

- [Close Window](#)
- [Print This Page](#)
- [Expand All](#) | [Collapse All](#)

BAC-3915

Board Name	Tourism Improvement District	Status	Selected
Salutation	Ms.	Type	Appointment
First Name	Laura	Preferred Email	laura.lojas@marriott.com
Last Name	Lojas	Other Email	laura.lojas@marriott.com
Contact Name	Laura Lojas	Preferred Phone	303-317-1831
Middle Name		Other Phone	309-229-7022
MMAC Trans. Mode Group			

Work and Home Address

Work Address	8300 Pena Boulevard	Home Address	[REDACTED]
Work City	Denver	Home City	[REDACTED]
Work State	CO	Home State	[REDACTED]
Work Zip	80249	Home Zip	[REDACTED]

Additional Information

Are you a registered voter?	Yes	Gender	Female
If so, what county?	Jefferson	Other Gender	
Denver City Council District No	Unknown	Race/Ethnicity	Caucasian
Occupation/Employer	Westin Denver International Airport	Other Ethnicity	
		Objection to appointment?	No
		Special Information	

Reference Details

Reference Name #1	Meredith Innes	Reference Email #1	meredith.innes@marriott.com
Reference Phone #1	303-273-4051		
Reference Name #2	Brennan Conant	Reference Email #2	brennan.conant@marriott.com
Reference Phone #2	303-273-4005		
Reference Name #3	Michele MacPherson	Reference Email #3	michele.macpherson@marriott.com
Reference Phone #3	303-279-9100		
Owner	Denver Integration	Created By	Denver Integration, 6/5/2018 2:27 PM
		Last Modified By	Barry Burch Jr., 6/11/2018 4:28 PM

Board Members

Laura Lojas

LAURA L. LOJAS

Mobile: 309-229-7022

EDUCATION:

B.A. in Communications - University of Illinois at Chicago, 1988
Certificate of Completion for Hotel Management Course - Echols International
Hotel Schools, Inc., 1989

EXPERIENCE:

Marriott International 1989-1992 and 1993-Present

General Manager May 2018 to Present
Westin Denver International Airport

General Manager March 2014 to May 2018
Marriott Denver West
Golden, Colorado
\$17.5 million, 305 room hotel with 110 associates

- Exceeded 2017 total hotel revenue goal by 9.2%
- Exceeded 2017 total hotel house profit goal by 13.6%
- Exceeded 2017 group room night goal by 19%
- Exceeded 2017 group room night revenue goal by 15.4%
- Exceeded 2017 catering revenue goal by 5.8%
- Decreased 2017 voluntary turn-over by 16.2 points year over year
- 2017 RevPar Index: 127.1% (3.1% increase year over year)
- Achieved 2017 Engagement Survey: "General Manager Excellent Leadership Score" of 82%
- Nominated for Host Hotels and Resorts "Hotel of the Year" in 2016

Dual Property Opening General Manager January 2013 to March 2014
Peoria Marriott Pere Marquette and Peoria Courtyard by Marriott
Peoria, Illinois

- Awarded the 2013 Full Service hotel of the year from the Heart of Illinois Hospitality Association

General Manager July 2011 to January 2013
Dayton Marriott
Dayton, Ohio
\$15 million, 399 room hotel with 135 associates

- 2012 RevPar Index Score of 171%
- 2012 Guest Satisfaction Overall Score increase of 5.7 points year over year

General Manager March 2008 to July 2011

Marriott Hickory Ridge Conference Hotel

Lisle, Illinois

\$7.0 million, 383 room hotel with 125 associates

- 2010 RevPar Index increase of 38.7% year over year
- 2009 Guest Satisfaction Overall Score Year End 70.5%
- 2010 Guest Satisfaction Overall Score YTD 75.7%
- 2009 ESS Overall Satisfaction Score Year End 50%
- 2010 ESS Overall Satisfaction Score YTD 73.4%
- 2008 Associate Engagement Score 82%
- 2009 Associate Engagement Score 79%
- 2010 Associate Engagement Score 82%
- 2011 Associate Engagement Score 87%
- 2010 Associate Engagement “General Manager Provides Excellent Leadership” 92%

