTS AND PROMOTIONS

Alliance Hospitality Management would like to extend a sincere welcome to these new team members, as well as those who are not listed below. Welcome to the team!

ALLIANCE HOSPITALITY CORPORATE OFFICE

- Rosalba Cacciato, *Director of Revenue Management*
- Bob Keating, *Director of Business Development*
- Debbie Moreland, *Payroll Manager*

RESIDENCE INN FT. WORTH

- Iris Pineiro, *Area Direct of Sales Ft. Worth*
- Ana Rodriguez, *Food Service*
- Nansy Sanchez Perez, *Housekeeping*

HILTON GARDEN INN O'FALLON

- Lisa Smith, *Director of Sales and Marketing**
- Marianne Rogers, *Director of Catering*
- Angela Morgan, *Catering Manager**
- John Busch, *Banquet Manager**
- John Pierce, *Sous Chef**
- Mary Alexander, *Group Sales Manager**

HOLIDAY INN EXPRESS KALAMAZOO

- Heather Hayes, *Room Care*
- Brandie Poxmire, *Room Care*
- Mercedes Castillo, *Room Care*
- Stephanie Rayborn, *Room Care*

FOUR POINTS BY SHERATON KALAMAZOO

- Sue Frelander, *Catering Sales Manager*
- Sally Harling, *Potter's Supervisor*

HILTON GARDEN INN CHELSEA

- Marisol Abril, *HK Supervisor*

DOUBLETREE DALLAS

- Gustavo Leon, *Accounting Assistant**
- Chasity Deal, *Front Desk Supervisor**
- Bibiana Lopez, *Busser*
- Lucretia Green, *Room Attendant*
- Gustavo Torres, *Busser*

SPRINGHILL SUITES BURR RIDGE

- Sheila Brooks, *Wedding Sales Manager**
- Dan Jones, *Guest Service Agent**
- Terri Hurdle, *Guest Service Agent*

FAIRFIELD INN & SUITES ATLANTA DOWNTOWN

- Muktar Dougsiyeh, *General Manager*
- Jimmy Grover, *Assistant General Manager*
- Kia Center, *Sales Manager*

SPRINGHILL SUITES ELMHURST

- Mark Huff, *Front Desk Agent*
- Jocelyn Villalon, *Front Desk Agent*
- Christopher Huyer, *Front Desk Agent*
- Cecila Ortiz, *Housekeeper/Breakfast Host**

* denotes promotion

FEATURED PROPERTY.: HOLIDAY INN STEVENS POINT

Employees at the hotel recently attended the "The Store" c-store ribbon cutting. This will be very convenient and great for our guests. While Mother Nature has prevented the paving to be completed, and the actual opening has been delayed, "Team Schier!" is poised and ready to start. The Store is a convenience store that offers added convenience and amenities to guests. The Store is proud to sell exclusively North American Fuel products.

Also new to the property is a Subway Restaurant. This is one of three Subways in the country to have the new touch screen, interactive drive through. It actually remembers your last several orders. Very high-tech!

Also the Holiday Inn & Convention Center now has bicycles available for our guest's. Two men's and two women's. Now that all the snow is finally gone, they put the bikes out recently and have already had several guests use them with rave reviews (yes, there are locks and waivers to sign). Nice work "Team Point!"



NEWS FROM ALLIANCE

HILTON GARDEN INN CHELSEA

The hotel's GM and FOM spent some time giving back and were proud to participate in the after Hurricane Sandy Clean up. Many areas were hit very hard and there is still plenty left to do in Staten Island which has many devastated areas. It's great to see our team members giving back.

DOUBLETREE DALLAS

Employees at the DoubleTree Dallas are taking donations of canned goods and other nonperishables to donate to their Local North Texas Food Banks. They have partnered with their sister Hilton hotels around the area to help contribute. For every two items given, donors receive a warm chocolate cookie.

