



HOTEL EQUITIES
EXCELLENCE IN HOSPITALITY™



HOTEL EQUITIES ADDS RESORT-STYLE HOLIDAY INN CANMORE TO GROWING HOTEL PORTFOLIO IN CANADA

APX Group partners with Hotel Equities for long-term growth plans

Atlanta, GA – June 5, 2019 – Today, hotel owner, operator and developer, [Hotel Equities](#) (HE), announced their appointment as the management firm for the [Holiday Inn Canmore](#), located at 1 Silvertip Trail in Canmore, AB. The resort-style hotel is situated next to the TransCanada Highway and features stunning views of nearby Three Sister Mountain. The hotel is owned by 3G Equity Inc. of APX Hotels Group.

In early 2019, APX Hotels Group established a [strategic expansion partnership](#) with Hotel Equities. At that time, HE assumed management of eight branded hotels developed and owned by 3G Equity/APX Hotels. In May, APX acquired Best Western Wainwright Alberta and Holiday Inn Canmore Alberta, expanding its portfolio to 10 hotels. Hotel Equities currently operates a total of twenty-three hotels in Canada with its Canada-based office and team located in Edmonton.

“We are excited to be in Canmore operating this beautiful IHG hotel. We're focused on maximizing returns for this great ownership group,” said Joe Reardon, chief development officer for HE. “Our firm’s operational expertise and knowledge of resort-style destination properties will ensure its success.”

“We continue to expand and shift management responsibility to Hotel Equities,” said Mike Lai, president of APX Hotels Group. “They have deep resources and a professional management team to implement and provide high quality services to our guests.”

The Holiday Inn Canmore is located near downtown Canmore Alberta offering guests dramatic mountain views and close proximity to unforgettable adventures in Alberta's backyard, such as hiking at Banff National Park, biking on the Legacy Trail or swimming at Quarry Lake. The hotel's location also offers guests an abundance of attractions during their visit with three nearby golf courses and ski slopes at Lake Louise Ski Area, Norquay, Nakiska and Sunshine Village.

With nearly 1,200 hotels across the world, Holiday Inn continues to expand its global footprint to create memorable experiences that best serve today's business and leisure travelers. To learn more about the Holiday Inn brand and how it is growing for the modern traveler, visit www.holidayinn.com or call 1-888-HOLIDAY.

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About Hotel Equities:

Hotel Equities (HE) is an Atlanta-based full-scale hotel ownership, management and development firm operating 120+ hotels throughout the U.S. and Canada. Frederick W. Cerrone, CHA, serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. For more information, visit www.hotelequities.com.

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