



Hotel Equities Tapped to Manage Two Full Service Hotels

Additions Include DoubleTree by Hilton Joplin, Missouri Conversion and New-Build at Miami Airport

Atlanta, GA—June 1, 2015 – Atlanta-based Hotel Equities (www.hotelequities.com) recently announced its selection as the management firm for two upscale, full service hotels.

Hotel Equities will manage the 262-room Holiday Inn in Joplin, Missouri that will rebrand to a DoubleTree by Hilton after undergoing a \$6 million renovation during the next 12 months. Hotel Equities is also set to manage a 250-room, full service new-build scheduled to break ground in late 2015 in the North Miami area.

Conor Acquisitions Group recently purchased the Joplin hotel and again tapped Hotel Equities, their management partner, to manage the asset immediately and to prepare for a renovation and conversion to take place. Repositioning the hotel to the well-known DoubleTree by Hilton conversion brand, the hotel will be the centerpiece of Joplin after a renovation that will reduce the key count to 185 spacious rooms making it the iconic place to meet in the mid-west. Located adjacent to the city's 50,000 square feet of convention space, the hotel itself offer over 15,000 square feet of meeting space, plus a lobby bar and restaurant.

“The acquisition of this hotel reinforces our commitment to create a truly nationwide presence for Conor,” said **Joe Reardon**, Hotel Equities’ Sr. Vice President of Marketing and Business Development. “We are looking for value-added properties beyond the southeast that will also benefit the local communities, and we know that Hotel Equities and DoubleTree by Hilton, the fastest growing full service brand, will afford Connor the opportunities desired to be successful in this market. For the past few years, we have worked in partnership with Connor to manage their properties. They are vital to our strategic vision moving forward on conversions and acquisitions.”

“Because of Conor’s unique ability to reposition and convert projects, we have a strong vision for this hotel,” continued Mr. Reardon. “As the largest hotel with the best location in the area, we see it becoming a natural hub for regional and national corporate meetings and association groups. We will combine Conor’s development vision with Hotel Equities’ full service operations expertise to make this one of the best Doubletree by Hilton hotels in the system.”

A3M Investment, LLC, **Alberto Oliva**, owner, and Afin Developer Group also chose Hotel Equities to manage a 250-room upper upscale, premium-branded hotel they will develop in the northwest corner of the Miami International Airport area in the city of Virginia Gardens, FL. **Alejandro Araujo** serves as the project's Principal Developer and Manager.

The \$45 million project stands on property located two minutes driving distance from the entrance to the General Aviation Center (GAC) that offers service to private planes. GAC has the capability to clear arriving international flights including private, charter and cargo. The ideal location makes it appealing to flight training officials and other corporate partners in the vicinity.

"Hotel Equities is honored to be chosen for this role from among many strong management candidates," said **Brad Rahinsky**, Hotel Equities' president and COO. "Our firm is excited to have this new build opportunity in front of us."

***Hotel Equities (HE)** is an Atlanta-based full-scale hotel management, development and consulting firm operating more than 90 hotels throughout North America and internationally. Frederick W. Cerrone, CHA, serves as Chairman and CEO; Brad Rahinsky serves as President and COO. For more information, visit www.hotelequities.com.*

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