



Humberto 'Bert' Allegue

Hotel Equities Names Humberto 'Bert' Allegue Director of Sales for Residence Inn by Marriott Miami Beach/Surfside in Surfside, Florida

ATLANTA, GA (August 10, 2015) – Atlanta-based **Hotel Equities** (HE) www.hotelequities.com named **Humberto "Bert" Allegue** the Director of Sales for the Residence Inn by Marriott Miami Beach/Surfside, Florida. The unique, resort-style hotel with 175 suites is scheduled to open in late fall 2015.

Mr. Allegue has responsibility for initiating sales and implementing the marketing strategy for both corporate and leisure market sales for this one-of-a-kind Residence Inn. He generates new business and builds relationships with clients by capitalizing on the hotel's unique amenities and services. Mr. Allegue works closely with **Sean McKeen**, the hotel's General Manager.

"We tapped Bert to sell this exciting new project because of his experience and his ability to grow market share and drive best-in-class, top-line results for the hotel and its stakeholders," said **Drew Salapka, VP of Sales and Revenue Generation** for Hotel Equities. "He knows the Miami market and he has what it takes to make a difference and cultivate success for this fantastic new hotel."

With more than 10 years of experience, primarily in South Florida, Mr. Allegue most recently served as Sales Manager for the Hilton Miami Downtown. After beginning his career as a tour director for Holland America Cruise Lines, he joined Marriott International as the Group & Catering Sales Manager for the full service hotel division in South Florida before serving as Sales Executive for Marriott's South Florida area Sales.

The Residence Inn Miami Beach/Surfside is located in the northwest corner of the intersection of Collins Avenue and 92nd street in Surfside, only four blocks south of the exclusive Bal Harbour Shops. With exclusive designated access to the beach, the hotel offers ocean views from a roof-top pool surrounded by cabanas and a full bar. On the main floor, the communal-designed lobby and public space incorporates a tropical feel and features a uniquely Miami Beach-chic lobby bar.

Mr. Allegue holds a degree in Hospitality Management/Travel Tourism Management from Johnson & Wales University in Miami. In his free time, he enjoys outdoor activities including riding bicycles and motorcycles, boating, spending time on the beach and rooting for his favorite Miami teams, the Heat and the Dolphins.

Hotel Equities (HE) is an Atlanta-based full-scale hotel management, development and consulting firm operating more than 90 hotels throughout North America. *Frederick W.*

Cerrone, CHA, serves as Chairman and CEO; Brad Rahinsky serves as President and COO. For more information, visit www.hotequities.com.

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Photo Caption: Humberto “Bert” Allegue