General Manager, March 2006 to March 2008

South Bend Marriott

South Bend, Indiana

\$9 million, 300 room hotel with 100 associates

General Manager, November 2000 to September 2002

SpringHill Suites by Marriott Lincolnshire

Lincolnshire, Illinois

\$4.2 million, 161 room hotel with 35 associates

General Manager, November 1998 to November 2000

Courtyard by Marriott Deerfield

Deerfield, Illinois

\$3.5 million, 131 room hotel with 40 associates

- Developed annual hotel operating and capital expenditure budgets
- Created and implemented annual business plan and sales strategy
- Mentored two operation managers
- Maintained and enhanced hotel façade and building mechanics
- Increased hotel house profit by 11% in 1999 from 1998
- Improved Overall Associate Satisfaction score by 18 points in 1999
- Increased General Manager Provides Excellent Leadership score by 36 points in 1999
- Organized the 1999 Marriott/Children's Hospital Golf Tournament
- Raised an additional \$29,000 from previous year for the Marriott/Children's Hospital Golf Tournament

Assistant General Manager, October 1996 to November 1998
Courtyard by Marriott Deerfield
Deerfield, Illinois

- Managed Front Office, Restaurant and Sales departments
- Facilitated 5 Star Service Advantage Training classes for hourly associates
- Scheduled and organized training classes for Marriott Northshore hotel managers
- Implemented new Courtyard dinner delivery program
- Administered Human Resource policies and procedures
- Managed receivable and payable accounts
- Developed tracking procedures to monitor departmental goals

Front Office Manager, September 1994 to October 1996
Chicago Marriott Suites Deerfield
Deerfield, Illinois
300 All-Suites Hotel with 20 Front Office Associates and 3 Managers

- Hired and trained Front Desk, Bellstand, PBX and Night Audit associates
- Created budget for Front Office, Gift Shop and Phone Departments
- Implemented Marriott "Guest Response" program within departments
- Attended Marriott Midwest Region "Revenue Management" and "Impact Leadership" training classes

Front Desk Manager, November 1993 to September 1994
Chicago Marriott Oak Brook, Oakbrook, Illinois

Front Office Manager, June 1992 to November 1993
Houston Marriott Westside, Houston, Texas

Front Desk Manager, July 1991 to June 1992
Chicago Downtown Marriott, Chicago, Illinois

Night Manager, August 1990 to July 1991
Chicago Downtown Marriott, Chicago, Illinois

Front Desk Supervisor, May 1990 to August 1990
Chicago Downtown Marriott, Chicago, Illinois

Marriott Management Training Program, October 1989 to May 1990
Chicago Downtown Marriott, Chicago, Illinois

ACHIEVEMENTS

Marriott Financial Excellence Award 2012

Marriott Financial Excellence Award 2011

Marriott Financial Excellence Award 2010

Marriott Market Share Excellence Most Improved Award 2010

Chairperson of Marriott/Children's Hospital Golf Tournament 1999, 2000, 2001, 2002

Marriott "Special Achievement Award for Hotel Opening" 2001

Marriott "Living the Vision" Special Achievement Award 2000

Marriott 5 Star Service Advantage Certified Trainer 1998

Courtyard by Marriott Outstanding House Profit 1996, 1997, 1999

Courtyard by Marriott Outstanding Guest Tracking Results 1996, 1997

Courtyard by Marriott Outstanding Associate Satisfaction 1996, 1997, 1999

Marriott Midwest Region Best Overall Rooms Operations 1995

Marriott Manager of the Quarter 1993

Marriott Leadership Award 1991

Marriott Manager of the Quarter 1991

Marriott Associate of the Month 1990