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## **AC HOTEL NEW ORLEANS BOURBON NAMES TRACY DUPLCHAIN DIRECTOR OF SALES**

**NEW ORLEANS, La.** (October 27, 2014) – The AC Hotel New Orleans Bourbon, a 220-room European-inspired, design-led hotel, opening its doors soon in the heart of downtown New Orleans, has named Tracy Duplechain as Director of Sales.

Tracy will be responsible for building new business, increasing market share, creating overall guest satisfaction and forging strong relationships with external business partners. Prior to joining the AC Hotel New Orleans Bourbon team, Tracy held the position of Account Executive, Mid-Market LA/MS Area Sales for Marriott International.

The AC Hotel New Orleans Bourbon will be managed by NewcrestImage, a privately-owned, Texas-based hotel, development, construction, and management firm.

“We’re excited to be opening the first AC Hotels by Marriott property in the U.S. in such a vibrant city as New Orleans,” said Mehul Patel, NewcrestImage CEO and chairman. “With its rich Spanish and French cultural influences, so many people across the globe know New Orleans and want to visit this most-European of all U.S. cities. We believe this hotel will bring a new style, and a decidedly European sensibility to the city’s hospitality and tourism market, while at the same time providing travelers with a truly memorable experience.”

AC Hotel New Orleans Bourbon is scheduled to open for business in early November 2014, followed by an exciting grand opening event in early December. The invitation only grand opening event will feature Marriott International executives, Antonio Catalán—the AC in AC Hotels by Marriott, local celebrities, musicians, business, civic and tourism leaders. Additional AC Hotels by Marriott properties are scheduled to open in Kansas City, winter 2014 and Miami, spring 2015.

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### **About AC Hotel New Orleans**

The AC Hotel New Orleans Bourbon is an upscale, eight-story, 220-room urban-inspired hotel. Designed for the savvy business and leisure traveler, the hotel is located near the historic French Quarter, and in one of the country’s most vibrant and European-style cities—New Orleans.

### **NewcrestImage**

Planting its roots as early as 1993, NewcrestImage is a privately-owned, Texas-based hotel development, construction, and management firm. The company’s principals have a combined experience of over a century in the hospitality industry. Their collective experience, combined with their single-minded dedication to providing guests with first-rate lodging accommodations and best-in-class guest services, are at the core of the company’s continuing success. The company designs, builds and operates state-of-the-art hotels for the most renowned brands in the hospitality industry.

