



PALMER HOSPITALITY GROUP ACQUIRES K HOTELS
*Specializing in the management of 4 and 5-star boutique hotels –
K Hotels is marketing arm*

Beverly Hills, CA (DATE) - Palmer Hospitality Group (PHG), a specialty global management, development and marketing company, tailored for independent lifestyle boutique hotels, has expanded its services and executive team with the acquisition of **K Hotels**. An operating division of PHG, K Hotels provides sales, marketing and technology solutions. Specifically, the latest reservations technologies, distribution services and international sales representation are among the many services provided by K Hotels.

PHG selects prime locations around the world, in both primary and emerging trend-setting markets. This acquisition allows PHG to expand its worldwide property management services by now providing clients with the critical component of comprehensive sales and marketing services from the K Hotels operating unit. PHG is one of a few management companies to feature a full-service sales and marketing company as a part of their offerings.

“We are proud to bring together the special niche market expertise of K Hotels with the management acumen that has been a hallmark of the Palmer Hospitality Group,” says Michael Palmer, managing director. “The addition of K Hotels’ experienced sales and marketing staff, steeped as they are in the hospitality business, allows us to drive more revenue for independently owned and operated boutique hotels. We believe it’s a winning value proposition, one that boutique hotel owners will immediately embrace,” adds Palmer. Partners in the firm are Michael C. Palmer, Luigi Lo Balbo and Kerry Flowers. The executive team includes an elite roster of boutique hotel veterans including Daniel Howery, Chief Operating Officer, and Leslie Carey, Vice President – Project Development.

About Palmer Hospitality Group

Palmer Hospitality Group offers a comprehensive range of 4 and 5-star luxury hospitality development, marketing and management services. The world headquarters are located in

Beverly Hills with offices strategically located New York, Chicago, and Jakarta and with representation affiliates in Mexico, Costa Rica, London, and Italy. For more information please call 424-204-8200 or visit www.palmerhg.com.

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