



HOTEL EQUITIES APPOINTS JOANNE PERSCHBACHER AS GENERAL MANAGER OF STONERIDGE MOUNTAIN RESORT

Canmore, Alberta – January 26, 2022 – Hotel owner, operator, and development firm [Hotel Equities](#) is excited to announce the appointment of Joanne Perschbacher as the new General Manager for [Stoneridge Mountain Resort](#), AB. The upscale mountain resort joined Hotel Equities' portfolio of managed hotels in Q4 2021, and is located in Canmore, AB. Joanne reports directly to Renjith Vengalil, Regional Director of Operations – Canada.

“Joanne has enjoyed an extensive 20+ year career with Marriott International including appointments in Full Service, Luxury, and Lifestyle brands,” said Vengalil. “Her extensive knowledge and experience makes her a tremendous asset to the team. We are excited to have her join the Hotel Equities family and are looking forward to her leadership making Stoneridge Mountain resort a premier destination.”



Born and raised in Ontario, Canada, Joanne acquired an appreciation for customer/guest motivations and aspirations through her experience working at both resort properties and urban hotels. Her rich career has transported her across much of Canada including assignments in Vancouver, Whistler and Kananaskis, AB.

Prior to joining Hotel Equities, Joanne was the Dual Director of Sales & Marketing for the JW Marriott Parq Vancouver and The Douglas, an Autograph Collection hotel. The two luxury lifestyle hotels each had their distinct brand and guest experience. Joanne was also the Director of Sales & Marketing for Delta Toronto, the flagship for the Delta brand, where she played a key role in elevating the hotel's positioning in the market as a market share leader and top performer for both revenues and guest experience.

“I am looking forward to working alongside and providing support to the team at Stoneridge as we welcome guests with one-of-a-kind customer service,” said Joanne. “The resort’s ideal location offers tremendous marketing potential and opportunity to create unmatched guest experiences.”

About Hotel Equities

Hotel Equities is an award-winning full-scale hotel ownership, management and development firm with a portfolio of 200+ hotels and projects throughout the United States and Canada. Fred Cerrone, CHA, serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. Hotel Equities is an affiliate of 33 Degrees, an integrated management platform combining market knowledge and industry experience across a broad range of CRE assets including office, restaurant, retail, mixed-use and multi-unit residential. For more information on Hotel Equities, visit www.hotelequities.com.

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