THE PLASENCIA GROUP

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Will Webster Joins The Plasencia Group as Director of Research & Client Engagement

Tampa, Florida – Jason "Will" Webster has joined The Plasencia Group as Director of Research & Client Engagement, where he will lead market intelligence, performance analysis, and research initiatives supporting hospitality investors, owners, operators, and lenders. Drawing on a background that spans luxury hotel operations and industry-leading hotel analytics, his focus will be on assisting clients and the Plasencia team in navigating market trends, evaluating opportunities, and making informed investment and operating decisions.

Will Webster
Director of Research & Client Engagement

Prior to joining The Plasencia Group, Will spent eight years with CBRE Hotels Research, playing a key role in the development and growth of the firm's hotel benchmarking and forecasting platforms. He specialized in hotel performance analytics, P&L benchmarking, forecasting, market research, and thought leadership, translating complex data into actionable insights for clients and industry stakeholders.

Lou Plasencia, CEO of The Plasencia Group, stated, "We are excited to have an individual of Will's caliber and experience join our firm. He brings a lifelong connection to the hospitality industry that provides him with a unique perspective on hotel investments and the real estate industry as a whole. We know he will offer meaningful contributions to our clients and our firm."

Before transitioning into hospitality research, Will held commercial and operational roles at the InterContinental Atlanta Buckhead and the Omni San Diego, building a strong foundation in hotel operations, revenue performance, and guest service. He holds a Bachelor of Science in Hotel Administration from the University of Alabama and a certification in Data Analytics, bringing a distinctive combination of operational expertise and analytical rigor to the hospitality industry.

"I am excited to join the Plasencia family and apply the knowledge and experience I have gained throughout my career in hotel research," said Webster. "My goal is to ensure that our clients and my colleagues at Plasencia have the information they need to make informed decisions and capitalize on opportunities in the evolving hospitality real estate landscape."

Will and his wife, Emily, reside in West Palm Beach, Florida, where they enjoy spending their weekends outdoors, both on the water and on shore. Proud alumni of The University of Alabama, they are passionate supporters of Crimson Tide athletics and can often be found cheering on Alabama football each fall. Will and Emily support many organizations local and national, but few things are more rewarding to them than providing loving care to dogs as they transition from shelter life to their forever homes.

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The Plasencia Group is a full-service lodging investment advisory firm offering transaction advisory, capital markets, strategic consulting, owner representation, and development management services to its clients. The firm has advised investors on some of the most recognized hotel and resort transactions in North America since it was founded in 1993 by Chief Executive Officer Lou Plasencia. For more information, please visit www.tpghotels.com.