



Invest in Your Guests: Taking Advantage of Property Improvement Plans

Major hospitality brands, sometimes referred to as “flags”, spend considerable resources to establish, maintain, and convey brand identity. Global advertising campaigns, near frictionless reservation systems, and loyalty rewards programs are some of the investments that franchisors make. In return, franchisees are required to meet certain brand standards. The goal of both parties is to become the hotel of choice for patrons and encourage repetitive stays across multiple locations.

The commitment to brand standards begins with prototype designs, which help establish brand identity at the outset. However, site constraints, local building codes, and guest behaviors often require modification of the prototype. The design challenge is to understand the standard and ensure modifications still represent the brand — a challenge that Becker Morgan Group has met on many occasions.

Principal Jack Mumford, AIA, LEED AP, heads our dedicated hospitality design studio, comprised of architects and interior designers, often in collaboration with civil engineers and landscape architects. Our integrated design team members pride themselves on their ability to meet brand standards while modifying prototypes to fit local codes. Once constructed, preserving brand identity becomes an ongoing process. A Property Improvement Plan (PIP) is the method by which hospitality companies coordinate the brand identity process, over time, across multiple ownership groups.



Keeping a fresh appearance is challenging in the hospitality space. “New” is the standard — both in terms of being unused but also state-of-the-art. Maintaining newness is the objective of the PIP. Investment in property maintenance pays dividends by way of higher occupancy and rising daily rates. The key is balancing expenses with revenue and maximizing the owner’s return on investment. “When designing interiors, a successful outcome is more than just great aesthetics. Our designers are skilled in evaluating material selection, material cost, and durability,” explains Ann Camper, NCIDQ, IIDA, Interior Designer with Becker Morgan Group for 18 years. “Our years of experience and numerous longstanding relationships in this industry give us the ability to curate materials and products to meet all brand, budget, schedule, and maintenance goals without sacrificing quality and visual appeal.”



The hospitality market is very competitive and within a particular segment — economy, business, luxury — the differentiation between brands is small. Projecting a facility’s newness is vital to property success, and many brands require owners to execute a PIP every 7 years or less. This can be a costly requirement, but if managed correctly, the investment will result in positive revenue returns.

The proper execution of a Property Improvement Plan is dependent upon a few critical factors:

- Work with an experienced hospitality architect
- Confirm the architect has experience working for the major hotel brands
- Make certain your designer has experience with phased, occupied renovations
- Ensure your design team includes architects, interiors designers, engineers, and landscape architects

The keys to cost effective, high impact results are:

- Focus on common amenities and public spaces
- Choose attractive but durable materials
- Pay attention to exterior finishes — first impressions matter

Becker Morgan Group firmly believes that if you invest in your guests, your guests will invest in you. Our firm has been serving the hospitality industry for the last four decades, completing over 250 projects. We have provided service to all the major brands and offer an integrated team of architects, interior designers, engineers, and landscape architects. These design professionals are experienced with phased, occupied renovations of operating hotels. Dave Botscheller, AIA, Hospitality Project Manager, notes, “We have a lengthy history of delivering high quality designs, while adhering to brand standards, strict schedules, and finite budgets.”



Becker Morgan Group provides comprehensive architecture and engineering services with offices in Delaware, Maryland, and North Carolina. For more information, visit www.beckermorgan.com.

