

# The Inn at Colonial Williamsburg-

WILLIAMSBURG, VIRGINIA

UNION PROPERTY ATTEMPTING TO ACHIEVE 5-STAR SERVICE WHILE DRIVING REVENUE AND BETTER MANAGING COSTS.

## STRATEGIC PLAN

Prior to engaging in a 5-year operating contract, Puccini Group conducted an audit and delivered a comprehensive strategic plan to outline the key opportunities and initiatives for transforming the F&B operations not only at The Inn, but all of Colonial Williamsburg, inclusive of the Historic Taverns.

## OPERATIONS MANAGEMENT

Oversee the day-to-day operations at all food and beverage outlets at Colonial Williamsburg - annual sales in excess of \$30 million.

## ULTIMATE LUXURY

In less than a year, with training overseen by Puccini Group, The Inn gained Forbes' prestigious Five-Star designation as well as AAA Five-Diamond.

## BANQUET OVERHAUL

Launched revamped banquet menus with a push towards providing world-class wedding packages

Created and implemented a Style Guide for OS&E, uniforms, and banquet staging.





16% Revenue Increase YOY



15% Increase in Covers



1% Increase in Check Average



COGS Reduced by 3 Points



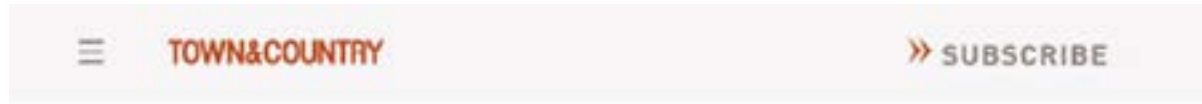
Labor Cost Reduced by 6 Points



93% satisfaction level on overall experience

74% would 'definitely recommend'

Maintained 4.5+ across review sites



# How to Experience Colonial Williamsburg like a Rockefeller

The newly refurbished Williamsburg Inn would have suited the family that helped build the living history museum.

by LEENA KIM JUN 7, 2017 78 [social icons]



Town & Country

Top Spots for High Tea Around the World

Luxury Travel Magazine

F&B Improvements at Williamsburg Inn are Many



AAA Four Diamond Award - Rockefeller Room - 2017

AAA Five Diamond Award - Rockefeller Room - 2018

AAA Five Diamond Award - Williamsburg Inn - 2017-18

Forbes 5-Star - Williamsburg Inn -2017-18

Wine Spectator Award of Excellence - Rockefeller Room 2018