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Michael Cady Appointed Vice President of Marketing for Charlestowne Hotels

Charleston, SC – March 25, 2016 – Charlestowne Hotels, a full-service hospitality management company, announces the appointment of Michael Cady as vice president of marketing. Bringing more than 15 years of marketing and advertising experience from both agency and corporate environments, Cady leads the development of marketing strategies for Charlestowne Hotels. In his new role he'll be responsible for maximizing awareness for the company's robust portfolio of boutique hotels and resorts, franchised properties and condos around the country.

Offering substantial knowledge and background in brand management, Cady oversees the development and execution of strategic marketing initiatives and communications for all hotels in the brand portfolio. He ensures that positioning for each property is reflective of Charlestowne's unique branding process and caters to each hotel's individual needs and identity. Cady also plans to pursue his passion for holistic operations, integrating the sales, finance and marketing sectors to optimize customer relations. The end result will enhance online presence and maximize revenue for all Charlestowne properties.

"Michael's diverse marketing and hospitality experience shows an incredible aptitude for orchestrating complex marketing initiatives that meet profitable objectives," says Charlestowne Hotels president and chief operating officer, Michael Tall. "As a natural leader in strategic branding, he will shape the long-term marketing vision for Charlestowne Hotels that will continue to evolve our brand, and the offerings at each of our properties, for the needs of today's consumers.

Michael Cady joins Charlestowne Hotels from Salamander Resort & Spa, where he served as the director of sales and marketing. Previously, Cady served as account director at the internationally acclaimed advertising agency Saatchi & Saatchi, where he was the daily contact for Proctor & Gamble's sales, marketing and global brand teams. Prior to this role, he held the position of corporate marketing director for Joie de Vivre Hospitality and was also the regional marketing director for Belmond properties in the U.S., Mexico and Caribbean.

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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.