



Hotel Equities to Manage Resort-Style SpringHill Suites by Marriott Navarre Beach on the Florida Panhandle



Atlanta, GA—August 5, 2015 – Atlanta-based Hotel Equities (www.hotelequities.com) recently announced its selection as the management company for a \$30 million, 161-room SpringHill Suites by Marriott in Navarre Beach on the Florida panhandle. Located at 8375 Gulf Boulevard, the six-story hotel will provide a one-of-a-kind experience for leisure and business travelers alike.

American Fidelity Life Insurance Company (AFLI) serves as the hotel’s development company and is known for its community vision and for developing impressive custom-built hotels with a strong focus on beachfront properties. This unique, resort-style SpringHill Suites sits on nearly a quarter mile stretch of pristine, white sand beach and fronts the Gulf of Mexico.

Adding to the appeal is a \$3 million deck around an outdoor pool overlooking the beautiful Gulf (*pictured above*), in addition to the climate-controlled indoor pool for those cooler winter months.

Construction began in mid-June and has an anticipated completion in third quarter 2016. (*rendering at right*) The hotel will cater to guests ranging from leisure travelers, families looking for getaways and corporate guests to wedding parties and reunion attendees, along with planners of regional business meetings who will utilize 4,000 feet of state-of-the-art meeting space.



“We are thrilled to grow our partnership with AFLI by adding yet another great project and hotel to our portfolio,” said **Brad Rahinsky**, President and COO of Hotel Equities. “The location is ideal to meet the demand for stays on the Florida panhandle. Our firm’s operational expertise and knowledge of resort-style properties will ensure the success of this beautiful destination hotel with our guests.”

The hotel’s resort-style amenities include both indoor and outdoor pools, a lazy river and a full-service restaurant, beach bar and lounge, along with numerous beach activities. The meeting

and event space, much of it overlooking the Gulf of Mexico, is being designed to accommodate business meetings, social gatherings, receptions and unforgettable weddings.

“This will certainly be a year-round destination for corporate and regional meetings in the panhandle,” said Mr. Rahinsky.

***Hotel Equities (HE)** is an Atlanta-based full-scale hotel management, development and consulting firm operating more than 90 hotels throughout North America and internationally. Frederick W. Cerrone, CHA, serves as Chairman and CEO; Brad Rahinsky serves as President and COO. For more information, visit www.hotelequities.com.*

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