



HOTEL EQUITIES  
EXCELLENCE IN HOSPITALITY™



*Holiday Inn & Suites-Lloydminster*



*Hampton Inn by Hilton-Lloydminster*

## **HOTEL EQUITIES EXPANDS FOOTPRINT IN CANADA WITH ADDITION OF EIGHT HOTELS IN ALBERTA**

Creates strategic partnership with APX Hotel Group to operate current portfolio and assist with development projects

Atlanta, GA – March 04, 2019 – Today, Atlanta-based hotel owner, operator and developer, [Hotel Equities](#) (HE), announced they have been selected as the strategic partner with APX Hotels to operate eight hotels in the Alberta region. The hotel portfolio, consisting of IHG, Hilton and Wyndham branded properties is owned by APX Hotel Group. The combined total guestroom count is 749 and growing, with future development projects in the pipeline.

"We continue to expand our Canadian portfolio with owners whom we are aligned and who seek strong management of their assets," said Joe Reardon, chief development officer for HE. "We made our entry into the Edmonton market early last year with two Marriott hotels. Our dedicated Canadian regional team immediately provided their expertise in growing revenue, while optimizing the hotel's profitability. We look forward to creating this value-add for our new partners at APX Hotel Group as we welcome the new team of associates to the Hotel Equities' family."

HE has experienced significant growth in Canada over the past year, prompting the creation of a regional office in market. The addition of these eight hotels brings the firm's total to fifteen in Canada after entering the country in early 2018. Prior to entering the Canadian market, the firm spent a significant amount of time understanding the country's branded hotel growth, human resource variations, currency implications and the regional staffing model needs. Hotel Equities continues to grow strategically, making a significant investment into a Canadian regional office encompassing all disciplines including operations, sales and marketing, revenue management and accounting.

The eight hotel portfolio consists largely of IHG-branded hotels and includes two full service properties. The [Holiday Inn & Suites Lloydminster](#) features meeting and event space, as well as a restaurant and lounge in which guests can dine or relax. The [Holiday Inn & Suites West Edmonton](#) features meeting and event space and also offers guests the option to dine at their on-site restaurant.

"We immediately recognized Hotel Equities' presence in market," said Mike Lai, president of APX Hotels. "Not solely for the performance results and ability to capture business, but also for the positive impact their culture brings to the community. We are thrilled to provide our hotel staff the valuable benefits and resources that Hotel Equities has in their toolkit for success."

#### 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](http://www.hotelequities.com).

#### About APX Hotel Group:

APX Hotel Group has a portfolio of eight branded hotels with a total of 749 guest rooms throughout the Alberta region. The portfolio of hotels will soon reach ten hotels with a total of 933 rooms. Under the leadership of APX Hotel Group's Founder, Mr. Mike Lai, their dedicated team of associates are committed to building a successful and lasting company by consistently delivering quality accommodations to their guests. APX Hotel Group is recognized by their associates, guests and investors for continually delivering a higher standard of excellence. With more than ten years of experience as developers and operators, APX owns and operates first class, top of brand hotels throughout Alberta. With a competitive portfolio, they have maximized the local market share and remain major leaders in each region. Since deciding to shift focus to development and portfolio growth, APX selected Hotel Equities as a strategic management partner. The new partnership is expected to elevate the organization to the next level.

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