



HOTEL EQUITIES
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HOTEL EQUITIES PROMOTES SERNA TO GENERAL MANAGER OF THE ISLAND BEACHSIDE RESORT

The iconic Fort Walton Beach hotel entered HE's portfolio of managed properties in November 2019

Atlanta, GA and Fort Walton Beach, FL – December 2, 2019 – Atlanta-based [Hotel Equities](#) (HE) announced today that **Cesar Serna** has been appointed to the position of General Manager of [The Island, by Hotel RL](#) in Fort Walton Beach, Florida. Cesar was promoted from his previous role as a task force GM for Hotel Equities.



Cesar Serna, GM

In his new role, Cesar will oversee the management and operations of the 331-room beachside resort, offering 14,000 square feet of meeting and event space, nestled along beautiful Fort Walton Beach on Okaloosa Island. The hotel joined HE's portfolio this past November as announced [here](#).

A hands-on and goal-oriented professional, Cesar brings more than 25 years of hotel and resort experience to his new role. He joined HE in early 2019 in a task force general manager capacity, during which time he helped achieve growth in revenue per available room (RevPAR) and exceeded budgeted gross operating profit (GOP) at the hotels he led.

Prior to joining HE, Cesar served as Regional Vice President of Operations for an Atlanta-based hotel group, where he oversaw a diverse portfolio of full and select-service properties.

Cesar and his wife are excited to relocate to the Emerald Coast, where they have traveled often to vacation with family and friends. In his free time, Cesar is an avid bike rider.

About Hotel Equities:

Hotel Equities (HE) is an Atlanta-based full-scale hotel owner, operator and development firm managing 140+ 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.

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