



®

American

HOTEL REGISTER

a CHS Brand





# OUR CREDENTIALS

Leading  
Supplier

Trusted for  
150+ Years

Committed to  
Sustainability



# WHY US?



Extensive  
Product  
Selection



Trusted  
since 1865



Facilitated  
Adaptability





# Casa Marina Key West, Curio Collection by Hilton

- Beachfront Setting with Views of Atlantic Ocean
- Offers a Luxurious Experience to all Guests
- Located Near Popular Destinations



# YOUR OBJECTIVES

Guest  
Acquisition &  
Retention

Sustainable  
Options for  
Linen and  
Everyday Items

Lower  
Energy  
Costs

Achieving an Increase in Profit



# WHAT IS A SUSTAINABILITY RATING?



Report Card for Your Property

**LEED**

Leadership in Energy and Environmental Design



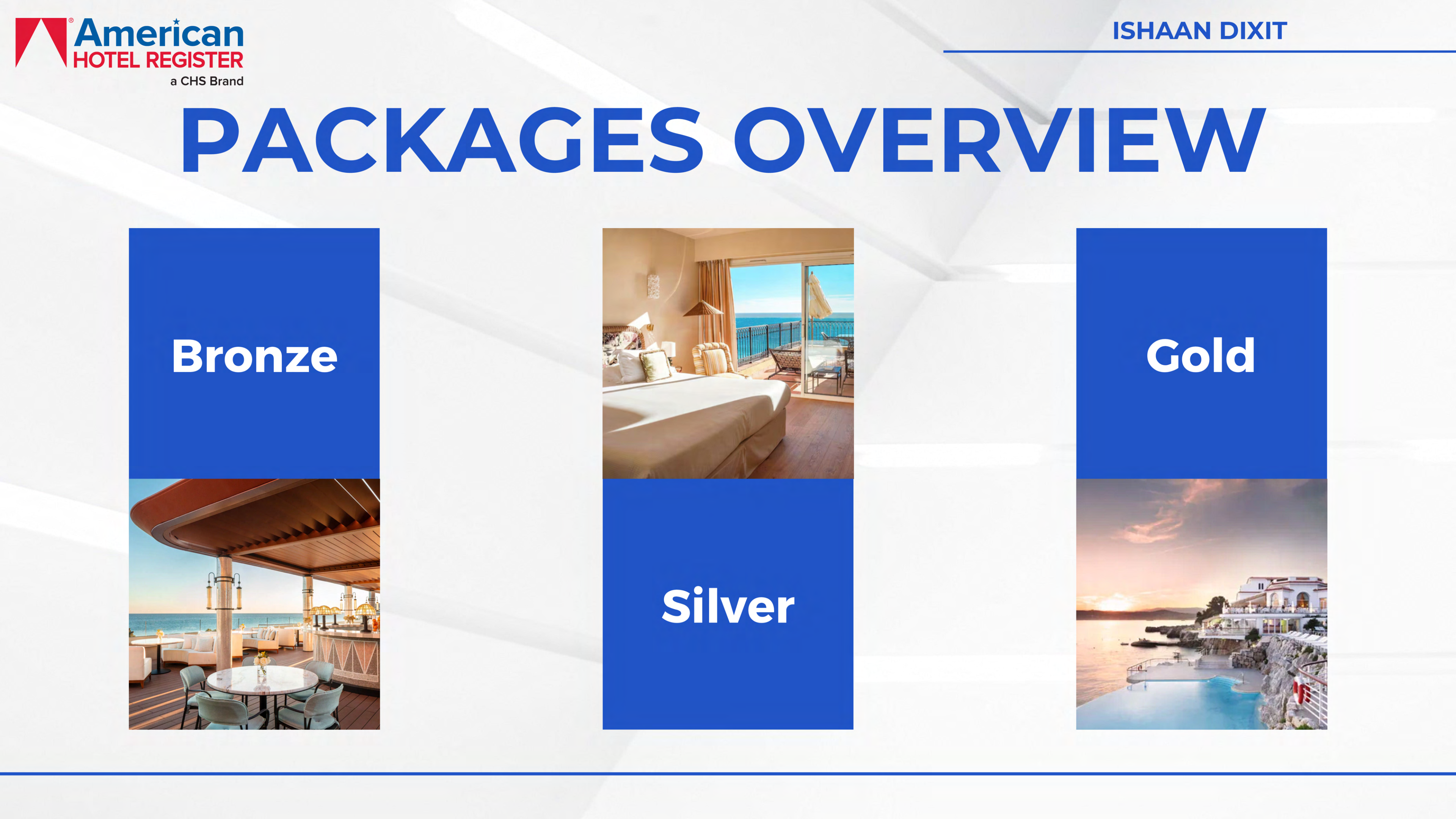
# BENEFITS OF A SUSTAINABLE APPROACH

More Appealing  
to  
Environmentally  
Oriented  
Customers

Enhanced  
Guest  
Experience

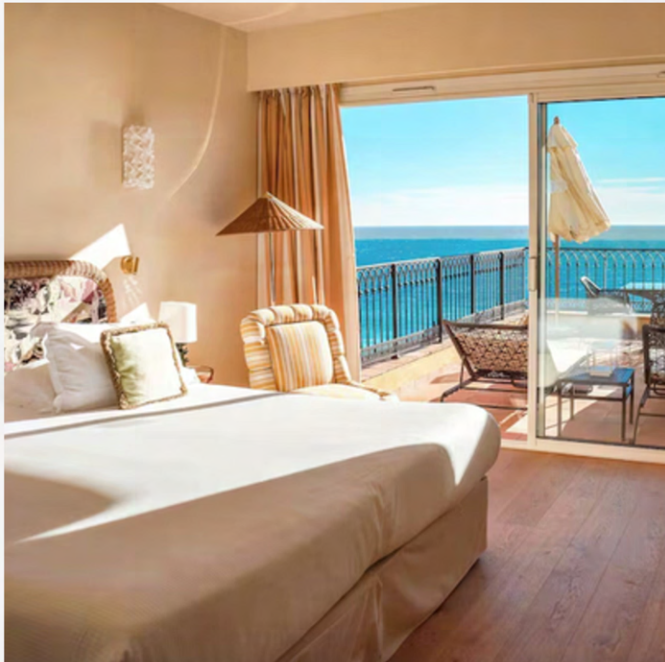
Differentiation  
From  
Competitors





# PACKAGES OVERVIEW

**Bronze**



**Silver**

**Gold**





# Bronze Package

## FEATURES



Linen



Bedding



Room Supplies

### Maintenance Frequency

- Semi-Annually, \$2,000 Fee

Price

**\$26,000**





# Silver Package

## FEATURES



Linen



Bedding



Amenities



Personal Care



Housekeeping

**Maintenance Frequency**  
• Semi-Annually, \$4,000 Fee

**Price**

**\$30,500**



Gold Package

FEATURES



Linen



Bedding



Amenities



Personal Care



Housekeeping



Office Supplies



Appliances

Maintenance Frequency

- Semi-Annually, \$6,000 Fee

Price

\$35,000



