

# Case Study

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## BridgePoint Inn Daly City

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>> The BridgePoint Inn Daly City went live with Magnuson Hotels a decade ago on May 24th, 2007. This hotel is an example of the true bread-and-butter of why Magnuson Hotels and their affiliates are successful. The BridgePoint Inn allows the expertise of Magnuson's in-house revenue management team to drive the complicated road map of yield management and revenue optimization strategies. This has led to outstanding results. In 2012, The BridgePoint Inn had online consumed revenue of \$129,341 and 1,399 room nights. During 2016, online consumed revenue sky-rocketed to \$377,620 and 3,361 room nights. Revenue nearly tripled: \$248,278 increase, or 192% growth. Room nights also grew at a stellar rate. Increasing \$1,962, or 140%. ADR increased \$20, or 22%, over that same time period. "The trust and respect that our property has for Magnuson is beyond measurable. We depend on their guidance 100% to help lead us in an upwards direction as a small property. We simply could not imagine our property being successful without our Magnuson Partnership.

**We are in fact one Team with the same goals in mind." – Teresa Patel, owner.**

April 10th, 2017

