



The Higgins Hotel & Conference Center Appoints General Manager and Director of Sales & Marketing

Seasoned professionals join management team for New Orleans property opening this December

NEW ORLEANS (Dec. 5, 2019) – [The Higgins Hotel & Conference Center](#) has announced the appointments of Daniel Rhodes as General Manager and Marc Becker as Director of Sales & Marketing. With a unique, 1940s-inspired theme and WWII artifacts incorporated throughout the property, [The National WWII Museum's](#) Hotel will officially open its doors this December in New Orleans' flourishing Arts and Warehouse District.

"Daniel and Marc bring extensive industry experience to The Higgins Hotel," said James Williams, The National WWII Museum's Vice President of Sales. "With their passion for hospitality, we could not be more excited to have them lead the launch of this highly-anticipated property, which will help support the Museum's educational mission."



Daniel Rhodes, General Manager, The Higgins Hotel & Conference Center

As General Manager, Daniel Rhodes will oversee and lead all operations and management of the Hotel. With more than 10 years of hospitality experience, Rhodes previously served as the Vice President of operations for Commercial Properties Realty Trust, overseeing the company's \$350 million in real estate assets. Prior to that, he was General Manager of Hilton Baton Rouge Capitol Center and was awarded "General Manager of the Year" by Prism Hotels and Resorts. His versatility has allowed him to build successful teams that focus on providing exceptional service, maximizing hotel profitability and engaging employees.



Marc Becker, Director of Sales & Marketing, The Higgins Hotel & Conference Center

As Director of Sales & Marketing, Marc Becker will supervise overall sales efforts for the Hotel. After earning a Master of Professional Studies in International Hotel Administration, Becker worked with Novotel and Club Med in Italy and France, and then with Gleneagles Resort in Scotland. An offer with Hilton at the Drake Hotel in Chicago brought him back to the United States. Becker later moved to New Orleans after accepting a position as Associate Director of Sales at the Omni Royal Orleans, where he earned recognition as "Sales Manager of the Year" from Omni Hotels & Resorts. He is an active member and past President of Meeting Professionals International, a past Board Member for Hospitality Sales Marketing Association, and currently serves on the Marketing and Industry Affairs committees of the Louisiana Travel Association.

For more information about The Higgins Hotel & Conference Center, please visit www.higginshotelnola.com.

###

MEDIA CONTACT:

NJF

higginshotel@njfpr.com

The Higgins Hotel New Orleans, named after Higgins Industries shipbuilder Andrew Higgins, is located on The National WWII Museum's campus in the heart of the New Orleans Arts and Warehouse District. The Art Deco-style property features 230 guest rooms, a second-floor conference center with more than 18,000 square feet of event space, a full-service restaurant, a rooftop bar and a concierge lounge for special guests. In addition to offering visitors convenient accommodations, the development also helps further the Museum's educational and research resources for students and scholars alike. Now officially open, The Higgins Hotel completes the Museum's campus footprint on the river side of Magazine Street, bringing increased vitality to the neighborhood, attracting thousands of visitors per year.

The National WWII Museum tells the story of the American experience in *the war that changed the world*—why it was fought, how it was won, and what it means today—so that future generations will know the price of freedom and be inspired by what they learn. Dedicated in 2000 as The National D-Day Museum and now designated by Congress as America's National WWII Museum, it celebrates the American spirit, teamwork, optimism, courage and sacrifices of the men and women who fought on the battlefield and served on the Home Front. The 2018 TripAdvisor Travelers' Choice Awards ranks the Museum No. 3 in the nation and No. 8 in the world. For more information, call 877-813-3329 or 504-528-1944 or visit nationalww2museum.org.