



Wesley Ludloff

## Hotel Equities Names Wesley Ludloff as General Manager for Island House Hotel in Orange Beach, Alabama

Atlanta, GA—August 03, 2016 – Atlanta-based [Hotel Equities](#) announced **Wesley Ludloff** as the General Manager of the Island House Hotel, a 161-room beach front, full service property in Orange Beach, Alabama. The hotel begins a comprehensive renovation following the summer season converting to a DoubleTree by Hilton.

Located at 26650 Perdido Beach Blvd. in Orange Beach, Alabama, the hotel overlooks sugar sand and the turquoise Gulf in the heart of Orange Beach's finest golf, fishing, restaurant and shopping. Just a short drive from the Pensacola International and Mobile Regional Airports, it is conveniently accessible to both. Mr. Ludloff has responsibility and oversight for the operations, food & beverage, sales & marketing and revenue management strategies of the property.

“Leadership is especially critical during a renovation and Wes is the perfect choice for GM,” said **Dominic Buompastore**, Hotel Equities’ Vice President of Operations-Full Service & Resorts. “He will lead the hotel to new heights as he manages its renovation to the popular, upscale DoubleTree by Hilton brand and guides the re-positioning of this beautiful all-Gulf-view asset. Wes’s extensive Food & Beverage and hospitality experiences have positioned him for this incredible opportunity.”

Hotel Equities promoted Mr. Ludloff from his post as the successful General Manager of the Wyndham Garden Hotel. The hotel featured 220 rooms and suites and extensive, flexible meeting space on the East Bank of New Orleans in Metairie, Louisiana.

With more than 18 years in the hospitality industry, he joined Hotel Equities in early 2015 from the Hotel Blackhawk, a member of Historic Hotels of America located in Davenport, Iowa, where he served as General Manager of this AAA 4-diamond property. Previously Mr. Ludloff was General Manager of The Mayo Hotel, a member of Historic Hotels of America, in Tulsa, Oklahoma. He also served as Quality Assurance Manager and as Director of Food & Beverage with Orient-Express Hotels.

A native of Hilo, Hawaii, Mr. Ludloff attended the University of Nevada Las Vegas where he studied Business Administration and Kinesiology before beginning his career in hospitality. In his free time, he enjoys spending quality time with his wife and family and playing guitar. He is looking forward to enjoying outdoor activities in the sand in Orange Beach!

“We are delighted to bring one of our top General Managers to this well-appointed full service beach-front property,” said **Joe Reardon**, SVP of Marketing and Development for Hotel Equities. “With incredible views of the private beach and the Gulf from every room, the hotel appeals to both business and leisure travelers. The amenities include a newly-developed 6,000 square foot conference center that will accommodate up to 250, private beach access, pool, a full service restaurant and bar with room service options. This will be Hotel Equities second Doubletree opening in the summer of 2016.”

The Island House Hotel offers all Gulf-front rooms with private balconies overlooking 336' of private beach and an outdoor heated pool. Alabama Gulf Coast attractions include the Alabama Gulf

Coast Zoo, Zeke's Charter Fleet, Gulf State Park, Adventure Island, Outcast Charter Docks, and Waterville U.S.A and More!

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**Hotel Equities (HE)** is an Atlanta-based full-scale hotel ownership, management and development firm operating over 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](http://www.hotelequities.com).

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