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White Lodging Names Sales Leaders to the Downtown Louisville Market

Shane Weaver is the new market director of revenue generation and Jennifer Cummings is the new director of sales and marketing

Louisville, KY (May 16, 2016): White Lodging is pleased to announce a familiar name will return to the downtown Louisville market, as well as the promotion of a current market leader.

Shane Weaver will rejoin White Lodging as the new market director of sales and marketing for full service hotels in downtown Louisville, overseeing revenue generation for the Louisville Marriott Downtown and providing above property support for the Aloft Louisville Downtown and new White Lodging hotels coming to the Louisville market in the future.

Jennifer Cummings has been promoted to director of sales and marketing for the Louisville Marriott Downtown.

Weaver brings more than 25 years of hospitality experience to his new role. Weaver began his work with Marriott International in 1989 and served in a variety of roles including senior sales manager, director of sales, pre-opening director of sales and director of marketing. Weaver has previously worked with White Lodging at the Louisville Marriott Downtown. He also served as a pre-opening director of marketing, general manager and cluster director of marketing.

Cummings has distinguished herself over her 12 years with White Lodging and the Louisville Marriott Downtown. As part of the pre-opening sales team, she set the foundation for the success the hotel has experienced over the years. She has remained an integral part of the hotel's success in both group and convention business as well as the overall direction for the hotels Kentucky Derby strategy and market leading success.

"The adoption of the new sales alignment brings back together the two primary people responsible for the current success the hotel enjoys today," said Regional Vice President Pete Sams. "Weaver and Cummings represent the very best in the business, and will help guide the hotel through the future challenges of a new convention center and additional supply in downtown Louisville."

The Louisville Marriott Downtown is located just two blocks from the KFC Yum! Center and connected to the Kentucky International Convention Center making the hotel the premier location for those seeking Louisville's top attractions. The spacious guest rooms feature stylish interiors, lush bedding and high speed

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WiFi and premium cable. Guests also have the opportunity to dine at the hotel's restaurant, Blu Italian Grille to enjoy savory Italian classics.

The Aloft Louisville opened in November of 2015. The hotel is an eight-story, 175-room boutique hotel is situated in the heart of Historic Whiskey Row on Main Street, just steps from several bourbon and whiskey distilleries as well as the heavily programmed KFC YUM! Center. The Aloft hotel, the only Starwood branded property in the downtown central business district, features the brand's signature tech-savvy touches alongside its customized lobby that respects the property's prominent location within Whiskey Row.

White Lodging Services Corporation was established in 1985 and is headquartered in Merrillville, IN. White Lodging is a fully integrated hotel ownership, development and operations company focused on developing and operating premium-branded hotels in growing urban markets across the United States. The company is a recognized leader that has defined and cultivated the ability to achieve consistent, sustainable growth among mid- to large-scale hotels. White Lodging has developed over 125 premium branded hotels over the last 25 years and its current managed portfolio consists of 165 hotels in 19 states including representation of the following leading brands: Marriott International, Inc., Hilton Worldwide, Hyatt Global, Starwood Hotels and Resorts, Preferred Hotels & Resorts and InterContinental Hotel Group.

For more information about White Lodging, please visit www.whitelodging.com, Facebook.com/whitelodgingservices, Twitter.com/whitelodging and Instagram.com/whitelodging.