# WHAT MAKES OUR PRODUCTS SUSTAINABLE?



**Made using Recyclable Materials**



**Higher Thread Counts**



**Energy Efficient Appliances**



**Reusable Containers for Shampoo, Conditioner & Body Wash**



**Locally Sourced Goods**



# PACKAGES COMPARISON

| Bronze                                                                      | Silver                                                                                                                     | Gold                                                                                                                                                                          |
|-----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>✓ Linen</div><div>✓ Bedding</div><div>✓ Room Supplies</div></div> | <div><div>✓ Linen</div><div>✓ Bedding</div><div>✓ Amenities</div><div>✓ Personal Care</div><div>✓ Housekeeping</div></div> | <div><div>✓ Linen</div><div>✓ Bedding</div><div>✓ Amenities</div><div>✓ Personal Care</div><div>✓ Housekeeping</div><div>✓ Office Supplies</div><div>✓ Appliances</div></div> |
| <div><div>✓ Maintained every 6 months</div><div>\$2,000 Fee</div></div>     | <div><div>✓ Maintained every 6 months</div><div>\$4,000 Fee</div></div>                                                    | <div><div>✓ Maintained every 6 months</div><div>\$6,000 Fee</div></div>                                                                                                       |
| <div>\$26,000</div>                                                         | <div>\$30,500</div>                                                                                                        | <div>\$35,000</div>                                                                                                                                                           |



