

Travel AND Tour™ WORLD

Coral Hospitality appoints new members in its lead position

Published on: Wednesday, October 5, 2016



Coral Hospitality announced the addition of Gary Hyre as vice president and Christopher Niemier as corporate director of revenue management. With a combined resume of more than 30 years in the hospitality industry, Hyre and Niemier will support Coral Hospitality's growing portfolio of properties across the United States and Caribbean.

Gary Hyre joins as vice president, leveraging his wealth of experience and industry knowledge in property operations. Day to day, Hyre will manage all aspects of food and beverage operations for the company's portfolio, while also providing property leadership for The Savoy Miami as well as Coral Hospitality's Florida golf clubs. Most recently, Hyre served as general manager of White Columns Country Club, a premier golf club in Milton, GA, where he spearheaded a \$3M property renovation and produced record membership growth. With 20-plus years of diverse experience in staff recruitment, customer service training and hospitality operational consulting, Hyre brings a well-balanced skillset to the company.

Christopher Niemier joins Coral Hospitality as corporate director of revenue, a position in which he will be responsible for the company's revenue management and pricing strategy, covering all distribution channels. Additionally, he will lead all technology initiatives on both Coral Hospitality's revenue management and property management systems. Previously, Niemier spent five years as director of revenue management for Vision Hospitality Group. In his role there, he oversaw revenue management and eCommerce-related activities for a portfolio of 30+ select-service, full-service and extended stay hotels. Having worked with a wide range of brands including Marriott, Hilton and Hyatt, Niemier brings experience and a proven track record of success to Coral Hospitality.

"As we continue to align with new financial partners and deploy capital across an array of thriving sectors, including the hospitality industry and golf courses and clubs, we have begun looking for ways to enhance our internal support team," said Lee Weeks, chief executive officer of Coral Hospitality. "We are very pleased to have Gary and Christopher join our family, and have no doubt that they will support our vision, helping provide guests and members exceptional service."

Both Hyre and Niemier are in their new roles, effective immediately.