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Fairfield Inn & Suites by Marriott-Edmonton North

TownePlace Suites Edmonton South

Hotel Equities Enters Canada; Creates Regional Support to Manage Two Marriott Hotels in Edmonton, Alberta

ATLANTA—February 1, 2018 – **Hotel Equities** has entered the Canadian market to oversee two Marriott hotels in Edmonton, effective immediately. Hotel Equities adds its first hotels in Canada after the firm’s executive team recently restructured the organization to support both domestic and international growth.

Located in Alberta, in the western region of Canada, the new Fairfield Inn & Suites by Marriott Edmonton North and the recently built TownePlace Suites by Marriott Edmonton South are owned by Iliyan Hospitality, Inc. Owners of Iliyan Hospitality explored several management options and felt Hotel Equities was a great fit due to their strong culture, performance results and brand relationships.

“Hotel Equities’ superb reputation within the industry and their proven success as operators are what caught our attention,” said **Zul Damani**, owner of Iliyan Hospitality, Inc. “It is profoundly reassuring to know their team has a game plan for the success of our assets.”

“Hotel Equities has a tremendous relationship with Marriott in the United States that is driven by results” said **Joe Reardon**, Hotel Equities’ Senior Vice President of Business Development and Marketing. “We’re excited to bring those best-in-class results to Canada and are committed to deploying the necessary resources, infrastructure and support to ensure optimal performance for our Canadian partners both here in Alberta and throughout this wonderful country.”

“We are fully committed to embracing this opportunity and others throughout Canada with a regional team comprised of hand-picked, experienced specialists from within and outside of our organization,” said Mr. Reardon. “This strategy was set in motion two years ago as we worked

with various brands and owners about the need for strong hotel management and support in Canada. These two hotels complement our firm's overall strategic growth plans into the Canada market. Our brand of management and owner instincts allows us to deliver an efficient ramp-up of hotels that achieves success with guests and profitability for the owners and we are thrilled to be selected as a partner in the Canadian market. These two great assets comprise our launch into the western region of Canada and we are currently exploring many options in Central and Eastern Canada with additional announcements to come soon."

"We are thrilled to have Hotel Equities entering the Canadian market. Hotel Equities' management team has extensive operating and development experience with Marriott-branded hotels in North America. Their commitment to establishing themselves in Canada is a big win for our developers and owners and our growing portfolio of 224 hotels across Canada," said **Don Cleary**, President Marriott Hotels of Canada. "Hotel Equities will not only bring extensive third party operating expertise, but a strong expertise in pre-development and construction, enabling our hotels to perform quickly in our markets."

Conveniently situated only a few minutes from Edmonton International Airport, the TownePlace Suites Edmonton South offers easy access to South Edmonton Commons for upscale shopping, the Nisku Business Park and West Edmonton Mall. The hotel has tremendous meeting space well-equipped with AV and the ability to serve small regional meetings, as well as social events. Additional amenities include a first-class indoor pool, hot tub and fitness center. This all-suite hotel is great for relocations and long and short-term business assignments, giving guests all the comforts of home and providing everything needed to live life uninterrupted.

The Fairfield Inn & Suites Edmonton North stands near Rogers Place Arena, offering entertainment from concerts to hockey games. It's just a short drive from the hotel to the West Edmonton Mall and Edmonton Expo Centre, or guests can explore a variety of shops and restaurants in downtown Edmonton. The hotel has 861 sq. ft. of event space available for meetings and special events, as well as one of the only indoor water slides in Alberta. ###

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

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