# PACKAGES COMPARISON

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| <div>\$26,000</div>                                                         | <div>\$30,500</div>                                                                                                        | <div>\$35,000</div>                                                                                                                                                           |



# WHY GOLD?

**Gold**



# WHY GOLD?

**Gold**



# WHY GOLD?

**Gold**



**Wider Range of Departments Addressed**



# WHY GOLD?

**Gold**



**Wider Range of Departments Addressed**



**Implementation of AI for Appliances**



# WHY GOLD?

**Gold**



**Wider Range of Departments Addressed**



**Implementation of AI for Appliances**

**Maximizes Sustainability Rating**





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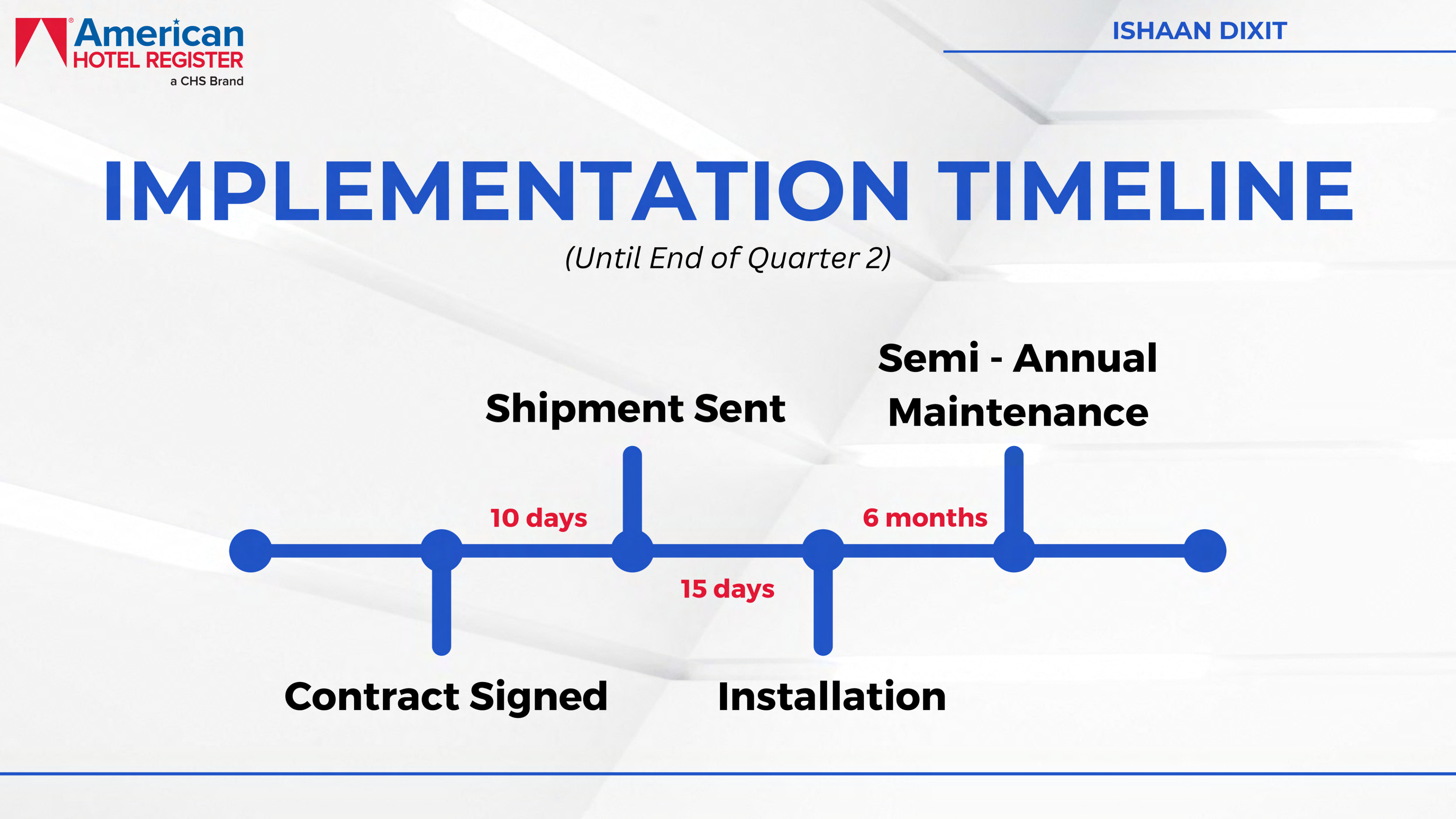


