



St. Julian Hotels & Residences  
MEDIA KIT

# OVERVIEW

Six of the world's most influential hospitality leaders have joined the board of St. Julian Hotels & Residences, an ultra-luxury brand that will be iconic in the 21<sup>st</sup> century.

St. Julian Hotels and Residences is the culmination of years of careful research and rigorous planning.

St. Julian properties are for discerning travelers seeking the sublime; total privacy and immersion, soul-lifting sanctuaries with unparalleled views and five-star service.



# MEET THE BOARD

6 of the world's most influential hospitality leaders

- Co-founder & President of the Ritz Carlton Hotel Company, ranked as the #1 Luxury Hotel Brand in the world (JD Power, 2021)
- Founder of Capella Hotels, ranked as the #2 Hotel Brand in the world (Travel & Leisure, 2020)
- CEO of the International Hospitality Institute
- Former CEO, Forbes Travel Guide
- Founder, Boutique Lifestyle Leaders Association.
- CEO, International Society of Hospitality Consultants
- Executive Vice President, Sales & Marketing



## St. Julian Hotels & Residences Board of Directors



**Dr. Jeffrey O.**  
CEO, International  
Hospitality Institute



**Andrea Belfanti**  
Chief Executive Officer,  
International Society of  
Hospitality Consultants



**Horst Schulze**  
Co-Founder, Ritz  
Carlton Hotel Company



**Frances Kiradjian**  
Founder & CEO, Boutique  
Lifestyle Leaders Association



**Filip Boyen**  
Former CEO, Forbes  
Travel Guide



**Leticia Proctor**  
EVP, Sales & Marketing  
Donohoe Hospitality

# ABOUT US



DATE OF LAUNCH: 03/10/22

LOCATION: DALLAS, TEXAS

ADDRESS: 10440 N CENTRAL EXPY, DALLAS, TX 75231, USA

PRESS CONTACT: SALES@STJULIANRESIDENCES.COM

WEBSITE: WWW.STJULIANRESIDENCES.COM

# THE BRAND

St. Julian Hotels and Residences will redefine luxury hospitality, offering unique, design-forward, unforgettable experiences for singles, couples, and families.

St. Julian Residences will combine the uncompromising service and quality of the world's most luxurious hotels with the flexibility of vacation rentals, offering differentiated luxury for discerning travelers.



# THE BRAND

St. Julian Hotels and St. Julian Residences will offer extraordinary spaces located in top destination markets. These exceptional properties will operate at the intersection of luxury, obsessive customer service, and technology.

Guests at St. Julian Residences and St. Julian Hotels will enjoy bespoke travel experiences, inspiring designs, top-of-the-line amenities, and elevated customer service.



# FRANCHISES

We will franchise only extraordinary properties that are aligned with our obsessive focus on service excellence. Franchisees must meet our rigorous quality and service standards.

We expect to manage the properties that we flag as St. Julian. We will make exceptions in rare cases where the developer/operator/owner has an unimpeachable track record in delivering luxury hospitality.



# TARGET LOCATIONS

## TOP GLOBAL DESTINATIONS

- Honolulu
- Miami, Florida
- St. Thomas, US Virgin Islands
- Rome, Italy
- Santorini, Greece
- New York, New York
- San Francisco
- Noord, Aruba
- Boston





# FLAGSHIP HOTEL

Our flagship St. Julian Hotel will be developed in one of the following markets: Miami, Honolulu, Lahaina, St. Thomas, Denver, Chicago, or Boston, at an acquisition cost of \$120 million by the end of 2023.

By the end of 2024, we expect to have 10 other hotels (owned and franchised) open. By 2025, we expect to open an additional 25 hotels.



# AMENITIES/SERVICES

Stunning views

Extraordinary spaces

Personalized welcome gifts

Premium bedding

Free internet

Upscale toiletries



# AMENITIES/SERVICES

Elevated and responsive service

Top of the line kitchen appliances

Private concierge

Butler service

Access to private chef, private driver,  
personal wellness advisor, & nanny  
service.

State of the art technology

Easy access to local attractions





# Meet Dr. Jeffrey Obomeghie

- CEO, St. Julian Hotels & Residences
- President, International Hospitality Institute
- Globally renowned hospitality leader, CEO, author, and motivational speaker
- Managed a \$1 billion dollar enterprise
- Ambassador for the Americas for the Hotelier's Guild
- Former board member on Marriott International's Rooms Advisory Board
- Ph.D. in Leadership Studies (Johnson University)



CEO, International Hospitality  
Institute



## Meet Horst Schulze

- Co-founder, and former President/COO, Ritz Carlton Hotel Company
- Founder, Capella Hotels
- Hospitality legend
- Managed a \$2 billion enterprise



Co-Founder,  
Ritz Carlton Hotel Company



## Meet Andrea Belfanti

- CEO for the International Society of Hospitality Consultants (ISHC)
- Leadership experience at InterContinental Hotels Group, The High Museum of Art, Walt Disney World and Arnold Palmer's Bay Hill Club and Lodge
- Bachelor's degree, School of Hotel, Restaurant and Tourism Administration at the University of South Carolina



Chief Executive Officer,  
International Society of Hospitality  
Consultants (ISHC)



## Meet Filip Boyen

- Former CEO, Forbes Travel Guide
- Former CEO, Small Luxury Hotels of the World overseeing a portfolio of 520+ exceptional independent hotels in 80 countries.
- Former EVP and COO, Orient Express



Former CEO,  
Forbes Travel Guide



## Meet Frances Kiradjian

- Founder and CEO of the Boutique Lifestyle Leaders Association (BLLA).
- Acclaimed as one of the 10 Most Influential Women in Global Hospitality
- 35 years of hospitality industry experience
- Graduate of the University of Southern California, (USC) and the Marshall School of Business



Founder & CEO,  
Boutique Lifestyle Leaders  
Association (BLLA)





# Meet Leticia Proctor

- Executive Vice President of Sales, Marketing and Revenue Management at Donohoe Hospitality
- Worked with sales/marketing teams at Kimpton Hotels, Hersha Hospitality Management, Crestline Hotels & Resorts, Interstate Hotels & Resorts, and Loews Hotels
- Selected as one of IHI's 50 Most Influential Leaders in USA Hospitality and HSMIAI's Top 25 Most Extraordinary Minds
- Masters of Professional Studies in Hospitality Management (Georgetown University).



EVP, Sales, Marketing & Revenue  
Donohoe Hospitality Services

# Thank You!

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