

ARTHUR L CATO JR.

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HOTEL GENERAL MANAGER

Performance-driven, accomplished general manager with proven ability to lead upscale full service hotels with meeting space up to 30,000 square feet in competitive markets. Drives revenues and with improvements in flow-through rates through controlling cost which generate record levels of net operating income. In addition, aligns hotels with company protocols, procedures, and brand initiatives that achieve operational excellence. Recruits, develops, and manages staff creating a culture of excellence that ensures high levels of customer service and profitability. Passionate leader dedicated to developing a team that meets and exceeds guest, associate, and owner expectations.

AREAS OF EXPERTISE

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| ▪ Staff Recruitment and Development | ▪ Revenue Management | ▪ Food and Beverage Director |
| ▪ Forecasting, Budgeting, Cost Controls | ▪ Local Direct Sales Strategies | ▪ Rooms Division Director |
| ▪ Hotel Renovations, CAPEX Budgets | ▪ Advanced E-Commerce | ▪ GM at Hilton, Radisson, IHG, |
| ▪ High Volume Food and Beverage with Revenues to Four Million Dollars | ▪ Cutting Edge Digital Marketing Expertise | ▪ Rooms Revenues to Fifteen Million |

PROFESSIONAL EXPERIENCE

WORKMAN HOSPITALITY ASSOCIATES L.L.C., TEMECULA, CALIFORNIA

2008 – PRESENT

GENERAL AND REGIONAL MANAGER/DIGITAL MARKETER

Hotel management and online marketing agency founder and director. Under a management agreement supervised a general manager and the day-to-day operations of a Wyndham branded hotel and a separate facility with 20,000 square feet of retail space in a strip mall that included a restaurant, a spa, a GNC vitamin store, and separate Army, Navy, and Air Force recruitment centers. In addition, and at the same time managed the digital marketing for 10 franchised hotels, their OTA's, and the revenue management and digital marketing and email campaigns for a seasonal New York state ski resort. Hotel brands include Holiday Inn, Holiday Inn Express (5), Comfort Inn, Travelodge Hotel, and a Howard Johnson Plaza Hotel.

Key Achievements

- Established an award-winning guest service, associate and profit-centric hotel culture to empower associates to become proficient in guest service delivery and revenue generation that resulted in brand recognition as General Manager of the Year Award, and Front Desk Team of the Year Award, and Certificate of Excellence Award for the managed hotel.
- Working with team at the property level implemented a sales and marketing strategy that included a digital marketing stratagem, a direct local sales effort, and a successful associate reservation conversion sales training program that achieved a revenue lift for the managed hotel of \$250,000 over prior year.
- Shifted market share from competitors and achieved a REVPAR improvement of 55% over prior year, as measured by Smith Travel or STR Reports, for the managed hotel.
- Uncovered a \$250,000+ annual revenue stream through online and offline attribution from the search engines for a franchised Holiday Inn Express 110 room hotel by developing a vanity website and implementing digital marketing strategies that included organic (content creation and management) as well as pay per click advertising.
- Achieved returns on ad-spend as high as 65 to 1 through improved pay-per-click advertising with Online Travel Agencies (OTA's), including Expedia/Hotels.com, Priceline, Orbitz, among others.
- Prospected and created over 12,000 links for client hotels from relevant travel sites and negotiated and captured links from local tourism sites considered high demand generators to improve awareness of client hotels at the top of the buying funnel and increase sales.

FALLBROOK HOSPITALITY ASSOCIATES, FALLBROOK, CALIFORNIA

2006 – 2008

VICE PRESIDENT HOTELS & AREA GENERAL MANAGER

Worked with ownership to establish a California LLC and take control of three hospitality assets for disposal. Directed takeover of properties from previous management company and established and implemented human resource, accounting systems, and day to day operating standards, policies, and procedures. Recruited, developed, and led property general managers in achieving financial, service, and organizational goals. In addition to these duties, provided guidance and leadership to property level sales managers. Personally oversaw renovations of hotels and prepared them for sale to new investors. Hotels included the Ramada Inn Brunswick, Georgia, Quality Inn Nashville,

Tennessee, and an independent hotel in Lawrence, Kansas. In addition, negotiated and acquired a management operating agreement for the hotel side of the Crystal Casino Hotel in Los Angeles that improved management fees for Fallbrook Hospitality.

