



The Hotel Group Celebrates 40 Years of Hospitality Greatness™

Seattle, WA – June 25, 2024 – Award-winning hotel management company, [The Hotel Group](#) ("THG"), an affiliate of Hotel Equities, proudly celebrates its 40th anniversary this week, marking a significant milestone in its journey from a determined start-up in 1984 to one of today's leading hotel management companies.

Founded in 1984 by Edmond Lee, THG assumed management of 3 Executel hotels in Oklahoma and Texas. From its outset, THG followed the mantra, "Serve, Inspire & Deliver" a principle that guided the company as it embarked on its mission to provide exemplary management services. A compelling differentiator early-on for THG was its intentional focus on recruiting and retaining "Best in Class" team members who pledged to deliver hands-on, high-quality management service to its client partners. Today, the firm manages a portfolio of 21 award-winning hotels with a healthy pipeline of new development projects underway. Doug Dreher and Randy Meyer serve as THG's principals.

A Legacy of Caring for People

"Celebrating 40-years is such an exciting opportunity that wouldn't be possible without our best-in-class team," said Doug Dreher, CEO of THG. "Both on property and at the corporate level, our team works tirelessly providing our guests with our signature Hospitality Greatness; making us the company that others are measured against."

THG's commitment to a people-first approach has not gone unnoticed. The company has received numerous industry accolades over the years, including these most recent recognitions.

- Two-time recipient of the **Hilton Connie Award** (2021/2024) for The Sound Hotel Seattle Belltown, Tapestry Collection by Hilton
- **Marriott Diamond Circle Award** winner Residence Inn Wenatchee
- **Marriott Platinum Circle Award, Maintenance & Upkeep Award** for the TownePlace Suites by Marriott Ellensburg

The honors are a reflection of THG's commitment to creating a collaborative environment where everyone contributes.

Building a Strong Partnership

Over the years, THG has demonstrated resilience in the face of adversity, navigating economic downturns and significant challenges. This resilience not only fortified the company's operations but also strengthened the character of its team, managing through both prosperous and challenging times, guided by its mission, vision, and values, including its service vision of *Inspired Hospitality Greatness™*.

Strategic decision-making and thorough research have been vital to THG's success. This principle of due diligence has ensured that partnerships and investments are well-considered and beneficial for the long term. They joined forces in a strategic partnership with [Hotel Equities](#) in 2021 which has provided THG with additional resources, support, and collaborative opportunities, further bolstering growth as part of Hotel Equities' collective family of brands.

The 'how' of operations is a critical aspect for THG and one to which their low turnover rate is largely attributed. "For us, the 'how' is so much about our values and how we impact our team's lives and it was critical for us that we found like-minded partners aligned in vision. It's not just what we're focused on; it's how we do it," Dreher explained. This values-based approach has resulted in impressive metrics, including an average

management contract length of 11 years and a low turnover rate of 10.65%, representative of a loyal and committed workforce.

A Note of Gratitude

“As we look ahead to an exciting new chapter, we are incredibly grateful for the support we have received from our guests, associates, and partners over the years,” said Dreher. “Together, we will continue to achieve great things and create lasting memories for those we serve. Thank you for being an essential part of our story. Here’s to many more years of growth, success, and shared accomplishments.”

THG is actively seeking new opportunities to bring renowned service and quality to more locations, ensuring that more travelers can experience the THG difference. Look out for THG's continued expansion in the Pacific Northwest and Midwest regions of the US.

For more information about The Hotel Group, please visit www.thehotelgroup.com.

About The Hotel Group

The Hotel Group, celebrating its 40 Year Anniversary, is an affiliate of Hotel Equities, a nationally recognized leading hotel management, investment, and development company. Since its inception in 1984, THG has managed and/or owned over 140 properties in 25 states representing over 20 brands, directed the design and construction of over 50 new hotels, and completed the acquisition of nearly \$200 million in private investment through the Hotel Group Opportunity Funds. For more information on THG and the services it offers, visit www.thehotelgroup.com.

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