



CONRAD
HOTELS



The
Waldorf-Astoria
Collection



2007 Jorgen Hansen Award for Franchised Hotels

Tammy McGinnis – Hilton Fort Worth



Greg Cross - Senior Vice President, Revenue Management and Tammy McGinnis

As a Music and Performing Arts Major at Central Bible College in Springfield, MO, Tammy McGinnis could never have envisioned a career in the hospitality industry.

Tammy McGinnis joined the Hilton Family in July, 2001 as the Director of Revenue Management at the Hilton University of Florida Conference Center in Gainesville. While there, she was the Cluster Lead in Revenue Management for the Northern Florida Cluster. In 2004 Tammy accepted the DRM position at the Hilton Cancun Resort in Mexico. It was during this assignment that Tammy learned to read, write and speak Spanish fluently. At both Gainesville and Cancun, Tammy was instrumental

in implementing sound Revenue Management strategies and successfully changed the transient mix of sales, translating into significant improvement in BAR sales. A strong proponent of Hilton systems and tools, while in Cancun Tammy adapted the business processes of OnQ FM as a standalone system in order to take advantage of its functionality in a dual currency environment.

From January, 2005 to August 2006, Tammy held the position of Assistant Director in the Revenue Management Consolidated Hotel Center in Dallas. This experience, managing multiple hotels, helped Tammy bring a strong background into her role as Brand Revenue Manager for Remington Hotels. In August 2006, Tammy moved to Boise, Idaho to be closer to her family and the great outdoors. From her home office, Tammy is responsible for the revenue management of hotels located in Santa Fe, Dallas, Houston, Minneapolis and Ft. Worth. In addition, she is responsible for the revenue management tasks at the Hilton conversion of an independent property in Atlanta.



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Tammy McGinnis and
Karim Sachedina - Remington Hotels

On March 27, 2006 the Hilton Fort Worth converted to a 294 room Hilton from a 520 room Radisson. With less guest rooms in inventory, the hotel's primary business objective was to change their overall mix of business. The focus became a reliance less on conventions, more on transient position, allowing the hotel to maximize ADR while gaining fair share of occupancy. When Tammy assumed revenue management responsibility in August, 2006 she immediately began to apply her skills, and the many tools and resources provided by HHC, to build a solid revenue management program at the Hilton Fort Worth. Tammy worked successfully with the DOS to develop a strong group revenue management strategy for this hotel. She and the sales team work well together in the spirit of what's best for the hotel. Tammy has implemented group processes and introduced tools that had never been in place before and her displacement analysis resulted in the acceptance of more profitable group business.

Tammy is considered to be an integral part of the hotel team, even from Boise, Idaho! Stan Kennedy, GM, has just one word to describe Tammy, "AWESOME"! He jokes that Tammy is always one step ahead of everyone else, but that she is an excellent listener and always considers all sides of a discussion. She challenges the management team find that most profitable piece of business and to do what is best for the hotel.

When not working, Tammy is a wine enthusiast and makes an annual pilgrimage to Napa Valley with friends. She also enjoys snow skiing, her new convertible BMW "Bella", and spending time with her family, especially her nieces Emma and Grace.

Tammy received her award in the packed ballroom of the Hilton Ft. Worth during Remington Hotel's Annual GM/DOS Conference banquet. As the winner of the Jorgen Hansen Award for Excellence in Revenue Management, Tammy will receive a check for \$5,000. In addition, Tammy will be invited to attend Hilton's Circle of Excellence. Circle of excellence is a Hilton Family event that celebrates the year's top performers from Sales, Catering, Revenue Management and Event Services. Circle of excellence is an all expense paid trip to Hilton Waikoloa Village in May of 2008!

2007 Performance Statistics

RPI	105.7
% Change	21.5%
STAR Competitive Set Ranking	2 of 5
Transient Rate Efficiency	82%

Greg Cross

Senior Vice President
Hilton Revenue Management