Lower  
Energy  
Costs



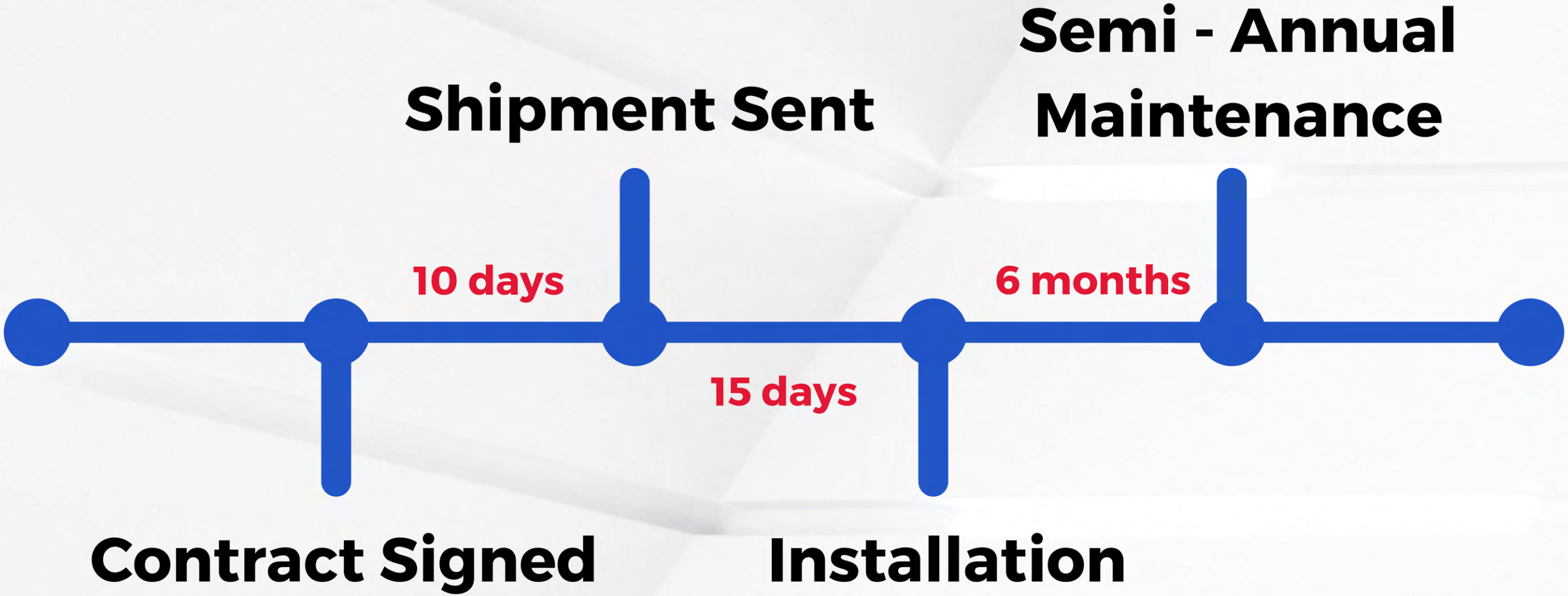
Achieving an Increase in Profit





# IMPLEMENTATION TIMELINE

*(Until End of Quarter 2)*





# KEY PERFORMANCE INDICATIONS

Increased Customer  
Retention Rate



Rate of Return on  
Capital Employed



Lower Energy & Water  
Consumption Costs





# EXPECTED IMPACTS

AFTER IMPLEMENTATION OF GOLD PACKAGE

Water Consumption  
Rate

Cut By

