

# LBA HOSPITALITY

LBA Hospitality is a full-service hotel management, development, and consulting firm for more than 70 select-service and full-service hotels across the Southeastern United States. Our portfolio includes brands such as Marriott International, Hilton, Hyatt Corporation, and IHG Hotels. Since 1973, service has been the cornerstone of LBA's success. We attribute our growth to ongoing efforts exploring new and innovative ways to serve our guests and partners.

## OUR BRANDS

Courtyard by Marriott  
Delta Hotels by Marriott  
Fairfield Inns & Suites by Marriott  
Hampton by Hilton  
Hilton Garden Inn  
Homewood Suites by Hilton  
Home2 Suites by Hilton  
Hyatt Place  
Residence Inn by Marriott  
SpringHill Suites by Marriott  
TownePlace Suites by Marriott

## OUR LOCATIONS

Alabama  
Florida  
Georgia  
Kentucky  
Louisiana  
Mississippi  
North Carolina  
South Carolina  
Tennessee  
Texas  
Virginia

## OUR LEADERS

### Beau Benton, President



A presenter at this year's Hunter Hotel Conference, LBA President Beau Benton oversees processes to continue moving the company forward through innovative solutions and by motivating associates to achieve a higher level of customer service. Believing the true strength of a company comes from its people, he inspires each LBA team member to think for themselves and use their skills to make great things happen. An active founding member of Hilton's Home2 Suites Owner Advisory committee, Beau has presented at the Hunter Hotel Conference the past four years.

### Farrah Adams, Chief Operating Officer



Since joining LBA in 1999, COO Farrah Adams has worked various positions within the company, but her top priority has always been keeping associates happy and customers coming back. As a cultural leader, she prides herself on leading by example and sharing the importance of how a happy, positive, and successful environment ultimately gives LBA an edge on the competition. She is a board member of The Residence Inn Association and is an active member of the Hilton Garden Inn Owner Advisory Committee.

## INDUSTRY TRENDS

As hospitality industry veterans, LBA President Beau Benton and COO Farrah Adams can speak to the following trends impacting the future of travel and tourism. They are available for interviews on these and other topics during the 31<sup>st</sup> Hunter Hotel Conference.

- **Mobile Technology** – From reservation and check-in, to opening doors and ordering room service, mobile technology is changing the way guests experience their overnight business and leisure stays. This increased usage of mobile devices can greatly reduce the level of face-to-face interaction between hotel associates and guests. What does hospitality look like when we weaken the personal connection our hotel associates have with guests? How do we still deliver an authentic sense of welcome and arrival and maintain an ongoing connection? Are we able to personalize the experience without the traditional personal contact? Will this shift happen across the board, regardless of the demographic profile of the overnight guest?
- **Hourly Employment** – Due to a shrinking base of available hourly employees, recruitment and retention are becoming increasingly competitive. How do we compete in this type of marketplace? What can we do to encourage more people to enter this field? Are there incentives we can put into play to help reduce the number of hours dedicated to certain job functions; for example, could you reduce housekeeping hours by offering guests extra reward points for waiving daily room cleaning?
- **Dual Branding** – The industry has seen the introduction of dual branded properties in recent years, with an announcement just made for the first-ever tri-branded hotel. How do third-party management companies respond to these kind of multi-brand arrangements, specifically when best practices for the brands may not align?
- **Social Design** – Creating a “picture-worthy” setting encourages guests to take photos and share them on social media, which can act as “free advertising” and help build interest and online engagement for a hotel. How will social media trends impact the design and feel of a hotel? Will they encourage designers to create a greater sense of place, showcasing characteristics of the destination throughout the property?