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CYCAS EXPANDS COMMERCIAL TEAM TO SUPPORT EUROPEAN GROWTH

Cycas Hospitality has made a significant new investment in its commercial team, welcoming four new sales and revenue management leaders to help the business deliver the next stage of growth.

This investment follows the appointment of Neetu Mistry as Cycas's first Commercial Director last November. The new position saw Neetu take on responsibility for the hotel management company's revenue, sales and marketing activity, strengthening Cycas's central hotel support and accelerating performance across Europe.

Mark Upham joined Cycas this summer in the newly created role of Group Director of Sales. With 20 years' experience of driving commercial returns in the hospitality industry, Mark brings considerable expertise in identifying strategic corporate partnerships, maximising sales processes and developing sales teams, both on and off property. Mark joins Cycas from IHG, where he spent 15 years in a variety of sales leadership roles. As a Senior Key Account Director in the European Travel Partner Sales team, Mark led the UK meetings and associations team, and was responsible for sales strategy and effectiveness, including launching the Business Advantage platform.

More recently, the Cycas commercial team was further strengthened by the appointment of **Kelly Chappell** as Group Director of Revenue. With 19 years' hospitality experience, Kelly joined Cycas from Westmont Hospitality Group where, as Group Revenue Manager, she spent two years providing strategic commercial direction, support and training across 50 hotels and numerous international brands. Prior to joining Westmont, Kelly held senior revenue management positions with several of the major, global hotel brands, including IHG, Hilton and Marriott.

Cycas has made further investments in the revenue management team over recent months, with the appointments of Cluster Revenue Managers **Lewis Paxford** and **Graziella Marcellino**, who bring experience of working across international hotel brands in several European countries.

Cycas's marketing team is headed up by Camille Lorigo, who joined Cycas Hospitality as Director of Marketing in November 2017. With 11 hotel brands and two independent properties currently within Cycas's fast-growing portfolio, Camille's mix of hospitality and brand experience has been instrumental in helping the team drive customer engagement and market share.

Speaking of Cycas's evolving commercial direction, Neetu said: *"In the last year alone we've doubled our property portfolio and partnered with two new international hotel groups, so this is a really exciting time for Cycas. With nearly two thirds of our pipeline now in continental Europe, it's vital we invest in our team to make sure we have the best structure in place to support our incredible growth.*

"Cycas has long been known for its outstanding culture and guest service, and I'm confident we now have the right commercial direction and talent to deliver the best commercial returns in Europe."

- Ends -

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Notes to Editors

About Cycas Hospitality

- Founded in 2008, Cycas Hospitality is a pioneering hotel management company on a mission to make its hotels the best places to work as well as stay.
- Operating across both the extended-stay and mainstream hospitality sectors, Cycas has 4,285 suites and rooms and 27 hotels open or under development across the UK and mainland Europe. Of these, 16 are open and 14 are dual-branded properties. Following investment from the family-owned Huakee Group in 2017, Cycas plans to triple its portfolio to more than 10,000 guest rooms.
- With proven expertise in operations, property development and asset management Cycas is the preferred hotel operator for major international franchise brands. Having helped IHG, Hyatt and Marriott develop their dual-branded hotel concept in Europe, in 2019 Cycas partnered with Quest Apartment Hotels to launch their first European property, and welcomed Accor as its fifth international hotel group partner.
- With a distinctive performance culture and the philosophy that “our job is not over until we get a smile”, Cycas was recognised as a ‘Best Place to Work in Hospitality’ (2018 & 2019), and won the UK hospitality industry’s ‘Best Employer Award’ (Cateys 2018).
- To find out more visit www.cycashospitality.com or connect with us via [LinkedIn](#) and [Twitter](#).