The property's CARE Committee are spending some time together outside of work and have formed a soccer team. There are some big scorers on the team, they won the semi-finals with a score of 17-8 and the finals 13-12.

SPRINGHILL SUITES BURR RIDGE AND ELMHURST

Team Members from SpringHill Suites Elmhurst and Burr Ridge attended the SpringHill Suites Brand Essence Rally. At right, they are pictured with the JD Power Award.

FAIRFIELD INN & SUITES ATLANTA DOWNTOWN

Congratulations to the Fairfield Atlanta! They hosted their Platinum event at the end of May. This celebrates their first year of hospitality service in downtown Atlanta.

During the first year, the Fairfield Inn & Suites achieved a lot, hosting the 2013 NCAA Basketball Final Four event and were able to achieve occupancy growth of 62.8%, ADR growth 11.5% and Rev PAR Index growth of 63.2% year over year.

HAMPTON INN & SUITES FT. WORTH

Following the tragic tornadoes in Moore, Oklahoma, the Hampton Inn & Suites Fort Worth made a donation to the American Airlines/TAESL company. They put together a relief effort drive and asked area businesses to donate. The hotel made a donation of shower gel and bottled water. Pictured is General Manager Jeffrey Loudin presenting the items to Donna Howell, representative of American Airlines/TAESL.

HOLIDAY INN STEVENS POINT

The hotel put together the You Only Better Health Fair. The event started out by putting two marketing people at a table for lunch. 90 days later, they were able to put together a health fair. Free of charge for vendors and attendees, the event was purely to give back to the community.

HOLIDAY INN EXPRESS KALAMAZOO

Their PIP was completed in April. In the first quarter they completely swapped out all case goods in the hotel.

FOUR POINTS BY SHERATON KALAMAZOO

The property celebrated their first birthday as a Four Points. In true Four Points fashion they celebrated with a cake and cocktails during a Brews-n-BBQ reception. In attendance were some of their regular guests, corporate clients and some new prospective guests.



QUOTES & COMMENTS

HOLIDAY INN EXPRESS KALAMAZOO

I wanted to thank your honest cleaning crew. Please pass along our thanks to whoever is responsible for being so honest and doing such a great job.

Thank you for a pleasant stay. The staff were all friendly and helpful. I can't say enough about the great hospitality (Angel and Abby). I sense the staff are happy to be here. I commend you.

FOUR POINTS BY SHERATON KALAMAZOO

Thank you for your effort. You made our stay perfect and went the extra mile.

Thank you for accommodating my family. They enjoyed their experience and appreciated your help. We look forward to having our family stay at your hotel.

I want to extend my thanks for your stellar service. Everyone loved the hotel, your staff was awesome and the rooms were beautiful.

Your entire staff was very accommodating and we (Harlem Globetrotters) will be staying there the next time we are in town.

I want to point out the exceptional efforts that Melissa did in making my trip a success. I appreciate her help tremendously.

Thank you for all the work you did to make our reunion a success. All the food was delicious and presentation was awesome.

SPRINGHILL SUITES ELMHURST

The shuttle drivers were friendly, timely, concerned and would go above and beyond to be there to help.

The check in attendant was great and we appreciated the shuttle service. Thank you for a wonderful stay.

Service desk was great.

Staff was extra nice. I was so impressed.

SPRINGHILL SUITES BURR RIDGE

Your staff was excellent, especially Frank. He was so helpful, calm and patient.

I thoroughly enjoyed my stay. Terri was personable and efficient, she brought batteries to the room and even got milk for me. Housekeeping was perfect. I will stay here again.

HILTON GARDEN INN O'FALLON

We stayed at the Hilton Garden in or almost 2 months. Everyone was very friendly and helpful and we felt at home there. It was the most positive experience we could have imagined for such a long day.

