

# FelCor Lodging Trust Redefining & Reshaping Hospitality

Michael A. DeNicola  
Chief Investment Officer

# Today's Keys to Successful Hotel Development

- **Relevance to the Guest**
- **Authenticity**
- **Social Gathering Place**
- **Community Integration**

# Select Projects

- **MARRIOTT UNION SQUARE – SAN FRANCISCO**
  - “The Streets of San Francisco”
- **FAIRMONT COPLEY PLAZA – BOSTON**
  - “The Museum”
- **KNICKERBOCKER HOTEL – TIMES SQUARE:**
  - “The hotel everyone knows that closed in 1920”
- **SANTA MONICA HOTEL AT THE PIER – SANTA MONICA**
  - “The Ocean Wall”

# Marriott Union Square – San Francisco





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## RESULTS

- Marriott Hotel of the Year in the Americas for 2011
- 350% increase in profitability

# Fairmont Copley Plaza - Boston





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## RESULTS

- Recent Accolades:
  - “Best People Watching ’13” – Boston’s Best *The Improper Bostonian*
  - “Sets a chic standard for hotel dining” - *Boston Common*
  - Featured in “Get the Look” of *Boston Magazine*
- Revenues on track for 200+% improvement
- Corporate market segment up ~ 50%
- Profits up 80+%



# Knickerbocker Hotel – Times Square



1906



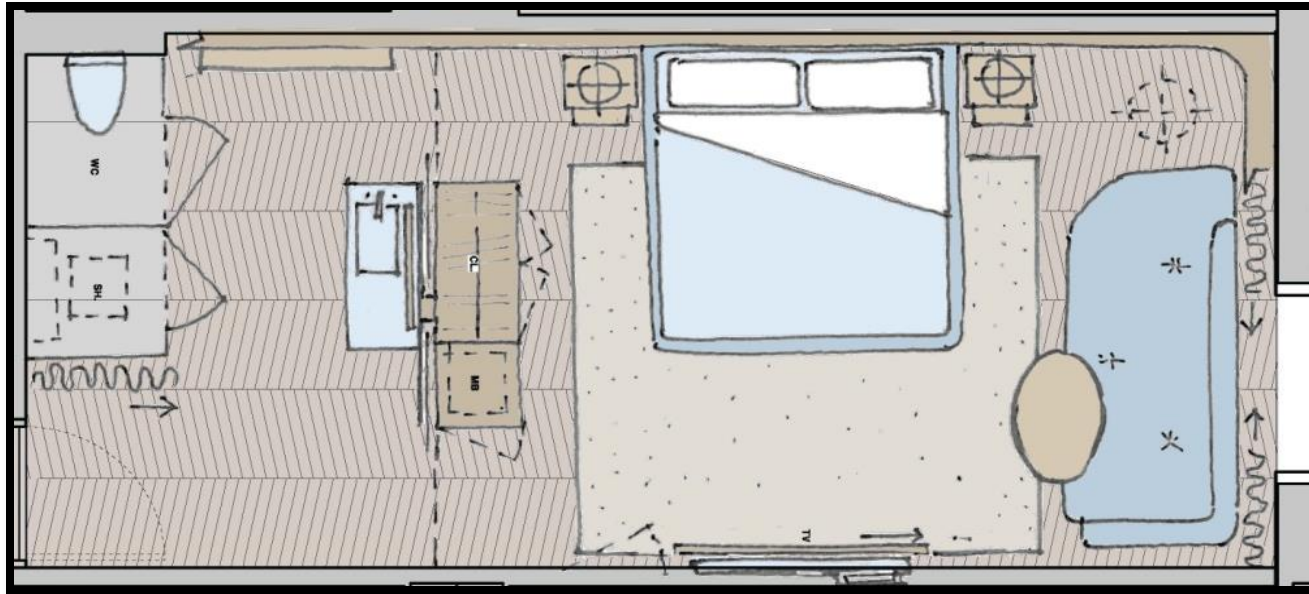
2014



# Knickerbocker Hotel – Times Square



# Knickerbocker Hotel – Times Square





# Wyndham at the Pier- Santa Monica

