



charlestowne**hotels**
INNOVATIVE HOSPITALITY MANAGEMENT

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Jim Sichta Appointed Vice President of Operations for Charlestowne Hotels

Charleston, SC – April 13, 2016 – Charlestowne Hotels, a full-service hospitality management company, announces the appointment of Jim Sichta as vice president of operations. Sichta brings a substantial and knowledgeable background to his new role with over 31 years in hospitality management and a wealth of experience in virtually every facet of hotel operations.

As an integral member of the executive leadership team for Charlestowne Hotels, Sichta oversees the management developments for the group's robust and varied portfolio, including boutique hotels and resorts, franchised properties and condo-hotels around the country. Utilizing his passion for service, mentoring, and professional advancement, Sichta is also responsible for coaching all management members through on-going training, promotions and performance reviews.

"Jim's unsurpassed understanding of hotel operations and perception of the hospitality industry is an asset to our executive team and heightens one of our core competencies of a tailored approach for each client," says Michael Tall president and chief operating officer of Charlestowne Hotels. "Further, Jim is a supportive mentor, inspiring each property team member to aim higher with an unwavering commitment to excellence."

In this role, Sichta will work with each property team to implement new goals and roll out updated initiatives and programs that enhance the brand, exceed guest satisfaction and improve efficiency. He also analyzes property data against demographic trends and outside economic factors to ensure each property is meeting operational budgets while simultaneously reducing expenses and maximizing revenue.

Working in hospitality since 1985, Sichta started as a front desk host, quickly working through a multitude of line level positions and eventually becoming general manager at the Best Western Aloha Tropics Hotel in Palm Springs. He later became resident manager and director of international and leisure sales for the Palm Springs Marquis, a Princess Resort, before becoming partner and regional director for Touchscreen Marketing in Hawaii, a hospitality marketing and advertising company. For the past 13 years, Sichta served as chief operating officer and partner for Broughton Hotels, an international hospitality company, consulting with both independent boutique hotels and branded properties.

A native of Chicago, Sichta graduated with honors from Echols International Hotel School and received accreditation as a Certified Hotel Administrator and Certified Rooms Division Executive through the American Hotel and Lodging Association. As a testament to his focus on team development and growth,

he is a certified trainer and proctor with the American Hotel and Lodging Educational Institute and all of the ServSafe food safety programs. In his free time, Sichta enjoys guest lecturing to aspiring hospitality students and writing travel advice columns.

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About Charlestowne Hotels

Founded in 1980, Charlestowne Hotels is a leading full-service hospitality management company offering innovative expertise in hotel development, operational controls, marketing management, revenue optimization and financial reporting. One of the top ranked hotel management companies in the US, Charlestowne properties consistently achieve RevPAR growth nearly double the national average. The brand offers a robust portfolio of independent hotels and resorts, franchised properties and condos around the country. Known for a proficient management style that pays close attention to guest experience, properties under Charlestowne Hotels regularly receive industry accolades on Condè Nast Traveler's "Gold List" and "Readers' Choice Awards," Travel + Leisure's Top 100 Hotels in the US," and top standings on TripAdvisor. For more information please visit www.CharlestowneHotels.com.