



**INNS**  
*of Distinction* **INC.**  
MANAGEMENT • MARKETING • DEVELOPMENT



## *Mission Statement*

### **OUR MISSION**

Our mission is to provide hotel investors and owners with an innovative, professional full-service management organization, which maximizes the value of the hotel asset using a practical and cost-effective “hands on” approach.

### **OUR PHILOSOPHY**

- ❖ Our aggressive management approach focusing on the anticipation of guests’ needs provides our customers with an experience that delivers excellence, exceeds expectations and engenders customer loyalty.
- ❖ Our operational systems and control procedures and “on-site” accounting practices provide us with the ability to monitor our results on a daily basis.
- ❖ Our marketing approach is aggressive, targeted and customizable for leveraging your property’s unique offerings. We employ all aspects of merchandising, including advertising, direct sales, and global and Internet distribution systems.
- ❖ Our team-oriented attitude and training programs provide each employee with the opportunity for professional growth.
- ❖ The pride in workmanship in each and every manager and employee can be measured by the financial results achieved.
- ❖ We value the significance of our reputation, and recognize the importance of our involvement in the community by actively participating in local events and key organizations.



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*The Inns of Distinction*



*Inns of Distinction is a hotel management company and consulting firm specializing in “hands on” hotel development, marketing and hospitality management services. With more than 100 years of combined hospitality experience, our team is committed to helping properties maximize occupancy, room rates and profit. We focus on:*

**ROOMS MERCHANDISING**

Using our experience and knowledge, we develop an individualized rooms merchandising plan to maximize room revenue and occupancy levels for each targeted transient and group market segment. Our plan ensures consistent growth and financial strength.

**FOOD & BEVERAGE OPERATIONS**

We provide the vision required to ensure delivery of the right product for each market. We strive for consistent, high-quality food prepared and served to exacting standards in an enjoyable environment. Our background and experience enables us to first identify the right food and beverage concept and then develop the customized marketing programs to drive sales. Coupled with our effective cost control procedures, this system boosts revenues and increases bottom line profits.

**SALES & MARKETING**

Utilizing our marketing expertise and analysis tools, we create a results-driven sales and marketing blueprint that targets the right markets and incorporates all aspects of hospitality marketing—direct sales, global distribution systems, e-commerce, and more. In addition, our process of individual goal planning, coupled with financial incentives, continuously motivates team members to achieve strong results.

**TELECOMMUNICATIONS & INTERNET TECHNOLOGY**

The primary objective of our in-house telecommunications and IT specialist is to integrate technology with hospitality. Our customer-sensitive approach to technology provides the seamless communication needed in today’s “hi-speed” world but recognizes the need for personal touches like the human contact when a phone is answered. Our technological knowledge of the hospitality industry is applied as much to guest comforts as it is to establishing and maintaining our global identity.

**ENGINEERING AND PROPERTY OPERATIONS**

We consistently monitor and assess repairs needed to maintain a quality product, drive sales and exceed franchise requirements. Recognizing the needs of the individual property and its physical plant, we develop preventative maintenance programs to ensure improved cost efficiency, while maintaining a quality experience for the guest and protecting the assets of the owner.

**CAPITAL MANAGEMENT**

Each year, a capital improvement plan and budget is developed identifying short- and long-term improvements which are necessary to protect the property’s competitive positioning, reduce costs and enhance the value of the owner’s asset.





*Additional Support Services*

- ❖ Supply/Demand Analyses
- ❖ Identification of Target Markets and Budget Segmentation
- ❖ Operating Budget Development
- ❖ Business Development Planning
- ❖ E-Commerce Marketing, Merchandising and Advertising Plans
- ❖ Sales Action Planning and Goals
- ❖ Definition of Departmental Objectives and Goals
- ❖ Customer Product and Service Guidelines and Procedures
- ❖ Product and Service Development
- ❖ Printed Collateral and Web Site Consultation
- ❖ Systems and Control Procedures
- ❖ Accounting Systems and Procedures
- ❖ Staffing Guidelines and Payroll Productivity Guidelines
- ❖ Capital Improvement and Preventive Maintenance Planning
- ❖ Franchise Evaluation, Recommendation and Negotiation
- ❖ Financial Planning
- ❖ Telecommunications and Internet Technological Services
- ❖ Risk Control Management
- ❖ Interior and Exterior Design
- ❖ Site Evaluation
- ❖ Purchasing and Vendor Specifications
- ❖ Expert Witness
- ❖ Competition Analyses
- ❖ Property Management and Point of Sale System Evaluation
- ❖ Property and Casualty Insurance
- ❖ Management Reports
- ❖ Acquisition Consulting and Evaluation
- ❖ Development Consulting
- ❖ Property Financing Consultation

*Featured Properties  
and Clients*

Gettysburg College

McDaniel College

Susquehanna University

University of Pennsylvania

Millersville University

Thomas Jefferson University

Teres Holdings

Mountain View Inn

Ramada Airport Hotel

Historic Lambertville House Hotel

Alfred University

Jackson Cross Real Estate Co.

Marriott Courtyard Wilmington

Hilton University City

Brandywine River Hotel

Marshallton Inn

Historic Hotel Bethlehem

Comfort Inn Bensalem

Comfort Inn Bethlehem

Republic First Bank

Urban Research and Development Corp.

Historic Chalfonte Hotel

Temple University

George Michael Co.

Genesis Health Ventures

Wyndham Reading Hotel

Sheraton Wilmington Hotel

Baltimore International College





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