



FOR IMMEDIATE RELEASE

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**ARIZONA'S LODGING INDUSTRY AWARD HIGHEST HONORS AT THE
11TH ANNUAL TOURISM UNITY DINNER**

PHOENIX (February 23, 2015) – The Arizona Lodging & Tourism Association ([AzLTA](http://AzLTA.com)) recognized the Arizona Super Bowl Host Committee as the Tourism Honoree of the Year during its annual **Tourism Unity Dinner** at The Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch. Each year the tourism industry comes together to celebrate the many positive impacts it has on the state and to recognize individuals and organizations that contribute to furthering the successes of Arizona Tourism.

In addition to honoring the AZ Super Bowl Host Committee, the evening recognized industry leaders in the categories of: Hotelier of the Year, Allied Member of the Year and Tourism Legacy.

2015 Award Recipients are:

Hotelier of the Year:

Lonnie Lillie, General Manager, Best Western PLUS Arroyo Roble Hotel & Creekside Villas in Sedona

A veteran in Northern Arizona's lodging and tourism industry, Lonnie started in the industry as a bus boy and quickly climbed into a management role thanks to his positive attitude and strong work ethic. He was offered the general manager's position at the Best Western Plus Arroyo Roble Hotel when his father-in-law retired from that position in 2001 and he remains an active and vocal member of Sedona's tourism community as well as the AzLTA Board of Directors.

Allied Member of the Year:

Andee Oleno, Director of Marketing, PSAV

The tentacles of tourism reach far beyond hotels, restaurants and attractions. Arizona tourism impacts business large and small from public utilities to beverage distributors to mattress companies and independent artists. Having these various businesses understand the value of our industry and participate in our messaging about the breadth and depth of the impacts of tourism is a critical component of communicating our value and few companies rise above and beyond time and time again. For more than 78 years, PSAV has been setting the standard for event technology services within the hotel, resort and conference center industry, offering the expertise for everything from intimate gatherings to large conventions.

Tourism Legacy

Steve Moore, President & CEO, Visit Phoenix

Steve Moore has headed Visit Phoenix since 2002 and prior to that role spent 13 years as the Executive Director of the San Antonio Convention & Visitor's Bureau. Steve was instrumental in the expansion and renovation of the Phoenix Convention Center, which has resulted in thousands of new downtown hotel rooms allowing Phoenix and Arizona to play host to the world's largest and most coveted conventions and events – including Super Bowl XLIX. His vision and leadership has not only contributed to the revitalization of downtown Phoenix, but has also shaped the core of the destination for generations to come.

Winners were selected by an Arizona Lodging & Tourism Association committee of industry experts and were based on set criteria for each category.

The Arizona Lodging & Tourism Association (AzLTA) is the leading public policy advocate for Arizona's Lodging and Tourism Industries. Representing more than 38,000 rooms statewide and more than 500 members, including hotels, resorts, attractions, destination marketing organizations, B&B's and related Industry partners, AzLTA's mission is to unify, protect, educate and promote the interests of the Arizona Lodging and Tourism Industries. For more information, visit AzLTA.com.

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