
David Sulak Appointed Director of Sales and Marketing for New Crowne Plaza North Augusta

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NORTH AUGUSTA, S.C. (September 24, 2018) – David Sulak has been named the director of sales and marketing for the new Crowne Plaza North Augusta in North Augusta, S.C. The upscale hotel is scheduled to open by the end of 2018 and will be part of the exciting \$200 million Riverside Village at Hammond’s Ferry development. Sulak will be responsible for the sales and marketing of the new five-story hotel.

“We are extremely excited that David is joining the team at the new Crowne Plaza North Augusta,” says Jeff Brower, general manager. “David is a highly skilled hospitality professional and the ideal person to lead the hotel’s sales and marketing initiatives.”

The seasoned hospitality industry leader began his career as a bellman more than 25 years ago, and has worked in sales, marketing and management for more than two decades. David spent the past three years as the general manager of a downtown Atlanta hotel, where he was credited with implementing processes and procedures that resulted in significant increases in the hotel’s average daily rate.

He has served as director of sales and marketing and director of group sales for many upscale southeastern properties, including Millenium Hotels in Durham, N.C.; Hilton Head Marriott Resort & Spa in Hilton Head, S.C.; and the Westin Savannah Harbor Resort & Spa in Savannah, Ga.

For more information about Crowne Plaza North Augusta, please contact the hotel’s sales office at (803) 349-8400.

The Crowne Plaza Riverside Village is slated to open in December 2018 as part of the \$200 million Riverside Village at Hammond’s Ferry development along the Savannah River in North Augusta, S.C. The new hotel, designed to be the town center and an inviting meeting spot for locals and visitors, will embrace modern southern hospitality in its service, design and décor. Interiors will blend the warm sophistication of the southern heritage of leisure sporting with a welcoming and modern industrial aesthetic. Crowne Plaza North Augusta will have 180 rooms and suites; a 120-seat restaurant and bar; rooftop bar; 10,000 square feet of meeting space, including a 5,400 square-foot ballroom; outdoor pool; and fitness center. Atlanta-based NorthPointe Hospitality Management will oversee the pre-opening sales and marketing, recruiting and training for all operational aspects of the Crowne Plaza North Augusta.

The new 30-acre mixed-use development of Riverside Village combines a beautifully crafted neighborhood with single family homes, condominiums and apartments; a vibrant town and event center; restaurants; brewery; outdoor center; and sports complex all adjacent to the Savannah River. The development will be anchored by a new stadium and home for the Augusta Green Jackets minor league baseball team, an affiliate of the San Francisco Giants. The area has 62 miles of greenway space and a nature trail behind the Crowne Plaza along the banks of the Savannah River.

About NorthPointe Hospitality Management



NorthPointe Hospitality Management, LLC is a recognized leader in management and development of hotels and resorts. The company delivers exceptional returns on investments by deploying cutting-edge techniques in financial management, guest services, quality assurance and human resources. From beachfront builds to historic renovations, NorthPointe Hospitality’s expanding portfolio includes the Hilton Garden Inn in Albany, Ga.; The Partridge Inn in Augusta, Ga. (Curio Collection by Hilton); Holiday Inn Resort Jekyll Island (Ga.); Hotel Indigo Mount Pleasant (Charleston, S.C. area); Holiday Inn Express Charleston Medical Area; The Beach House Restaurant and the boutique Beachview Club Hotel on Jekyll Island. The company’s dynamic leadership team has more than 40 years of experience with the country’s largest franchise, construction, banking and third-party management companies.

For more information about NorthPointe Hospitality Management, LLC, please visit www.northph.com.

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