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HOTELS & RESORTS

OLS HOTELS & RESORTS APPOINTS ROB ROBINSON AS VICE PRESIDENT

Appointment of Hawaiian hospitality industry veteran Rob Robinson ignites OLS Hotels & Resorts' expansion in The Aloha State

HONOLULU, JULY 25, 2018 - [OLS Hotels & Resorts](#), a leading hotel management company of 22 hotels and resorts throughout the U.S., is pleased to announce the appointment of Rob Robinson to vice president. In his new role, Robinson will oversee OLS Hotels & Resorts' Hawaii operations while working with Chief Executive Officer Ben Rafter and team to expand the company's footprint in the Hawaiian market. The partnership between Robinson and Rafter marks an exciting new era for Hawaii's hospitality industry, as both leaders will use their extensive experience in Hawaii to develop and manage boutique properties across Hawaii's tourism islands while bringing a fresh, local perspective to the market.

"I am very pleased to welcome Rob as vice president at such a pivotal time in Hawaii for OLS," said Rafter. "Together we have managed over 50 hotels and nearly 15,000 rooms in the Hawaii market, and Rob has a wealth of local hospitality knowledge and leadership experience. He will be an incredible asset to our team as we embark upon tremendous growth in the years ahead."

"I'm excited to join the OLS Hotels & Resorts team during a dynamic time and look forward to working with Ben to grow OLS into one of Hawaii's top local management companies," said Robinson. "We both deeply care about Hawaii and its hospitality industry, and I believe that with our experience and expertise, we will create some real excitement in the market, not only for our guests but for our partners as well."

Earlier in the year, OLS Hotels & Resorts began operating [Hotel Renew](#), which was the first boutique property to launch in Waikiki in 2008. OLS is planning an extensive renovation for the property that will restore the hotel to its true boutique roots with refreshed rooms, updated amenities and unique guest experiences. Other Hawaiian hotels currently in OLS' portfolio include [Plantation Hale Suites](#) in Kapaa and [Banyan Harbor Resort](#) in Lihue on Kauai. The management company has plans to add several more Hawaiian properties to its portfolio over the next few years with a focus on filling the consumer demand for unique, independent properties that are reflective of each individual hotel's location and culture. On the management side, OLS will continue to develop its innovative technology and analytics services to ensure its properties are optimizing return on investment.

Prior to joining OLS Hotels & Resorts, Robinson worked for Highgate, a real estate investment and hospitality management company. Most recently, he served as managing director, overseeing hotels in Highgate's Waikiki portfolio. During his tenure in Hawaii, Highgate grew to

nearly 3,000 rooms in the Waikiki market. Prior to this role, Robinson served as general manager of the 839-room Pacific Beach Hotel, which he led through a \$115 million redevelopment, repositioning and rebranding the property to 'Alohilani Resort Waikiki Beach. Previously he held several executive leadership roles with both Highgate and Kimpton Hotels in the San Francisco Bay Area in properties ranging from 200 to over 1,000 rooms. Before entering the hotel business, Robinson was a successful restaurateur owning and operating restaurants and bars in the San Francisco Bay Area.

Currently, Robinson sits on the executive board of directors as vice chairman for the Waikiki Improvement Association and holds board positions with the Hawaii Lodging and Tourism Association, the Waikiki Business Improvement District Association and is a founding board member of the Waikiki Beach Special Improvement District Association.

For more information about OLS Hotels & Resorts, please visit www.olshotels.com.

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About OLS Hotels & Resorts:

Founded in 1988, OLS Hotels & Resorts is one of the industry's leading hotel management companies with a portfolio of 22 boutique and branded properties throughout the U.S. With roots in independent hotels and offices in Honolulu and Los Angeles, OLS offers a full spectrum of hotel management services. OLS is led by technology entrepreneur Ben Rafter and specializes in using analytics to ensure properties are optimizing return on investment. Its executive team features over 150 years of hospitality experience at virtually all positions, from operations to marketing, and includes team members with high tech, startup, quant, development and asset management experience. For more information, visit www.olshotels.com. Follow OLS Hotels & Resorts on [Facebook](#), [Instagram](#) and [LinkedIn](#).

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