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## TWO LEADERS IN HOSPITALITY FORM A STRATEGIC ALLIANCE TO REDEFINE THE POST-PANDEMIC HOTEL.

People are traveling again, and hotel owners must get their properties back to the market as quickly as possible while meeting new sanitation standards. The recent financial stresses of the hospitality industry due to COVID-19 means that hotel ownership will be going through a large transition as hundreds, if not thousands of repossessed hotels are sold at a discount.

In response to these growing needs in the market, two major hospitality companies, InterMountain and Campo, have formed a multi-disciplinary alliance to offer a comprehensive menu of a la carte services for hotel development, design, procurement, and management. This collaboration eliminates the need for negotiating multiple contracts with multiple consultants, saving hotel owners time and capital, and getting properties to market faster.

**InterMountain** is one of North America's largest hotel management and development companies, with over 38 years of experience and a portfolio of over 80 properties across the United States. InterMountain develops, owns, and operates its own properties, as well as offering third-party management and renovation services.

**Campo** is an Architecture and Interior Design firm with 35 years of experience and a focus on hospitality design. The firm is best known for its expertise in Historic Tax Credits, specializing in historic renovations and adaptive re-use projects.

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## THE MENU OF SERVICES BETWEEN THE TWO COMPANIES INCLUDES:

- Architecture
- Interior Design
- Procurement
- Hotel Management
- Project Management – New Build and Renovation Teams
- Feasibility Analysis
- Revenue Management
- Construction Management
- Brand Compliance
- Consultations
- Historic Tax Credits
- Property Improvement Plans (PIPs)
- Distressed Assets
- Debt Sourcing for Historic Tax Credits
- Bridge Loans for Historic Tax Credits
- Receivership

Owners can select any combination of these services to suit the needs of their project. One of the biggest challenges in hotel development is often communication and coordination between multiple companies providing different services. By having multiple services under one provider, communication flows smoothly, freeing up the Owner's time and dramatically speeding up the entire development process.

Dewey Weaver, the Founder and Owner of InterMountain, notes the importance of managing the bottom line. "We operate like owners because we are owners.", Weaver says.

John Campo, President of Campo Architects adds "The ultimate goal is to offer solutions for hotels to make guests feel safe. We are committed to implementing immediate strategies for new design standards, as well as protecting the long-term sustainability of our clients.

As hotel assets are repositioned, many are expected to be converted to boutique hotels. This transition will require most of the combined services between Campo and InterMountain, with a strong emphasis on Interior Design. Both companies currently offer Interior Design services, with Campo offering custom designs for boutique and lifestyle brands, and InterMountain's design team focusing on select service and extended stay hotels. "Together we will be able to offer a seamless integration of design and procurement," says Mary Gilmore, Director of Interior Design at Campo. "We have already started implementing post-pandemic design solutions into our current projects and have developed a database of new products focused on sanitation and hygiene." The two companies have developed a playbook for post-pandemic design standards, with a focus on adaptability of spaces for both short-term and long-term solutions.

Jared Walker, Executive Vice President at InterMountain notes, "A well-executed renovation can help your hotel capture a greater share of the market, which is especially important during these times. Well executed renovations give consideration to operation of the hotel while construction is in process, managing the budget before and during construction putting a focus on when and how to displace revenue. We invite hotel owners to contact us for a consultation, feasibility analysis, or anything related to design, construction, and operations."

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