



Residence Inn Miami Beach-Surfside



Arthur Holman

## **Hotel Equities Names New GM for Residence Inn Miami Beach/Surfside**

Atlanta, GA and Miami Beach/Surfside, FL—July 14, 2017 – Atlanta-based Hotel Equities announced the hiring of **Arthur Holman** as the new General Manager of the 175-room Residence Inn by Marriott Miami Beach/Surfside, FL located at 92<sup>nd</sup> Street and Collins Avenue in the Surfside area of Miami Beach.

Mr. Holman has responsibility for overseeing the management of all operations at the all-suite resort-style Residence Inn including food & beverage concepts plus sales, marketing and revenue management strategies. Hotel Equities manages the property for Hotel Development Partners (HDP) of Atlanta, their JV partner.

“Arthur brings award-winning management experience with Marriott brands to his new position,” said **Chuck Powell**, SVP of Operations for Hotel Equities. “His skills in guest and owner relations and his expertise in sales and marketing will enhance the unique resort style hotel’s presence within the vibrant Miami Beach community.”

Mr. Holman came to Hotel Equities from Lodging Dynamics Hospitality Group (LDHG) in Provo, Utah, where he served as the Vice President of Operations and helped to grow the company from three hotels to 20, representing 13 brands within a period of eight years. He began his hospitality career in accounting at the Provo Park Hotel (currently the Provo Marriott).

After Mr. Holman earned a promotion to Controller, Sunstone Hotels tapped him as the opening General Manager of the Residence Inn by Marriott in Provo, Utah. Under his watch, the hotel became a consistent RevPAR leader and Mr. Holman captured the firm’s Rising Star and Chairman’s Circle awards for his leadership skills and financial success.

In 2000, Lodging Dynamics Hospitality Group hired Mr. Holman as General Manager for the Residence Inn by Marriott in Salt Lake City, Utah. During his tenure, he spearheaded a complete renovation of the property including the conversion and addition of a 60-room independent hotel as an extension of the Residence Inn. He enhanced guest and associate satisfaction, increased the hotel’s profitability and hosted the U.S. Olympic Committee during the 2002 Winter Olympic Games before his promotion to VP of Operations for the firm.

Mr. Holman earned a B.S. in Business Management with an emphasis in finance from Brigham Young University. He also holds a Certificate in Advanced Hospitality Revenue Management from Cornell University. An avid supporter of the nonprofit Operation Underground Railroad, he has also participated in numerous Marriott Spirit to Serve activities, including Habitat for Humanity. In his free time, he enjoys scuba diving, traveling and using his smoker to cook for his family. Mr. Holman and his wife Meredith are the parents of three daughters.

**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 Founder and Chairman; Brad Rahinsky serves as President and CEO. For more information, visit [www.hotelequities.com](http://www.hotelequities.com).

**Hotel Development Partners, LLC (HDP)** is an Atlanta-based joint venture formed by Hotel Equities and IRE Capital for the purpose of acquiring and developing premier-branded hotels. Bob McCarthy serves as Chairman, Allen O'Brien serves as CEO and Fred Cerrone serves as COO.

**Contacts:**

Margaret M. Jones, Director of Public Relations, Hotel Equities, 770.934.2170

Brad Rahinsky, President and Chief Executive Officer, Hotel Equities, 678.578.4444, x 22

Joe Reardon, SVP of Business Development & Marketing, Hotel Equities, 678.578.4444, x 23