

CORPORATE PROFILES

Breaking news: Guests like new rooms



It's the one thing you can do to stay competitive in your market: renovate your hotel. It's often the no-brainer equation in raising your ADR and the necessary evil of keeping or converting your current Brand. But the prospect of losing revenue with rooms out of service and waste containers in your parking lot turning away guests is daunting. Maybe it's time to reinvent the renovation process.

Construction – Been there, done that

We could spend the next several paragraphs telling you about our history as a General Contractor for the past 15 years; and the fact that our work ranges from a 45 room beachfront hotel in Pismo Beach, California to a towering 356 suite Embassy Suites Hotel in Portland, Oregon with over 15,000 sq ft of

our hotel team appreciates the proactive team effort. After all we are in the hospitality business and your team gets it. It is no surprise your company does well irrelevant of business cycles."

Neil Patel, Principal, DKN Hotels

"... Despite the many issues we faced in converting our hotel to a Courtyard by Marriott, Aaron's team consistently exceeded our expectations. The quality and workmanship of the finished product are proof of all of the hard work and effort delivered by everyone on the PHR team..."

Manish Bhakta, Owner, CoreCapital Hospitality

"We appreciate the professionalism in the way PHR approaches each project, always keeping the cost, schedule and Owner's Interest in the forefront. Aaron has always provided us with great service and we look forward to future opportunities that would enable us to work with his team!"

Len Pennock, Sr. Project Manager, Davidson Hotel Company

"... Since our first project with Aaron seven years ago, he has always demonstrated a shared responsibility in the success of a renovation and how it impacts our guest. ... Teaming up with Aaron and his group for a renovation means a mutual dedication to meeting budgets, successful time frames and our hotel guest."

Ron Bryden, Project Manager, Pacifica Hotels

The triple crown of service

After about ten years as a General Contractor, doing just construction got pretty old. So, in 2002, we started to ask ourselves: Why be the middleman when we can be it all? With the establishment of Apollo Hospitality Group, we have created one resource for the complex process of improving your hotel investment – Design, Purchasing and Construction in one phone call.

Of course, long after the telephone was invented came the computer. And we just naturally integrated that into our communication system as well. Our exclusive Web-based update system provides access to both owners and project vendors anytime, anywhere. Just log on to get daily reports and shipping schedules at anytime – or better yet, click the link in the automatic email updates that are sent directly to your Inbox. One source of customer service throughout the entire project. It just doesn't get any smarter than that.

Actually, it does get smarter

Introducing innplement™ Room Designs:

- Pick: 15 Rooms, 12 Bathrooms, 3 Colors Each
- Click: Check out the goods online at www.innplement.com
- We Deliver: 8 Weeks Lead Time

Not only does an innplement™ renovation save you costly design fees, but your first phase of rooms is delivered in 8 weeks! This provides you with the opportunity to begin your project in September, instead of November, for example; thus, restoring your RevPAR in the fourth quarter rather than the following year.

We're Not Afraid of the 'R' Word

Renovations with innplement Raise ROI by Returning Rooms and Recovering RevPAR Rapidly. Overall, our mission promises one thing: shared responsibility to your bottom-line, not just ours.

APOLLO Hospitality Group
Renovation • Interior Design • Consulting • Procurement

Apollo Hospitality Group

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