



## Hotel Equities Named Top Performer by Marriott for Intent to Recommend in 4th Quarter 2023

ATLANTA – February 12, 2024 – Today, [Hotel Equities](#) (“HE”), a leading hospitality management and development company, proudly announced its recognition by Marriott as the Top Performer for Intent to Recommend for franchise management companies operating 50+ Marriott Select Brand hotels in the United States for the 4th Quarter of 2023.



The acknowledgment reinforces HE’s commitment to its founding mission to make a distinct difference in people’s lives, a sentiment delivered through creating exceptional guest experiences and maintaining high standards across its entire portfolio of properties. The achievement reflects the dedication and hard work of the entire Hotel Equities team in consistently exceeding guest expectations and driving satisfaction.

Al Smith, President of Hotel Operations at HE, expressed his gratitude for the recognition, stating, "We are honored to receive this acknowledgement from Marriott. It is a testament to the dedication of our team members who continually go above and beyond to ensure the satisfaction of our guests. This achievement reaffirms our team’s passion to serve and motivates us to continue raising the bar."

The recognition holds special significance for HE, as its Founder and Chairman, Fred Cerrone, was among Marriott's initial franchise partners. His legacy underscores the company's deep-rooted commitment to upholding Marriott's vision and values, aligned with his own vision for excellence.

"This recognition doubles down on our commitment to growth with quality," said James Hansen, EVP of Business Development for HE. "We are determined to continue expanding our portfolio while prioritizing unparalleled guest experiences, ensuring that every property we manage exceeds expectations and delivers exceptional service."

HE manages a diverse [portfolio](#) of best-in-class select- and full-service properties across North America to include Marriott, Hilton, IHG and Hyatt brands.

### About Hotel Equities

Hotel Equities (HE) is an award-winning full-scale hotel ownership, management, and development firm with a portfolio of approximately 300 hotels and resorts throughout the United States and Canada. For more information on Hotel Equities, visit [hotequities.com](http://hotequities.com).

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