

Revenue management case study

The Sheraton is one of the largest hotels in Boston, where FCLM is maximizing revenue during the owner's substantial refresh investment

Sheraton Boston
39 Dalton, Boston, MA

Keys: 792 Gross SF: 865,145 Year Built: 1965

FCLM provides revenue management services, helping to optimize ADR and Occupancy across seasons and customer segments



\$11M+

Projected 2023 NOI

In 2022 FCLM helped guide asset to a 290% NOI beat to budget

FCLM's approach helps hotel assets maintain the flexibility to respond quickly to market demand dynamics. Asset RevPAR growth in 2022 was 280% vs 102% for greater Boston Market

Source: https://www.hotel-online.com/press_releases/release/boston-cambridge-lodging-strengthens-in-2022-with-more-upside-for-2023/