



Media Contact: Marguarite Clark Public Relations
Marguarite Clark (949) 295-2801 mc@mclarkpr.com

KSL RESORTS ANNOUNCES 2022 LEADERSHIP AWARD RECIPIENTS

SAN DIEGO – More than 40 commercial executives across the KSL Resorts portfolio recently convened at the Sheraton San Diego Hotel & Marina for the company’s Platform Conference – an event designed to challenge convention, explore important industry trends and insights and to recognize outstanding performance and talent.

According to Kristie Goshow, KSL Resorts’ chief commercial officer, all those recognized at the conference represent the company’s entrepreneurial spirit and tireless work ethic. “We are thrilled to celebrate this dynamic and driven team of KSL Resorts leaders. Shining stars in their respective fields, they routinely unlock value for all stakeholder groups, consumers and guests. We are grateful for their important contributions that ultimately make life better for all.”

Those honored at this year’s event include:

- **Asari Tashima**, senior area group sales, Waikiki Collection, Outrigger Hotels & Resorts – **KSL Resorts Sales Leader of the Year**.

An Asia expert, Tashima was recognized as a passionate and committed team member representing Outrigger’s Waikiki Collection of five hotels, helping book and service over 200 groups in 2021. Most recently, she was promoted to lead Asia sales for the Outrigger Kona Resort in addition to the Waikiki Collection.

- **Ashley Seier**, director of marketing at Blue Mountain Resort, Palmerton, Penn. – **KSL Resorts Marketing Leader of the Year**.

With a keen focus on improving the guest experience, Seier was cited as a visionary marketing leader, making significant improvements to the Blue Mountain Resort website, e-store and guest communications – ultimately driving sales and revenues.

- **Lisa Vecchione**, vice president of revenue optimization for Camelback Resort, Pocono Mountains, Penn. – **KSL Revenue Leader of the Year**.

Vecchione has been instrumental in establishing dynamic pricing across all revenue streams – including guestroom and adventure bookings – allowing

Camelback Resort to make the most of high demand times and flex during slower periods to maximize revenues.

Additionally, two KSL Resorts leaders were recently recognized with high profile industry awards:

- **Kathi Kelly**, global sales director, KSL Resorts, named **MPI Georgia Hall of Fame and Lifetime Achievement**.

A key member of the KSL Resorts' group sales team for 23 years, Kelly was recently recognized by MPI Georgia Chapter with a lifetime achievement award for her long-standing commitment and dedicated service to the association. Kelly works closely with MPI to educate the public about the meetings and hospitality industry and has made a significant impact on the direction of the organization's Georgia chapter.

- **Sean Dee**, executive vice president and chief commercial officer, Outrigger Hospitality Group, named **HSMIAI Marketer of the Year**.

Dee is responsible for developing and deploying global marketing, brand, revenue management and sales strategies. He works closely within KSL's Hawaii and Asia-Pacific/Indian Ocean regions to address market-specific sales and marketing needs driving integration, collaboration and consistency across the entire Outrigger global portfolio. He currently serves as board chair for the Hawaii Visitors and Convention Bureau and served the state of Hawaii as a member of the board of directors for the Hawaii Tourism Authority from 2014 to 2019, chairing numerous committees.

The Platform is an annual event where KSL Resorts gathers its commercial leaders to provide perspective, opportunity, visibility and growth through collaboration, education and problem solving. The group explores emerging trends and innovations and hosts various speakers. This year's speakers and their topics included Ella Sy, GDR UK – Embracing the Metaverse; C-Space leaders – Learning to Listen; Bill Yetman – Leading Commercial out of the Dark Ages and Sales Leadership; and Kristi White of Knowland – Group Landscape: Selling Differently.

About KSL Resorts

KSL Resorts is a full-service hospitality company that manages world-class destination resorts, hotels and clubs, many with a wide array of outstanding recreational amenities including spa, golf, tennis, ski and beach locations. KSL Resorts current portfolio includes Camelback Resort and Blue Mountain Resort – both in the Pocono Mountains, PA; Marram (Montauk, NY); Vespera Resort on Pismo Beach, CA; Fairmont Grand Del Mar (San Diego, CA); Renaissance Esmeralda Resort & Spa (Indian Wells, CA); Outrigger Hotels and Resorts (Hawaii and worldwide); Silverado Resort and Spa (Napa, CA); and Sheraton San Diego Hotel & Marina. More information may be found at kslresorts.com.

###