



**FOR IMMEDIATE RELEASE**

**Bandera Hospitality Wins Second Consecutive Branded Hotel Property**  
*Specialized hotel management company awarded contract for Holiday Inn Resort, Palm Springs.*

**Newport Beach, CA, January 5, 2010** – Bandera Hospitality, a division of Broughton Hospitality that operates branded and franchised hotels, has been awarded the management contract for the Holiday Inn Resort in Palm Springs, California. The contract marks the second consecutive hotel property contract Bandera has secured in less than 30 days.

In 2008, the 249-room Holiday Inn Resort completed major renovations and is one of the area’s newest full-service resort hotels and the only Holiday Inn on the West Coast awarded with the prestigious “Resort” designation. The 6-acre property features an ultra-modern décor, upgraded guestrooms and unique on-site amenities including an outdoor poolside movie theater.

Since the renovations, however, the resort has struggled with occupancy and turned to the Bandera team for their experience in the California market, specifically Palm Springs, where Bandera’s parent company, Broughton Hospitality, currently manages and operates two boutique hotels.

According to Holiday Inn Resort owner, Richard Deihl, another key component was the company’s ability to deliver a premium guest experience while controlling costs.

“Bandera understands the hotel business and local marketplace, but they also understand the unique experience that resort hotel guests expect from their stay, and they know how to deliver those experiences cost-effectively,” says Deihl.

Larry Broughton, president of Bandera Hospitality, concludes, “Mr. Deihl shares the same entrepreneurial spirit as Bandera, so this was a match of both expertise and chemistry. We’re confident in our ability to achieve measurable results for the Holiday Inn Resort, and we’re excited about the challenge.”

**About Bandera Hospitality**

Bandera Hospitality provides hotel development and renovation services, daily hotel operations, sales and marketing, and financial services to branded, franchised and select independent hotels. Formed in 2006 by industry veteran Larry Broughton, Bandera Hospitality is a subsidiary of Broughton Hospitality in Newport Beach, CA. For more information, visit [www.BanderaHospitality.com](http://www.BanderaHospitality.com)

**Contact:**

Erika Sime  
Broughton Hospitality/Bandera Hospitality  
714-908-4238  
[es@broughtonhospitality.com](mailto:es@broughtonhospitality.com)

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