



Hotel Equities Selected as Managing Partner to Open Aloft in OKC **Premium-branded hotel owners seeing impressive ROI with HE partnership**

Atlanta, GA – August 22, 2018 – [Hotel Equities](#) (HE) just announced their selection as the operator of the new-build Aloft hotel located at 13111 Highland Park Blvd. in Oklahoma City, OK. This new addition to HE’s lifestyle division of hotels is owned by Highland Hospitality, LLC. An expected completion date is scheduled for Q1 2019.

“We are proud to partner with this ownership group to open the Aloft hotel in Oklahoma’s capital city”, said Joe Reardon, HE’s SVP of Business Development & Marketing. “Our regional team will tap into their experience and knowledge of the market to ensure the hotel is fully ramped quickly upon opening and becomes a strong community partner. Hotel owners wanting to add premium-branded hotels to their portfolio see the value of establishing a partnership with a reputable firm [like HE] because we have the ability to quickly deploy a team of experts in operations, sales and revenue management and human talent deployment in order to maximize efficiencies and performance across the board.”

Hotel Equities currently has 100+ hotels throughout the U.S. and Canada with 35% of its portfolio consisting of boutique and lifestyle properties. *“Hotel Equities was highly recommended to us as leaders in this space. Their reputation in the industry gives us complete confidence in their ability to operate our asset with excellence,”* said **DJ Patel**, Owner/Partner with Highland Hospitality, LLC.

Aloft is the next generation of hotel, using technology and design to enhance experiences and move at the pace of their guests. The hotel will include the Re:mix lounge and pool table, along with loft-like guestrooms. Catch live acoustic performances, mix & mingle, and sip on crafted signature cocktails at the W XYZ® bar and Re:fuel cafe.

The uniquely-designed hotel will complement the modern metropolis, offering guests an energetic, intuitive and affordable option when visiting the city.

About Hotel Equities

Hotel Equities (HE) is an Atlanta-based full-scale hotel development, ownership and operating firm managing 100+ 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.

About Aloft Hotels

With more than 125 hotels now open in nearly 20 countries and territories around the world, Aloft Hotels, part of Marriott International, Inc., delivers a fresh approach to the traditional staid hotel landscape. For the 'always on' next generation of traveler, the Aloft brand offers a tech-forward, vibrant experience and a modern style that is different by design. Aloft is proud to participate in the industry's award-winning loyalty program, Starwood Preferred Guest®. Members can now link accounts with Marriott Rewards®, which includes The Ritz-Carlton Rewards® at members.marriott.com for instant elite status matching and unlimited points transfer. For more information, please visit www.aloft-hotels.com and follow along on Facebook, Instagram, and Twitter.

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