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Top Performers

The Rittenhouse leads the way among center city hotels

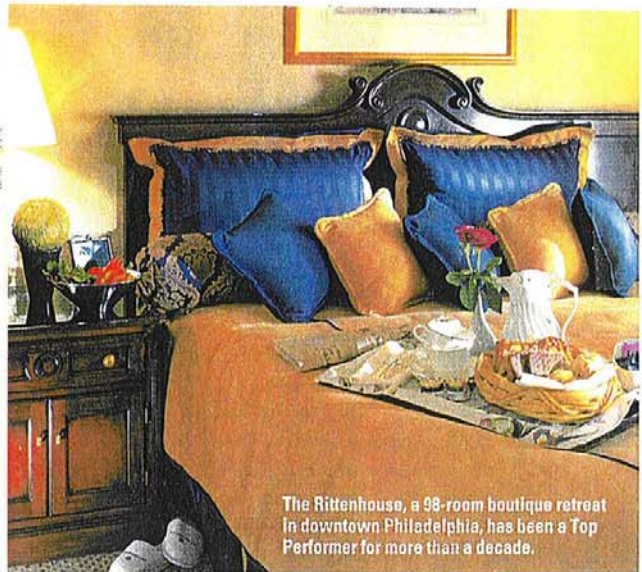
The Brand Report

Top-Management Companies

Product Focus: Laundries

LODGING'S 400 TOP PERFORMERS - CENTER CITY

RANK	RANK IN 2002	SALES PER ROOM (\$)	PROPERTY/LOCATION	ROOMS AND SUITES	TOTAL SALES (\$000)	AVERAGE OCCUPANCY %
1	1	159,142	THE RITTENHOUSE HOTEL Philadelphia	98	15,596	69
2	7	99,868	HISTORIC MISSION INN Riverside, CA	235	23,469	75
3	—	97,391	WINDSOR COURT HOTEL New Orleans	324	31,555	68
4	—	89,285	CENTURY PLAZA HOTEL & SPA Los Angeles	728	65,000	63
5	—	87,871	FOUR SEASONS Houston	404	35,500	65
6	—	86,159	THE JEFFERSON HOTEL Richmond, VA	264	22,746	60
7	11	86,093	HOTEL BOULDERADO Boulder, CO	160	13,775	79
8	8	85,984	LE MERIDIEN Boston	326	28,031	70
9	9	84,467	FITGER'S INN Duluth, MN	62	5,237	83
10	31	81,481	INN AT LORETTO Santa Fe, NM	135	11,000	71
11	—	78,181	CLIFF HOUSE AT PIKES PEAK Manitou Springs, CO	55	4,300	60
12	18	74,472	KELLOGG HOTEL & CONF. CTR. East Lansing, MI	165	12,288	69
13	16	74,456	SAINT PAUL HOTEL St. Paul, MN	254	18,912	70
14	—	70,904	WESTIN GRAND Washington, DC	263	18,648	80
15	—	70,455	WYNDHAM BEL AGE West Hollywood, CA	200	14,091	83
16	13	70,047	WESTIN RIVER NORTH Chicago	424	29,700	68
17	21	65,013	WYNDHAM AT CANAL PLACE New Orleans	438	28,476	72
18	23	63,747	ROYAL SONESTA Cambridge, MA	400	25,499	68
19	—	63,706	THE WARWICK New York	426	27,139	70
20	30	63,158	WYNDHAM ANATOLE Dallas	1,620	102,317	58
21	22	63,000	THE LANCASTER Houston	93	5,859	65
22	24	61,784	WYNDHAM BOSTON Boston	362	22,366	80
23	—	61,170	SWISSOTEL ATLANTA Atlanta	376	23,000	62
24	—	60,526	DOUBLETREE HOTEL Montreay, CA	380	23,000	73
25	32	59,813	SEELBACH HILTON Louisville, KY	321	19,200	73



The Rittenhouse, a 98-room boutique retreat in downtown Philadelphia, has been a Top Performer for more than a decade.

What Makes a Hotel a Top Performer

If you're a celebrity or captain of industry traveling to Philadelphia, the place to stay is the Rittenhouse Hotel, a 98-unit luxury property known for its personalized service. Even though it's only been operating since 1989, it's regularly lodging's creme de la creme.

The center city hotel has been at or near the top of *Lodging Hospitality's* annual list of 400 Top Performers. It is number one in the center city category this year, as it was last year and in 1999. It's been in the top ten in the category for more than 10 years.

When Luciano Pavarotti is in town for a concert, staff hang pictures of horses in his suite, provide Italian movies (and American movies with Italian subtitles), and furnish the kitchen with every utensil the Maestro might need to orchestrate the abundant meals he prepares for his guests.

"We try and make our guests feel very welcome," says David G. Benton, vice president and general manager. "We try to dispense with the stress of outside life so our guests feel very comfortable as they enter the hotel."

An affiliate of Leading Small Hotels of the World, the Rittenhouse is a hotel-condominium with three distinct dining venues including the new, \$2.8-million Lacroix at the Rittenhouse, a French-influenced restaurant; a Smith & Wollensky/Wollensky's Grill; and the sports-themed Boathouse Row Bar.

The hotel also offers complimentary high-speed Internet access and such business luxuries as a laptop-size in-room safe, two dual-line speaker-phones with voice mail, and a mini-television in the oversized bathroom.

While the physical plant is opulent, what distinguishes the Rittenhouse above all are its empowered employees and international atmosphere, Benton suggests.

"As an independent, we found it difficult to compete with the national luxury brands," he says, citing local competitors the Ritz-Carlton and Four Seasons. "Our approach was to market from within, so when guests came to the hotel we would personalize the service to a greater degree than our competitors."

Rittenhouse executives train line employees "that the contact with the customer is with them and that that interaction will create success," Benton says. "The customer doesn't have to be in some kind of bureaucratic maze to get the things he or she needs."

Staff speak 25 languages, "including Swahili and Japanese," says Londoner Benton. "We even have English spoken here. Real English."

The hotel also has "not stopped spending capital dollars," Benton says, noting the new Lacroix restaurant and the addition of in-room safes, an expansion of the health club by seven new treatment rooms, and installation of nine foreign-language channels on in-room televisions. "It's quite an expensive proposition to pay the cable company for that every month," Denton says, "but it's something we feel that's necessary."