



ASSET MANAGEMENT

Operational Reviews



TASK

Comprehensive Asset Management includes operational reviews covering all aspects of a property's operation and providing recommendations for improvements.

APPROACH

CHM-GS leveraged its Best Practices in Operational Reviews including standardized questionnaires for resort operations.

KEY RESULTS

By providing State Park officials with clarity in the operating performance for its resort operation as a stand alone property, officials were able to identify the opportunities to break even on operation.

CONTACT

*Margaret Bailey
mbailey@chmhotel.com
978.522.7008*

*Corporate Office
548 Cabot Street
Beverly, MA 01915
www.chmgov.com*

In light of decreasing funding and increased public scrutiny, a state park agency was concerned about the financial performance at one of its larger resort parks. This remotely located park was the primary employer in the county. The department recognized the need for an operational performance review to evaluate whether all possible operating efficiencies were being capitalized on as well as if revenue enhancements were possible.

The engagement began with an operational analysis of the large visitor service departments, including, golf, lodging, and food and beverage. This analysis included interviews with key management, review of financial and operational statistics, review of marketing plans, and market area analysis. We were able to separate out the visitor service elements, from hospitality operations and develop comparisons of industry benchmarks to actual operating performance, and identify areas of improvement. We were also able to extract valuable customer profile data to assist in a more targeted future marketing effort for the park, and provide guidance for ongoing negotiation for centralized reservation services.

- Developed stand alone operating financials for resort operations which allowed for benchmarking to industry comparables for evaluating performance
- Clarified market demand segmentation allowing for focused marketing efforts
- Supported state policy of targeted marketing allocation for State Parks.

CHM Government Services partners with public agencies in the U.S. who are responsible for visitor-based facilities and services to develop and implement sustainable strategies to operate, maintain and improve these hospitality and recreation assets and programs. We achieve this result by applying our private sector experience, skills, tools and networks and our understanding of policy and funding frameworks.