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Bandera Hospitality Wins Stylish New Hotel Property

Specialized hotel management company to assume operations and revenue management duties for the Holiday Inn & Suites in Fullerton, California.

Newport Beach, CA, December 17, 2009 Bandera Hospitality, a subsidiary of boutique hotelier Broughton Hospitality Group, was awarded the management contract for the newly re-branded Holiday Inn & Suites Hotel in Fullerton, California.

Bandera Hospitality was formed in 2006 as a specialized resource for branded and franchised hotels, which make up the vast majority of the marketplace today. Team members at Bandera are industry veterans with line-level and managerial experience at the property level and who bring specific areas of expertise that can be leveraged by branded and franchised hotels.

“Every member of the Bandera management team has walked in the shoes of our clients, so we understand their motivations and desires, and that translates into credibility and mutual respect,” states Larry Broughton, President of Bandera Hospitality.

The company will handle daily operations and revenue management services for the newly rebranded Holiday Inn and Suites in Fullerton, whose branding efforts are part of a global re-launch of the Holiday Inn brand by parent company IHG, and includes stylish new décor updates and enhanced services and amenities based on customer feedback.

“The sleek new look and premium services offered by the Holiday Inn & Suites rival those offered at some boutique hotels, so it’s crucial that staff and management at the property understand the unique psychographics of the boutique hotel customer and can develop and deliver the type of services that will exceed expectations and build loyalty among this dynamic customer segment” states Larry Broughton, President of Bandera Hospitality.

According to Broughton, the addition of the Holiday Inn and Suites contract has helped fuel aggressive growth plans for the company in 2010.

“With today’s economic condition, hotel owners are seeing the value of engaging with management companies with deep industry experience and proven successes in revenue management, guest satisfaction and profitability.”

Bandera Hospitality manages hotel properties in Los Angeles and Orange County and is currently in discussions with a number of branded hotels around the country.

About Bandera Hospitality

Bandera Hospitality provides hotel development and renovation services, daily hotel operations, sales and marketing, and financial services to branded, franchised and select independent hotel. Formed in 2006 by industry veteran Larry Broughton, Bandera Hospitality operates a subsidiary of Broughton Hospitality Group in Newport Beach, CA. For more information, visit www.BanderHospitality.com

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