



WIRTA HOSPITALITY WORLDWIDE

Contact:

Bret Wirta

206-295-0247

[bretw@wirtahospitalityworldwide.com](mailto:bretw@wirtahospitalityworldwide.com)

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DAMIAN HUMPHREYS WINS CHOICE HOTELS INTERNATIONAL  
INNOVATION AWARD

Sequim WA: Damian Humphreys, Sales and Market Manager for Wirta Hospitality Worldwide has won the Choice Hotels International Award for Performance Excellence (APEX) for Innovation based on his work at the Quality Inn and Suites, Sequim. Bret Wirta, CEO of Wirta Hospitality Worldwide, the owner of the Quality Inn and Suites said, "Damian has created and implemented many of the successful ideas that contributed to the Quality Inn's record performance in 2009. He has helped more guests visit us by developing personal relationships outside the Olympic Peninsula including relationships with AAA offices in seven states. He has helped to develop an analysis of "walk-in traffic" that has enabled us to capture a larger percentage of guests inquiring at our hotel without a reservation. His strong emphasis on innovative sales techniques have allowed the Quality Inn to increase the number of guests staying with us every year since we've opened. Damian is a tremendous asset to our team."

The Quality Inn was also awarded the APEX award for Eco-Excellence. This is in addition to the hotel's General Manager, Nancy Schade, being selected as the Choice Hotel Woman of the Year in May. The hotel is currently ranked 7<sup>th</sup> out of 881 Quality Inns worldwide for cleanliness and customer satisfaction.

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