



**VICTORY Hotel Group, A Premiere Real Estate Investment & Hospitality Management Company, Emerges Amid the Ashes of the Covid-19 Pandemic**

*Former CEO of RLHC, Responsible For Its Repositioning And Massive Growth, Amasses A Powerhouse Team of Industry Veterans to Bring First Class Acquisitions, Operations And Preferred Equity To Brands, Owners, and Investors.*

For Immediate Release

**Denver, CO** (June 3, 2021)- **VICTORY Hotel Group (VHG)** announces the newly formed group of veteran hotel executives, investment bankers, and capital partners consisting of LP and GP equity for hotel asset and hospitality company acquisitions.

Greg Mount, Co-Founder & Partner, “I was cautiously optimistic about embarking on this endeavor amid the chaos and uncertainty our world is facing coming out of this pandemic, especially in the travel and hospitality sector, however, I couldn’t think of a more appropriate time to help position **VICTORY Hotel Group** as the White Knight to troubled and distressed owners, operators and lenders to offer hope and possibilities. I am delighted to be re-united with former colleagues and to lend my support to a most talented team of executives as they lead the day-to-day activities of the company.”

**VICTORY Hotel Group** will consist of multiple entities under its umbrella: **VICTORY Hospitality**, through a joint venture with Equis Hotels, LLC, will focus on branded mid-scale and upscale assets providing consulting services for all aspects of hotel operations, management, receivership, business development, acquisitions, project management and repositioning of assets. **Hay Creek Hotels**, in which **VHG** has taken a majority position, offers an operating and investment platform with a focus on independent and boutique hotels that are strategically located in high barriers to entry and drive-in regional destination markets.

**Hay Creek Hotels**, a 15+ year old company with a portfolio of 23 hotels, 18 restaurants, 4 spas, and 2 golf courses, will continue to be led by its founder, Norman MacLeod, a hotelier for over 35 years, as well as, Gary Sims, another seasoned industry executive and active partner in VHG, serving as COO. “I am thrilled to be affiliated and aligned with such a powerful group of industry experts and successful capital partners that will provide strategic guidance, capital and ultimately substantial growth, acting alongside owners,” states Norman MacLeod.

The core strength of the company is founded in the team’s capabilities which span a vast range of experience from Finance, Accounting, Marketing & Sales, Media & Communications, Technology, Revenue Management, Operations, Project Management and Design. This group is comprised of individuals with unparalleled reputations and proven track records of success as innovators and cutting-edge developers.

“The **VICTORY** name was inspired by our determination to win at the highest level against all odds and many obstacles. The companies that can adapt to protect people while still building the best customer experience will be victorious and accelerate much faster out of this downturn. We are making great strides getting back to business, seeing travel begin to flourish once again, and we WILL overcome and succeed as an industry, an industry that this team loves and is most passionate about,” concludes Greg Mount.

#### **ABOUT VICTORY HOTEL GROUP**

*VICTORY Hotel Group is a premiere Real Estate Investment and Hospitality Management Company based out of Denver, Colorado. VICTORY Hotel Group participates in third party management, asset management, and renovation project management. VICTORY also provides fee-based consultancy, including development, asset reviews, market studies, franchise negotiations and system aggregation for independent hotels. The company is experienced with the world's leading hotel brands and distribution systems. For more information, please visit: [victoryhg.com](http://victoryhg.com).*

#### **ABOUT HAY CREEK HOTELS**

*Founded in 2005 and based in Exeter, New Hampshire, Hay Creek Hotels is a leader in upscale independent full-service lodging and dining. Guided by international hospitality industry veterans, the company prides itself on a unique combination of award-winning dining experiences, exceptional guest service, and contemporary accommodations. The company offers a full spectrum of technical and third-party management services to boutique hotel owners and developers. Hay Creek Hotels combines decades of industry expertise with fully integrated management systems specifically designed for full-service upscale and luxury-oriented hotels, inns and resorts. For more information please visit: [www.haycreekhoteles.com](http://www.haycreekhoteles.com).*

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