

The Plasencia Group Closes Sale of DoubleTree by Hilton Salt Lake City Airport Hotel

Tampa, Fla. (May 1, 2017) – The Plasencia Group is pleased to announce the sale of the DoubleTree by Hilton Salt Lake City Airport hotel, located in Salt Lake City, Utah. The firm represented the owner of the hotel, SLC Hotel Partners, LLC, an affiliate of Laurus Corp., a real estate investment and development company, in the sale of the 288-guestroom hotel to ASAP Holdings, a global investment management company.

“As the preeminent full service lodging asset in the Salt Lake City Airport district, the DoubleTree has performed exceptionally well since its recent renovations,” commented Joe Corcoran, Vice President of The Plasencia Group. Vice President Nick Plasencia added, “Salt Lake City is such a dynamic market. The ongoing airport expansion, emerging tech economy, government, religious and university travel, and unparalleled skiing and



DoubleTree by Hilton Salt Lake City Airport Hotel
Salt Lake City, Utah
Photo courtesy of Laurus Corporation

National Park access leave the DoubleTree poised for continued success.” The Plasencia Group’s Vice President Chris Plasencia also assisted with the transaction.

The DoubleTree is positioned at the heart of the thriving International Center business and manufacturing district near Salt Lake City International Airport, and is only ten minutes from the city’s downtown area. The property’s convenient location, lakefront setting, and superior meeting space and amenities allow the hotel to capture the market’s growing corporate and leisure demand.

The Plasencia Group has completed engagements for owners of over one hundred Hilton-branded hotel and resort assets nationally since 1999, including more than 30 DoubleTree properties.

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The Plasencia Group is a full-service hotel investment and consulting firm offering Transaction Services, Capital Markets, and Consulting & Advisory Services throughout North America.

For more information, please visit www.TPGhotels.com.

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