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**Crescent Hotels & Resorts Launches “Crescent Days of Summer” Promotion**  
*Properties across portfolio will discount to 20% off best available rate*

Fairfax, VA (April 25, 2019) – **Crescent Hotels & Resorts, Latitudes by Crescent** and Chief Executive Officer **Michael George** are proud to announce the launch of **Crescent Days of Summer** promotional offer which will discount summer travel across all properties in the portfolio.

In this unique initiative the property management company and its lifestyle brand will discount travel during the prime summer travel period across the entire portfolio. Guests may book their summer travel during the **Crescent Days of Summer** promotional period of May 1 through May 31, 2019. The stay dates for travel are May 27, 2019 (US Memorial Day) through September 2, 2019 (US Labor Day). Each property will discount its best available rate (**BAR**) by 20%.

Crescent Hotels & Resorts **CEO Michael George** said,

*We are excited to offer this unique promotion across our Crescent and Latitudes portfolio. From our research it appears this portfolio-wide promotion is a first for our company. It is our hope that guests will enjoy their summer vacation travel at a discounted rate while getting to know our family of brands and all they have to offer.*

Properties participating in this promotion include those in the United States and Canada such as:

- Horseshoe Bay Resort
- Aliz Hotel Times Square
- Amrit Wellness Resort & Spa
- Hall Arts Hotel
- Newport Beachside Hotel & Resort
- The Mayfair Hotel
- The Broadview Hotel
- Matrix Hotel

The promotion is overseen by **Crescent Hotels & Resorts**, which is the parent company of **Latitudes by Crescent**. The Fairfax, Virginia- based Crescent is a nationally recognized and award-winning manager of premier hotels, resorts and conference centers throughout the United States and Canada.

For more information, or to book your stay for the Crescent Days of Summer visit <https://latitudesbycrescent.com/summer/> or [www.crescenthotels.com](http://www.crescenthotels.com).

**About Crescent Hotels & Resorts**

Crescent Hotels & Resorts is an award winning, nationally recognized, top-3 operator of hotels and resorts. Crescent currently operates over 100 hotels, resorts & conference centers in the US, Canada & Caribbean. Crescent is one of the few elite management companies approved to operate upper-upscale and luxury hotels under the brand families of Marriott, Hilton, Hyatt and IHG. Crescent also operates a collection of legendary independent lifestyle hotels and resorts under the *Latitudes Collection* umbrella. Crescent’s clients include premiere REITs, private equity firms and major developers. For more information, please visit [www.crescenthotels.com](http://www.crescenthotels.com) & [www.latitudesbycrescent.com](http://www.latitudesbycrescent.com) or connect with Crescent on [LinkedIn](#).