CHAIRMAN'S CORNER

In 2009 with the lodging market in decline Alliance mantra became "We cannot control the wind, so we need to adjust the sails." Today hospitality travel is strengthening, and the travel habits of our Customers have evolved. That's why the efforts we have made since 2009 including updating our sales and marketing programs, adding additional training opportunities, increasing our communications and adapting our revenue management systems has enabled us to achieve strong results for our owners. Additionally, we're evolving our HR programs, our SOP's and our business intelligence models to continue to lead the industry in obtaining superior share and profit results with our systems and most importantly, our people. We continue to look for ways to give our Customers more choices and owners more value.

Alliance has always been a forward thinking next generation management company. As our ship adjusts it sails in the sea of hospitality, (and we have had some rough weather the last few years) our navigation is sound, our systems are tuned and our people are excellent. Our 2013 mantra is: Clear the decks – Smooth Sailing ahead!



CELEBRITY SIGHTINGS

HOLIDAY INN EXPRESS KALAMAZOO

Bob Dylan and his crew stayed at the hotel under alias names. It was a secret until he and his band showed up at the desk.

FOUR POINTS BY SHERATON KALAMAZOO

They hosted the cast and crew from Wicked. They enjoyed their time so much they started a Do-Wop rhythmic band in the lobby. Their lively personalities and sing alongs will be missed.

SPRINGHILL SUITES ELMHURST

Former NYPD Blue star Dennis Franz

DOUBLETREE DALLAS

2 chainz

SPRINGHILL SUITES BURR RIDGE

Kenya Safari Acrobats

Mallory Lewis (Lamb Chop)

Chicago White Sox coaches Mark Salas and Mark Parent and Announcer Ed Farmer

RESIDENCE INN FT. WORTH

JR Martinez, soldier injured in mine blast and on Dancing with the Stars



AWARDS AND ACHIEVEMENTS

EMPLOYEES OF THE QUARTER

Congratulations to the following employees who were recognized by their property as Employee of the Quarter for the First Quarter of 2013. Their hard work and dedication is recognized and appreciated.

RESIDENCE INN FT. WORTH

Alma Galicia

DOUBLETREE DALLAS

Susana Sotelo

SPRINGHILL SUITES BURR RIDGE

Lawrence Collins

SPRINGHILL SUITES ELMHURST

Eric Esparza

HILTON GARDEN INN DANBURY

Bryan Harvey and Rosa DeGonzales

FAIRFIELD INN & SUITES ATLANTA DOWNTOWN

Natasha Jackson

HOLIDAY INN GREEN BAY

Sharon DeBaker

HOLIDAY INN MARSHFIELD

Charlie Ewer

HOLIDAY INN EXPRESS STEVENS POINT

Max Robinson

ACHIEVEMENTS

HOLIDAY INN EXPRESS KALAMAZOO

Heather Hayes won the housekeeping "Sparkle" contest in February and Chelsea Ward won in March.

HILTON GARDEN INN CHELSEA

Alexandro Vergara, Shola Adeyemi and Ilavana Alvarez were recognized for exceptional performance. They have been mentioned on many occasions by guests and surpassed expectations. They each received a \$100 gift certificate.

DOUBLETREE DALLAS

Adalberto Faz was recognized for being nominated for DoubleTree's highest award, the Spirit of Care. Adalberto is truly dedicated to providing great service to guests and everyone is very proud of him.

ANNIVERSARIES

The following employees were recognized for their long-term commitment to Alliance Hospitality and their hotel. They have recently celebrated their anniversary of employment. Congratulations!