**10%**

Within Next  
5 Years

Energy Consumption  
Rate

Cut By

**15%**

Within Next  
5 Years

Guest Acquisition &  
Retention Rate

Increased By

**25%**

Within Next  
5 Years

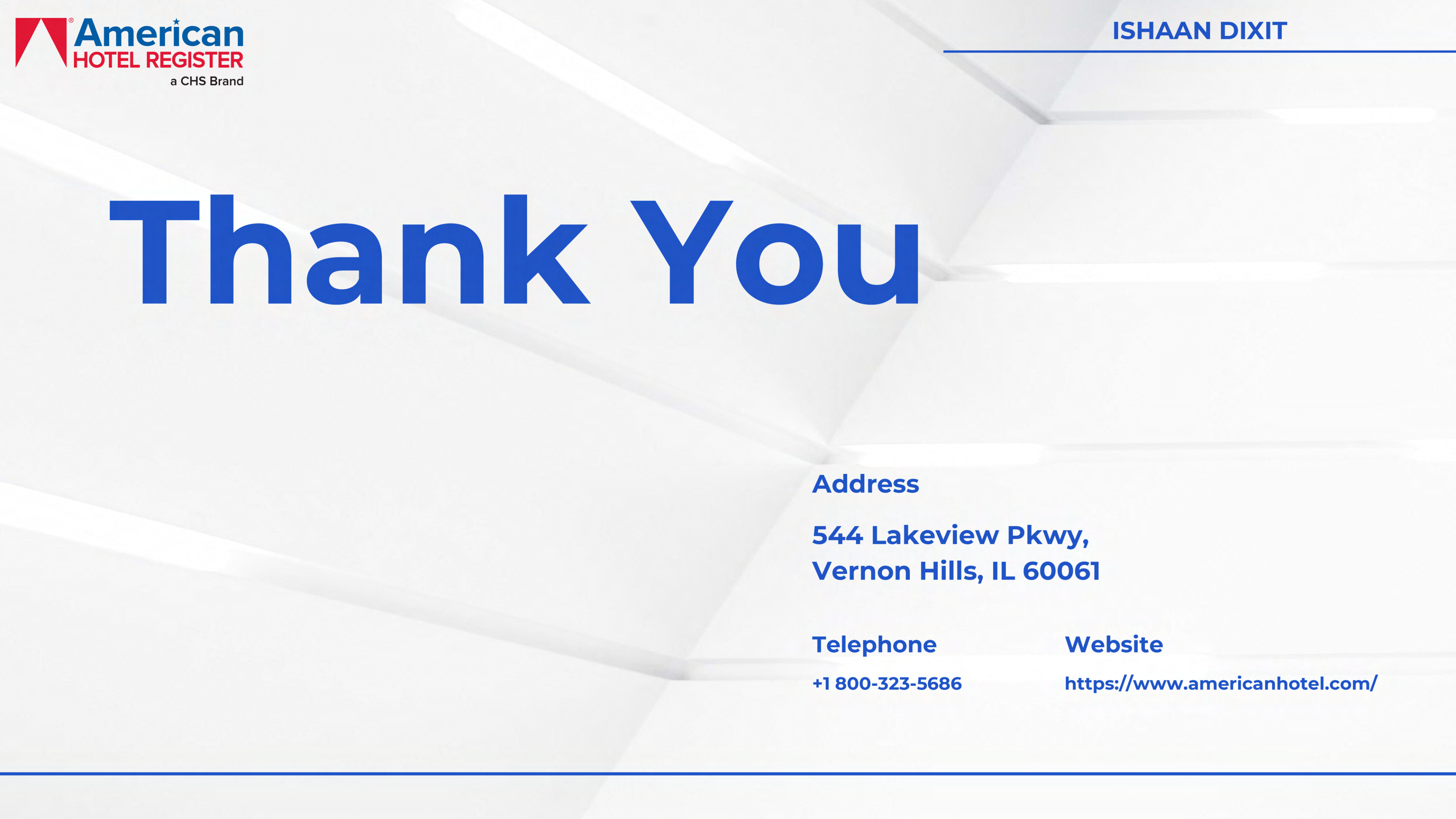




# Questions?

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# Thank You

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## Website

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