

The traditional hotel franchise model provides **brand affiliation**, a centralized **reservation system** and brand-centric **marketing programs**. TPH differentiates itself from hotel franchisors and other third-party management companies by creating intrinsic value for property owners and stakeholders. Our non-traditional approach and operating model expands the addressable markets and positions a hotel property as a top market performer.

A + B = Traditional Hotel Franchise Model

Brand Affiliation (A)

- Franchise hotels account for more than 70% of the existing domestic rooms supply
- Long-term commitment (10 - 20 years)
- Franchising in the U.S. is highly regulated
- Consumer brand recognition
- Quality Assurance Standards | SOP's (mode of operation)

Reservations | Marketing (B)

- Central reservation system
- Brand-centric marketing and advertising
- Referrals between properties
- Technology and proprietary software
- Frequent travelers programs

A + B + C =  Differentiation

 Intrinsic Value (C)

- Epicenter of commerce for professional and personal exchange
- Established sense of place with service savvy environment that "delivers on the promise"
- Exploit and control barrier-to-entry through first-to-market strategic placement
- Database / customer segmentation through propensity modeling
- Global connectivity and awareness in expanding international markets
- Proprietary travel network affiliation, both domestic and international
- Alternative and above-market revenue creation
- Inherent value to global brand affiliate as compared to competitor owned (built-in disposal opportunities)

Value Creation