RESIDENCE INN FT. WORTH

Monica Villa - 10 years

HOLIDAY INN EXPRESS KALAMAZOO

Blake Smith - 5 Years

HILTON GARDEN INN CHELSEA

Marisol Abril - 5 years

Nick Algarin - 5 years

Jose Reys - 5 years

Julio Hernandez - 5 years

Johnmary Rosario - 3 years

Lorraine Nylton - 3 years

Laruice Viola - 3 years

DOUBLETREE DALLAS

Juan Castro - 15 years

HILTON GARDEN INN DANBURY

Rufina Rodriquez - 1 year

Jaclyn Taylor - 2 years

Arturo Garcia - 2 years

Friorela Trinidad - 3 years

Julie Poklemba - 3 years

Marina Rodriquez - 3 years

Miguelina Lopez - 3 years

Jeffrey Collins - 5 years

Andrea Borgelt - 5 years

Heather Thomas - 12 years

ALLIANCE HOSPITALITY CORPORATE

Lora Baker - 15 years

Barbara O'Cain - 3 years



AWARDS AND ACHIEVEMENTS (continued)

SPRINGHILL SUITES BURR RIDGE AND SPRINGHILL SUITES ELMHURST

Marriott began recognizing hotels with significant RevPAR index (Revenue Per Available Room of a given hotel versus a set of identified competitive hotels) in 2011. Marriott bestowed recognition in 2011 by inclusion into "Club 120," a designation to recognize hotels with a RevPAR index of 120 or better. Of 278 hotels, only 28 qualified in the inauguration year; both of Alliance's SpringHill Suites were included in the club.

This year's conference recognized 62 of 301 hotels as qualified into the club (again, both Alliance's SpringHill Suites were included) with special recognition of the top 3 RevPAR index achieving hotels in the nation. SpringHill Suites Burr Ridge ranked within the top three in the nation and in the top 1% nationally, Marriott does not share the actual RevPAR Index numbers of the top three but rather bestows recognition to the top three hotels.

In recognition of this honored achievement, General Manager Vicki Kroll was treated to admission to a special VIP section for all general sessions, (envision velvet roped sectioned off high end luxury sofas with butler service, pampered with designer cocktails, fresh chocolate covered strawberries, the finest appetizers and some great SpringHill Suites swag).

COURTYARD CLARKSVILLE

The Courtyard Clarksville had a great week while attending the Marriott Conference. They received the Silver Award for Courtyard for the third year in a row. To celebrate they will have an associate party. Congratulations!

ALLIANCE HOSPITALITY CORPORATE OFFICE

Bob Keating was recently recognized at a dinner during the Marriott CFRST conference for 25 years of service with Marriott International. One of his last positions with Marriott was VP of Franchising for the Fairfield Inn and Suites Brand. It was great to have our Business Development Leader with Alliance to receive such great recognition from Liam Brown, President, U.S. & Canada Division for Select Service & Extended Stay Lodging and Owner & Franchise Services along with Bob's colleagues. His insight to the Marriott brand and owner relations makes Bob an outstanding addition to the Alliance Team as he continues to strengthen our development pipeline and relations in the Industry.

ALLIANCE HOSPITALITY QUARTER 1 AND APRIL 2013 RESULTS

5.8% RevPAR Growth

36% more Net Income in 2013 vs 2012

Highlights from April YTD Financial Statements
& STAR:

8.9% RevPAR Growth

6.7% over the Competitive Set



HILTON GARDEN INNS ARE "GROWING"

HILTON GARDEN INN DANBURY

The hotel completed the Project Grow renovation in the lobby. The extensive changes included a renovation to the kitchen, dining room area, as well as the lobby. They also added a library/conference room in the lobby area. Hardwood tile was installed throughout the lobby and the pantry area was updated. Beautiful pendant lighting replaced the older chandelier and they have put up access curtains around columns as you enter the hotel. The new live plants add just a touch of relaxation as you enter the hotel. Pictures of the beautiful new features are pictured below.

HILTON GARDEN INN CHELSEA

The hotel also finished Hilton's Project Grow and features a beautifully renovated dining room, bar and lobby. The business center was updated with state-of-the-art touch screen computers. They completed the Project Grow training with team members and are gearing up to start the Grassroots training. This will help the property in securing additional revenue and higher SALT scores.

