



**New-build Hampton Inn & Suites
Dunwoody/Perimeter Center**

Hotel Equities Names Jason Caughron the GM for 132-Key Hampton Inn & Suites by Hilton Dunwoody/Perimeter Center in North Atlanta

Upscale hotel to feature latest urban prototype; Early 2016 opening expected

Atlanta, GA—September 23, 2015 – Atlanta-based [Hotel Equities](#) announced the hiring of **Jason Caughron** as the General Manager of the new Hampton Inn & Suites by Hilton Dunwoody/Perimeter Center in North Atlanta.

Mr. Caughron has responsibility for overseeing the management of all operations at the hotel including food & beverage concepts plus sales, marketing and revenue management strategies. He will also execute timelines and oversee all activities to prepare the hotel for opening.

Hotel Development Partners, based in Dunwoody, owns the 132-room hotel under construction as the latest urban prototype for the Hilton hotel brand. Conveniently located near Atlanta’s popular Perimeter Center Mall, the hotel forms the centerpiece of a 3.6 acre development that will include two restaurants and high-end retail space.

“Jason brings an important depth of experience in food and beverage, operations and sales to this unique new hotel,” said **Brad Rahinsky**, President & COO of Hotel Equities. “He not only knows the local market, but he has demonstrated strategic management, award-winning guest service and dedication in a broad spectrum of leadership positions. He is a critical asset for our firm.”

An award-winning general manager with 25 years of hospitality experience, Mr. Caughron came to Hotel Equities from The Westin Atlanta North at Perimeter where he served as the Director of Operations. During his tenure, he successfully directed the \$15.4 million renovation of the hotel that had achieved a combined revenue of \$16.4 million in 2014 under his management.

Mr. Caughron began his hospitality career as a Bell Captain at Atlanta’s Doubletree Hotel before working in guest service positions for Starwood Hotels and Resorts. Moving up through a series of directorships, he honed his management skills. After proving his skills in operations, sales and guest service, he was promoted to the job of Hotel Manager at the Westin Atlanta North by Noble Investment Group.

Noble tapped Mr. Caughron as General Manager at the prestigious Lodge and Spa at Callaway Gardens. He held the position for four years, guided the Spa into a spot on the top 100 Spas in North America and directed the property’s transition to a coveted Autograph Collection by Marriott. He returned to the Westin Atlanta North as Director of Operations when it transitioned management companies.

Mr. Caughron lives in Flowery Branch, Georgia with his wife and son. A community volunteer, he has served as a member of the Board of Directors for the Georgia Hospitality Lodging Association. He also enjoyed coaching his son's baseball team. His hobbies include boating, fishing, watching sports and spending time with his family.

Hotel Equities (HE) is an Atlanta-based full-scale hotel ownership, management and development firm operating more than 100 hotels throughout North America. Frederick W. Cerrone, CHA, serves as Chairman and CEO; Brad Rahinsky serves as President and COO. For more information, visit www.hotelequities.com.

Hotel Development Partners (HDP) is an Atlanta-based joint venture partnership firm formed by Hotel Equities and IRE Capital for the purpose of acquiring and developing premier branded, select service hotels. Principals are Robert J. McCarthy, Allen T. O'Brien and Frederick W. Cerrone. For more information, visit www.hotelequities.com.

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