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NYLO Hotels Appoints Senior Vice President of Operations

“It’s not often you get a chance to help create something that’s never been done before.”

ATLANTA (Nov. 8, 2005) -- In these few words, Patrick O’Neil explains why he left an excellent job at a high point in his career. Patrick becomes senior vice president of operations this week at the new loft hotel company NYLO Hotels. His mission: to elevate everyday business travel, making it not just functional, but also stylish, engaging and fun.

Previously, Patrick was director of operations for Sheraton Hotels of New York. He developed and implemented programs that increased profitability, productivity and guest satisfaction at the 2,400-room hotel. These programs include Express Check-In/Check-Out Kiosks and the Sheraton Service Promise Help Desk, directing all service calls from multiple properties to a single center. While he was a member of the Sheraton New York team, EBITDA jumped 149 percent, REVPAR grew 30 percent and margins improved significantly.



Earlier in his career, Patrick served as manager of operations support for Starwood Hotels & Resorts, Europe. He provided day-to-day operational support to general managers at 110 managed, owned and franchised properties. Patrick was part of the team that launched Starwood’s Westin brand in Europe. He conducted cost analyses and operational planning to convert Starwood’s Luxury Collection hotels into Westin. Westin quickly became Europe’s fastest-growing upscale brand.

Patrick is a graduate of Starwood Hotels & Resorts Six Sigma training. The goal of the training is to develop and deliver near-perfect processes, products and services that can be rolled out to other hotels as best practices.

Throughout his career, he has been active in community affairs. In New York, he spearheaded a fundraising campaign to aid Tsunami victims. Working in Europe, he supervised a pan-European drive to collect food, clothing, mattresses and blankets for Romanian orphans.

“Hotels have vast resources,” he says, “and a responsibility to put those

resources to work to build strong and vibrant communities.”

Hotel Is Home

Patrick’s upbringing explains his commitment to hospitality. The son of noted hotelier Paul O’Neil*; he literally grew up in the industry. Patrick lived with his family in Sheraton hotels in Honolulu, Philadelphia, Washington and New York. He remembers summer jobs working first in housekeeping, room service and maintenance and repairs. Later, he graduated to management training, inside the classroom and out.

“My dad used to take me to new hotels and restaurants,” he recalls. “We’d sit down and talk with owners about their visions and plans. Afterwards, he’d ask me what I thought.”

So what was it like to grow up, calling a hotel home?

“We always had a great pool,” he laughs. “My brother, sister and I were responsible for cleaning our rooms and other chores just like most kids...Living in such a large place, with so much going on, you really notice when someone takes time out of their busy day to say ‘hello.’ To me, the entire hotel was family. That’s exactly what we want NYLO hotels to feel like – home.”

“I’m delighted to have Patrick on our executive team,” says John Russell, CEO, NYLO Hotels. “He brings a tremendous track record of accomplishments and innovations. Patrick’s expertise in operations, branding, cost analysis and best practices will help us build a strong new category.”

“This is something I’ve always wanted to do, launching a brand no one has done before,” Patrick says. “The (NYLO) concept is amazing, and the market demands it. I’ve been to so many places where people would love to have this type of hotel...There are no limits. This is an opportunity to help shape a brand and an experience that people will seek out across the country.”

Patrick holds a Masters in Business Administration from Harvard Business School and a Bachelor of Science degree from Boston College, majoring in Accounting and Finance. He served as an adjunct professor, teaching Hotel Operations in the Graduate Program at New York University’s Tisch Center for Hospitality, Tourism and Sports Management.

About NYLO Hotels

NYLO Hotels offer a new class of hotels that combines the dynamic qualities of loft-style living with the best-of-industry features of leading hotel brands. The properties – featuring bright, spacious loft accommodations; state-of-the-art business center; gym, and 24-hour-healthy-alternatives restaurant and bar – will cater to business travelers seeking an energized alternative to the bland, one-size-fits-all experience typically found in mid-priced lodgings. For more information, visit www.nylohotels.com or call **404-221-0600**.

*Past president and managing director, Atlantis, Paradise Island; president and chief operating officer, Caesars Palace, Las Vegas; senior vice president, Sheraton's North American division; president, Sheraton Hotels, New York.