



The Marriott Marquis Houston is honored to congratulate our owner

Ira Mitzner

who has been selected as the recipient of the 2018

Hotel & Lodging Association of Greater Houston

Lifetime Achievement Award

As President and CEO of RIDA Development Corporation and owner/developer of the Marriott Marquis Houston, Ira Mitzner has made contributions of outstanding significance to the Houston hospitality industry.

In early 2012, RIDA Development was one of nearly a dozen developers who submitted proposals for the new convention center hotel planned for downtown Houston. Headquartered in Houston, the family owned and operated, multi-billion dollar real estate organization was especially passionate and eager for the opportunity to develop a transformational hotel in its home city. Through Ira's vision and that of his late father, David Mitzner, RIDA was granted the right to expand hotel base in the City of Houston and create the anchor hotel for the expanded and completed Avenida de las Americas and the George R. Brown Convention Center.

For Ira, the Marriott Marquis Houston is more than another hotel in his company's impressive portfolio, it's the legacy that he and his family will leave on Houston and the final project that he worked on with his father who celebrated his 99th birthday at the hotel's groundbreaking ceremony in 2014 and who viewed the hotel as a gift to his beloved adopted hometown.

With 1,000 rooms, 100,000 square feet of meeting space, and an iconic rooftop Texas-shaped lazy river, the hotel was a paramount reason Houston was able to secure the 2017 Super Bowl that had an economic impact on our city of over \$350 million dollars in addition to millions in future sales through the exposure and publicity the city received from the event.

Since the Marriott Marquis Houston opened in December of 2016, Houston has been able to increase sales bookings from 550,000 rooms to over 750,000 rooms. The economic impact of these bookings exceeding half a billion dollars. Additionally, the hotel has led to significant occupancy growth for the Downtown Market, especially during weekends and the summer months. According to Smith Travel, the Downtown Market has grown occupancies in June, July and August of 65, 53, and 51 percent to 74, 65.8, and 66 percent since the hotel has been fully operational and RevPAR is up a remarkable 30 plus points for the three months.

In addition to his business interests, Mr. Mitzner is past President of the Robert Beren Academy and United Orthodox Synagogues and sits on the boards of Yeshiva University, the American Society of YadVaShem, and the Houston Holocaust Museum. His contributions city and nationwide have had a major impact on the lives of thousands of individuals. His footprint on the hospitality industry in the City of Houston is unmistakable and will last for decades to come.

The award will be presented to Ira Mitzner during the 2018 Hospitality on Parade Celebration which will take place on Friday, November 16th at the Marriott Marquis Houston.

Please join us in congratulating Mr. Mitzner on his accomplishment and thanking him for his significant contributions to the Houston hospitality industry.