Key Achievements

- Led franchise analysis and property improvement plan (PIP) negotiations with brands reducing the cost of the PIP. Developed and met CAPEX budget through careful material selection and tough contractor negotiations.
- Renovated and facilitated the sale of 3 hotels in 24 months, completing the project under budget and twelve months ahead of schedule.
- As project manager completed extensive hotel renovations including dry wall replacement that facilitated the transition and repositioning of the 195-room Ramada Inn Brunswick to a Travelodge Hotel.
- Wrote and published human resource and accounting manuals as well internal audit manual to assure property compliance with policy and procedures.
- Acquired hotel consulting agreement with Crystal Casino Hotel Los Angeles and set up casino hotel with OTA's and improved capture of room nights from Pacific Rim tourism companies.

AMERICAN PROPERTY MANAGEMENT CORPORATION, SAN DIEGO, CALIFORNIA

1996 – 2006

GENERAL MANAGER

Hotel General manager at five separate hotels for AMPC a national hotel company then ranked by Hotel Business Magazine 10th in the top 100 independent third-party management companies and the 17th-largest hotel owner in the United States. At AMPC managed hotels ranging from 165 to 456 rooms with meeting space of 10,000 to 30,000 square feet in downtown, city center business districts, airport markets, and a beach front property. Franchise brands included Hilton, Radisson, and IHG Hotels. Cities include Charleston, SC., San Diego, CA., Rosemont, IL., Canton, OH., Whittier, Ca..

Key Achievements

- Increased room revenues from \$2.1 million to \$4.7 million, improved wedding revenues by \$250k per year and beverage revenues by \$150k at the Hilton Hotel Whittier, Los Angeles, California, through a direct sales initiative, distribution channel management, and promotional activities.
- Reduced payroll and operating expenses by \$900k at the Hilton McKinley Grand Hotel, Canton while meeting guest service and associate satisfaction benchmarks through accurate forecasting, budgeting, and cost control.
- Increased revenue by over \$300,000 in additional month over month and prior year per month revenues for the Radisson Hotel O'Hare through effective revenue management, rate yielding, and a reservation system tune up.
- Implemented a service and rate improvement strategy at the Radisson Hotel Harborview San Diego that improved service delivery and service rating performance as measured by United Airlines, Southwest Airlines, and improved airline contract rates from \$35 to \$79 through skillful and tough negotiations.
- Solicited, negotiated, and closed an agreement with American Airlines valued at \$850,000 annually as a result of improved service delivery and an aggressive direct sales effort at Radisson Harborview San Diego.
- Improved room revenues from \$8,000,000 to \$11,500,000 while producing NOI's of 35% annualized at Radisson Hotel Harborview through the combination of increased revenues from the airlines and effective revenue management, rate yielding, skillful management of GDS, and meeting budgeted cost expectations.

Other work experience includes **Sage Hospitality Resources, Remington Hotels, and Food and Beverage Director** with various employers.

EDUCATION & TRAINING

Degree in Hotel, Restaurant and Travel Administration

J. Mack Robinson College of Business, Georgia State University, Atlanta, Georgia

AWARDS & DISTINCTIONS

Top Twenty Website Designers for Hotel Owners UpCity.com – Workman Hospitality
 General Manager of the Year – as Regional Manager by the Travelodge brand
 Front Desk Team of the Year - as Regional Manager by the Travelodge brand
 Trip Advisor – Certificate of Excellence as Regional Manager
 Outstanding Service Award Board of Directors Rotary Club, Whittier California
 President's Award Winning Hotel – Radisson Hotel Harbor View
 Financial Performer of the Year – as General Manager – American Property Management Corporation
 Financial Performer of the Year – as General Manager – Sage Hospitality