



FOR IMMEDIATE RELEASE

Motif Seattle names Max Roth Director of Sales and Marketing

Decades of hospitality sales and marketing expertise will enhance Motif Brand

Seattle- October 28, 2014- Motif Seattle, by Destination Hotel & Resorts, announced today that Max Roth will be joining the hotel leadership team as the Director of Sales and Marketing.

Roth brings over two decades of sales and marketing experience, gained in senior leadership assignments within Marriott, Hilton Hotels & Resorts, Starwood Hotels & Resorts, several highly acclaimed AAA Four-Diamond independent resorts and hotels, within the Destination Hotels & Resorts collection.



“It is a true honor to be joining the esteemed and seasoned team here at Motif Seattle,” said Roth. “To be tasked with helping a brand come to fruition from the ground up is a very exciting precipice to be at and I’m looking forward to helping pave the road for success ahead.”

Roth has spent the last four years, as a leader within Destination Hotels & Resorts, with most recent success, at the Woodmark Hotel located in Kirkland Washington, where Roth restructured the sales platform and created near and long-term strategies, for all revenue centers.

In this new position, Max will lead the Marketing and Sales divisions, mentor the revenue generating teams, and further expand the Motif Seattle brand as the most distinctively Seattle, original hotel.

“We are very excited to have Max on board to help enhance and convert our vision for this brand concept,” said Shannon Sheron, general manager, Motif Seattle. “Max’s reputation certainly precedes himself and we’re looking forward to having his energy here on our team.”

Outside of work, Roth enjoys spending time with his wife Susan and three children, Morgan, Madison and Jack.

Inspired by Seattle's burgeoning fashion, music and arts scenes Motif Seattle opened in July of 2014, boasting an entirely fresh and memorable guest experience all inspired by Seattle's uniquely progressive culture. Located in the heart of vibrant downtown Seattle between Pike and Union streets, Motif Seattle is the city's largest independent hotel.

About Motif Seattle

Motif Seattle, by Destination Hotels and Resorts, is an upscale independent downtown Seattle, WA hotel inspired by the area's rich fashion scene. Located on Fifth Avenue between Pike and Union Streets, Motif Seattle offers 319 guestrooms and 10 suites with sweeping views of downtown Seattle, the waterfront and the Olympic Mountains. In the center of the city's energy and culture, Motif Seattle is surrounded by the city's finest restaurants, shopping, entertainment venues, museums and local attractions. Featuring locally-inspired fashion-forward guest rooms and suites, as well as the urban contemporary Frolik Kitchen and Cocktails- featuring the largest outdoor deck in downtown Seattle.

About Destination Hotels & Resorts

Destination Hotels & Resorts is a collection of luxury and upscale independent hotels and resorts across the United States. Offering authentic, locally-inspired experiences from alpine adventures and stunning beachfronts to urban landmarks, each property embodies the natural surroundings and culture of its distinctive locale. With more than 40 properties in premier destinations, including Aspen, Chicago, Denver, Lake Tahoe, Los Angeles, Maui, Miami, New Orleans, Phoenix, San Antonio, San Diego, Santa Fe, Seattle, Vail and Washington D.C., the award-winning portfolio features renowned golf courses, indigenous spas, and exceptional culinary venues. For more information on Destination Hotels & Resorts, visit www.destinationhotels.com. Follow us on Twitter: [@Destination](https://twitter.com/Destination). Like us on Facebook: [DestinationHotels](https://www.facebook.com/DestinationHotels).

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