



The Cromwell Vice President and General Manager, Karie Hall, Named Nationwide 2015 Hotelier of the Year

Executive of the first standalone boutique hotel on the Las Vegas Strip receives the 2015 Hotelier of the Year award by the Boutique & Lifestyle Lodging Association

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**BOUTIQUE & LIFESTYLE
HOSPITALITY
Awards**

Karie Hall, Vice President and General Manager of The Cromwell

LAS VEGAS (Dec. 17, 2015) – Karie Hall, Vice President and General Manager of The Cromwell, recently received the 2015 Hotelier of the Year award by the Boutique & Lifestyle Lodging Association (BLLA). Voted “Best Boutique Hotel” by the readers and editors of the *Las Vegas Review-Journal*, The Cromwell is the first standalone boutique hotel on the famous Las Vegas Strip, where Hall directly oversees all operational areas including the casino, food and beverage program and security.

BLLA serves as the first and only association dedicated to uniting the world’s independent boutique and lifestyle hotels and small brands. Since 2011, the organization has recognized prominent leaders in the industry who have made extraordinary contributions to their properties or organizations, both personally and professionally, with its annual awards.

“I am honored to have nominated Karie for this award, as she is an inspiring leader and a valued asset to our team,” said Eileen Moore, Regional President of Caesars Entertainment Las Vegas Resorts. “Karie is genuinely admired by her staff, peers and the industry and is an outstanding leader of The Cromwell operations team.”

Hall brings 14 years of hospitality experience with Caesars Entertainment Las Vegas Resorts to The Cromwell, including executive leadership roles at Caesars Palace, Harrah’s Las Vegas, The LINQ Hotel & Casino and Flamingo Las Vegas. Her career began in Scottsdale, Ariz. before relocating to Las Vegas where she joined Caesars Palace. In 2005, Hall received a companywide Chairman’s Award, the highest honor by Caesars Entertainment. She is passionate about providing guests with memorable experiences and service, and her highest priority is creating an engaging environment.

Throughout her career, Hall has remained active in her local and statewide business communities. She is the founding chair of Savvy, Caesars Entertainment Women’s Business

Resource Group, where she still serves as a Board Member. She has served on the Board of Directors for the Nevada Hotel & Lodging Association and as a Board Chair, from 2008-2011, of Nevada Restaurant Association's Hospitality Educational Foundation. Hall is on the Board of Directors for Nevada State Future Business Leaders of America and is an active alumna of Arizona State University and Alpha Phi Fraternity. In 2010, she was named one of *Nevada Business Magazine's* "Top 20 under 40," and in 2011, she was honored as an Athena Award finalist, which included induction into the Nevada Women's Chamber of Commerce Hall of Fame. In 2013, Hall was named one of the "Ten Women Who Know Business in Nevada" by the *Las Vegas Business Press*.

In October, BLLA hosted its 2015 Annual Leadership Symposium in Santa Monica, Calif. with 270 boutique hotel leaders, travel advisors, media and industry professionals in attendance across the three-day event. During the awards ceremony, BLLA presented Hall with the 2015 Hotelier of the Year award, honoring her as an industry leader who has made significant contributions on behalf of the hospitality industry in the category of boutique/lifestyle properties and/or brands. Additionally, the association commended Hall for her unparalleled leadership skills, high quality workmanship and outstanding track record in delivering successful programs.

THE CROMWELL

The Cromwell – voted "Best Boutique Hotel" by the readers and editors of the *Las Vegas Review-Journal* and the first standalone boutique hotel on the famed Strip – brings an exclusive, luxury lifestyle hotel experience to the Las Vegas Strip, focusing on hospitality, amenities and personalized service. The Cromwell is the first and only hotel in Las Vegas to offer mobile key technology for digital, keyless entry to rooms via the guests' iPhone. Located on the bustling corner of Las Vegas Boulevard and Flamingo Road – directly across from Caesars Palace – The Cromwell keeps it intimate with 188 rooms including 19 suites, a 40,000 square-foot casino, Bound by Salvatore - the hotel lobby bar, Interlude - a casino lounge, GIADA - the first-ever restaurant by celebrity chef and television personality Giada De Laurentiis, Drai's Beachclub • Nightclub - a 65,000 square-foot rooftop pool and nightclub experience designed and operated by nightlife impresario Victor Drai with day and nightlife experiences boasting open-air, panoramic views from 11 stories above the iconic Las Vegas skyline, and Drai's After Hours - located at its original home beneath the boutique hotel. For more information visit www.thecromwell.com like us on [Facebook](#) or follow us on [Twitter](#).

ABOUT THE BOUTIQUE & LIFESTYLE LODGING ASSOCIATION (BLLA)

The Boutique & Lifestyle Lodging Association (BLLA) is the first and only association dedicated to uniting the world's independent boutique and lifestyle hotels and small brands helping to increase their awareness to leisure and business travelers. Created to be the unifying voice of this distinctive subset within the hospitality industry, BLLA's goal is to unite the world's collection of boutique & lifestyle properties and the suppliers that sustain them, enabling them to successfully compete on a level playing field with major hotel companies, as well as market themselves to meet the increasing demand from discerning boutique-seeking clients. For more information or to become a member visit www.blla.org.

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