



For more information, contact:
Barb Worcester
President/Principal
PRPRO
Tel: (440) 930-5770
barbw@prproconsulting.com
or
Joe Champ
President
Champ Hospitality LP
Tel: (214) 432-9559
jchamp@champhospitality.com

FOR IMMEDIATE RELEASE

Distressed? Looking to Maximize Revenue? Champ Hospitality LP is Leading the Way

Led by veteran hoteliers Joe Champ and Charlie Maas, the hotel development services and consulting group unveils a “Revenue Maximization Plan” for Special Servicers, Owners and Lenders

Dallas—August 4, 2009—Certainly amidst this down economy, hotel owners and lenders that have reluctantly gained control of underperforming assets are distressed – as are their properties. Champ Hospitality LP, a Dallas-based hospitality company that provides a full-range of hotel and real estate development services, is unveiling a “Revenue Maximization Plan” for special servicers, owners and lenders that involves a Swat Team approach to analyzing properties and delivering actionable steps for stability and profitability.

“Everyone seems to be involved somehow in the distressed property arena. It is inevitable today,” said Joe Champ, President of Champ Hospitality. “While many hotel consultants today are selling themselves as ‘distressed asset analysts’ as a way to capitalize on this economic upset or to stay afloat themselves, few actually have broad based experience in working through distressed asset challenges. Their focus is limited, providing only a small service to a big-picture challenge.

“At Champ Hospitality, Charlie Maas [VP Development & Acquisitions] and I have more than 50 years of experience in hotel development, operations, and marketing,” he said. “We’ve been involved on all sides of a deal, working for brands, serving as owners, repositioning distressed assets and developing high-profile new construction projects. Today, through this **Revenue Maximization Plan**, we have devised a high level way to go in and look at a hotel and bring all disciplines together under one banner. It’s a laser-focused, actionable approach from concept to completion, rather than a general, limited-service approach offered by others with far less experience and no proven track record.”

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The Champ Hospitality **Revenue Maximization Plan** will identify (from a physical and operational perspective) where funds can be best directed to improve a property's profitability. The team will look at the operator, the property's centralized marketing program, brand options and all the physical aspects to determine ways to expand group space to attract new revenue and customer sources.

Elements of the **Revenue Maximization Plan** include:

- Identifying underutilized space and affordably converting that space into a revenue site
- Updating the property's physical appearance.
- Identifying third-party partners for physical asset upgrades.
- Identifying energy alternatives for conservation.
- Investigating the possibility of tapping into Stimulus Program monies for special projects.
- Conducting a marketing audit to determine where local opportunities exist.
- Providing an audit of human resources to determine if staffing is adequate for the market.

"By being proactive, we can save owners and lenders considerable expense," Champ said. "Owners often get involved when the lenders get involved. We can help the owner before he/she gets to that point. In any case, neither the owner nor the lender will want to make a sizeable investment in the property today. That's where we come in – Champ Hospitality will identify actionable ways to achieve profitability in the shortest term possible. Whether the plan going forward involves repositioning, renovation, or construction of supplemental areas or facilities, Champ Hospitality will manage the process from start to finish."

Full-Service Portfolio, Years of Experience

Champ Hospitality develops hotels for its own portfolio and provides a broad range of services for third parties, including: Brand selection, management contracts, joint venture and franchise contract negotiations; Development consultant selection; Feasibility analysis; Design functionality and efficiency; Asset management and disposition strategies; Site acquisition; Timeshare and vacation club analysis; Project management and oversight commencing with site planning through project closeout.; Project team coordination; and, Entitlement strategies.

Previously Champ served as Executive VP Development/Chief Investment Officer for Wyndham International Inc. He was responsible for Wyndham's growth through acquisitions, development, joint ventures, management, and franchise contracts. He also managed Wyndham's real estate development and joint venture projects, including significant real estate holdings. Champ also served as Senior VP for Acquisitions and Development for Starwood Hotels and Resorts Worldwide. Maas has been involved in national and international hotel development for more than 20 years. He was a principal of the International Hotel Group (IHG) in Denver where he worked on projects in France, the Bahamas and the United States. Prior to IHG, Maas held positions in marketing, sales, acquisitions and development at Associated Inns and Restaurant Company of America (AIRCOA); the largest independent hotel management company in the United States at that time.

For more information on the Champ Hospitality **Revenue Maximization Plan** or to schedule an appointment for analysis, call (214) 432-9559 or email info@champhospitality.com.

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About Champ Hospitality LP

Champ Hospitality LP is a development services and consulting company dedicated to the hospitality and resort industries. The company develops hotels for its own portfolio and provides a broad range of services for third parties, including: Brand selection, including management contract, joint venture and franchise contract negotiations; Development consultant selection; Feasibility analysis; Design functionality and efficiency; Asset management and disposition strategies; Site acquisition; Timeshare and vacation club analysis; Project management and oversight commencing with site planning through project closeout.; Project team coordination; and, Entitlement strategy. For more information, visit www.champhospitality.com.