



NEWS

For Immediate Release

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HOSPITALITY VETERANS INTRODUCE NEW BOUTIQUE HOTEL BRAND

AT 2016 LODGING CONFERENCE, PHOENIX

***Artistry Hotels to Re-Define the Guest Experience for Today's Traveler
as it Sets a New Standard in the True "Art of Hospitality"***

PHOENIX, Ariz., (Sept. 26, 2016) – Orlando, Florida-based Artistry Hotels Partners, LLC announces the launch of Artistry Hotels, a new, full-service, independent boutique hotel brand in the “new luxury” segment that will deliver distinctively artful and imaginative experiences reflective of each property’s location. The announcement was made today at The Lodging Conference in Phoenix, Arizona, by the brand’s senior leadership team - hospitality veterans W.A. “Chip” Headley, III, CEO; and Bryan Guillot, COO.

“The hospitality industry is changing rapidly to meet the demands of a new, emerging traveler that places a high priority on their own personal design, service and experiential preferences,” said Chip Headley. “And while Millennials undoubtedly are having a significant impact on the industry as they grow in numbers and influence, so too is the younger, Active Boomer. Regardless of age, this ‘new’, discriminating U.S. travel consumer has become the driving force behind what defines today’s ‘lifestyle hotel’.”

The new Artistry Hotels brand represents hospitality with a purpose – a purpose to make a true difference in the lives of its guests, employees and the communities they serve. Defined by its distinctive energy, thoughtful touches, engaging and interactive offerings, vibrant and inviting design, and the overall pursuit and appreciation of multi-sensory experiences, each Artistry Hotel will be uniquely individual and reflective of the personality of its location and neighborhood – from the art on the walls, to the coffee served in its restaurants.

“Our focus is on service, people, integrity, and innovation,” said Bryan Guillot. “With Artistry Hotels, our goal is to establish a new definition of what the true ‘art of hospitality’ really means to today’s traveler, and how that is realized through the highest standards of service, our business practices, the Artistry guest experience, and the brand’s commitment to social responsibility.”

Artistry Hotels seeks to develop its hotels with a focus on urban developments, mixed use developments with significant business activity, and university campuses.

Based in Orlando, Florida, Artistry Hotels is led by a seasoned team of hospitality executives who are experts in all phases of hospitality development and operation, and who each have more than three decades of hospitality industry experience with such top-tier lodging companies as Westin Hotels and Resorts, Starwood Hotels, and Wyndham Worldwide. Artistry Hotels has also tapped veteran hospitality design firm, WATG and their new Chicago-based Urban Architecture Studio practice, to shape its “art as architecture” brand concept, based on its expertise and focus on high-rise and urban mixed use projects. For more information, visit www.artistry-hotels.com.

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