



CoralTree Hospitality: Lifestyle Hotels and Resorts that Speak to the Soul

Denver, Colo. – Colorado-based [CoralTree Hospitality](#) is a collection of uniquely positioned lifestyle hotels and resorts in diverse locations offering extraordinary facilities and services. The management company is committed to optimizing the value of every hotel through operational excellence and memorable guest experiences. CoralTree delivers distinctive, memorable experiences that celebrate the surroundings, culture and community of each property.

CoralTree's focus on the management of one-of-a-kind, quality properties and consistently excellent financial performance is what separates the management company from traditional hotel owners and operators. The goal of CoralTree is to bring value to owners through property performance and culture. The company is consistently ranked among the top independent hospitality management companies by *Hotel Business* magazine.

“To us, travel that speaks to your soul is about the personal connections that each of our associates makes with our guests,” said Tom Luersen, president of CoralTree. “We are creating engaging, impactful environments and meaningful experiences that connect people and places. Travelers are looking for one-of-a-kind guest experiences and hotel owners are seeking management companies that can maximize hotel performance. We have proven experience doing both.”

Launched in December 2018, CoralTree is a wholly-owned subsidiary of Los Angeles based Lowe. The new management company was born from the acquisition of Two Roads Hospitality by Hyatt. Top Two Roads and Destination Hotels executives formed CoralTree offering nearly 50 years of proven experience as owners, developers and managers of world-class independent luxury and lifestyle hotels and resorts.

CoralTree properties and guest programs are as individual as the company itself. Each location provides its own set of tailored activities and amenities for the business traveler, family, conference attendee or the couple looking for a romantic getaway. The company currently provides hospitality and asset management services, as well as licensing partnerships to more than two dozen hotels and resorts in the United States. The collection includes independent, branded and soft-branded properties such as such as Terranea Resort on the Southern California coast, The Woodlands Resort in Houston, Sunriver in Oregon, Suncadia Resort in Washington, the Eddy Taproom & Hotel in Golden, as well as the Lake Nona Wave Hotel in Orlando, Florida. CoralTree also owns the Magnolia Hotels brand and manages four of its six properties in Denver,

Houston, St. Louis and Omaha. The company also is managing the Pier Sixty-Six Resort in Fort Lauderdale, Florida and The Hotel at the United States Air Force Academy in Colorado Spring, both of which are scheduled to open in 2024.

“The strength of CoralTree is in its properties,” added Luersen. “We’ve turned the traditional organizational chart upside down – it’s about each property being the best they can be versus building a corporate brand or imposing corporate programming and processes. It’s about providing resources that strengthen each individual property.”

As investors, developers, owners and operations, the team at CoralTree has the advantage of a truly informed and balanced perspective that it brings to all stakeholders. The company currently provides asset management service to properties such as Sunriver Resort in Oregon and Wild Dunes Resort in South Carolina.

In addition to representing independent and soft-branded properties, CoralTree is an approved partner of major hotel brands such as Hilton, Marriott and Hyatt.

For more information on the properties in the CoralTree collection, please visit www.CoralTreeHospitality.com.

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For high resolution, downloadable images of properties in the CoralTree collection, please visit <https://coralree.intelligencebank.com>