



charlestowne**hotels**
INNOVATIVE HOSPITALITY MANAGEMENT

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Johnathan Capps Appointed Vice President of Revenue for Charlestowne Hotels

Charleston, SC – April 28, 2016 – Charlestowne Hotels, a full-service hospitality management company, announces the appointment of Johnathan Capps as vice president of revenue. Possessing a deep understanding of hospitality sales, e-commerce and rate distribution, Capps will now be responsible for working in partnership with corporate leadership to maximize revenue with Charlestowne Hotels’ robust portfolio of boutique hotels and resorts, franchised properties and condo-hotels around the country.

As vice president of revenue, Capps oversees the internal and external revenue management strategies, working to establish new profitability enhancement methods for Charlestowne Hotels and each of the brand’s managed properties. Offering extensive knowledge in corporate revenue development, he will research new processes and software that will optimize the company’s customized revenue management systems.

“In conjunction with his strong sales and marketing skillset, Johnathan demonstrates an incredible aptitude for leadership, enabling him to bridge various disciplines for optimum results,” says Charlestowne Hotels’ president and chief operating officer, Michael Tall. “He will enable our brand to expand revenue services by meeting client needs and continuing our streak of topline revenue generation with year-over-year RevPAR growth nearly double the national average.”

On the property level, Capps will assist in strategizing areas to increase revenue for each hotel and consistently assess the revenue efforts of targeted campaigns and initiatives. He will work with each property team to coordinate packages, promotions and e-blasts with a goal of augmenting revenue production. With a tailored approach for meeting each property’s specific needs, the integration of revenue management within specific operations channels is a key component to client success and one of Charlestowne Hotels’ strongest differentiators.

Most recently, Capps was director of revenue at Wild Dunes Resort. He joined Charlestowne Hotels in 2010 as corporate revenue manager, and later grew to director of marketing. Prior to joining the Charlestowne team, he received experience in hotel development with a Florida-based management company and through his work at Hampton Inn & Suites in Myrtle Beach, SC. Capps received a degree in hospitality and tourism management from the College of Charleston and currently serves as an adviser for the college’s hospitality revenue management MBA program.

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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.