



SAN DIEGO COUNTY
LODGING
ASSOCIATION

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SAN DIEGO HOTELS HONOR HOSPITALITY STARS AT GOLD KEYS AWARDS

Environmental and inclusivity awards introduced at 44th annual event

SAN DIEGO, CA. – (Feb. 15, 2024) – Twelve hospitality stars representing the very best of San Diego County’s hotel community were honored Thursday night during the San Diego County Lodging Association’s 44th annual Gold Key Awards before a gala audience of friends, family, and local leaders.

During the event, the association introduced two new award categories: the Good Earthkeeping Award, which recognizes a lodging property showcasing leadership in environmental practices, and the Diversity Equity and Inclusion Award, which celebrates a property fostering inclusive work cultures.

“We’re proud to honor the dedicated individuals and properties who embody the true spirit of hospitality with their service, kindness, and above all else, passion for what they do,” said Fred Tayco, SDCLA’s Executive Director. “With these hospitality stars leading the way, our industry will continue to contribute to San Diego through our immense economic impact and ability to create lasting memories for our visitors.”

San Diego hospitality, political, and business leaders, joined families of Gold Key nominees for the celebration at the San Diego Marriott Marquis & Marina. Evan Noorani of CBS News 8 emceed the evening, which included a message from Mayor Gloria, and presentations from SDCLA Chair Robert Gleason, and Cory Falter, 2024 President of the San Diego Chapter of the Hospitality Sales and Marketing Association.

Along with the industry award recipients, Gleason thanked the hotels for answering the mayor’s recent call to support San Diego in the wake of recent storms with discounted rooms and donations. “Our hotels were proud to help those individuals and families who needed a place to stay at a critical moment for our community,” Gleason said.

The 2024 Gold Key Award Winners are:

- **Pattie Roscoe Allied Person of the Year Award:** This award honors someone who isn’t directly employed by a lodging establishment but who makes a big difference in the industry and the lives of those around them. Winner: **Allie Asuncion, San Diego Tourism Authority**



- **Food and Beverage Associate of the Year:** This category honors someone who consistently goes above and beyond their day-to-day tasks and improves the lives of guests and all those around them. Winner: **Cecilia Almazar, Omni San Diego Hotel**
- **Guest Service Associate of the Year:** This award honors a superstar in the industry who always goes above and beyond when it comes to making guests feel special, welcomed and aids fellow employees. Winner: **Diana Sanchez, The Lodge at Torrey Pines**
- **Heart of the House Associate of the Year:** The Heart of the House award honors a non-management associate who has little or no guest contact. Winner: **Juanita Aparis, Manchester Grand Hyatt San Diego**
- **Hotel Manager of the Year:** This award honors a manager in a supervising position in a lodging establishment. Winner: **Priscilla Reyes, Omni San Diego Hotel**
- **Sales Associate of the Year:** This award honors the very best of the unsung heroes who go above and beyond to build relationships and drive revenue for our industry every single day. Winner: **Darlene Larson, San Diego Zoo Wildlife Alliance**
- **Hotel Executive of the Year:** This category honors an executive who has shown excellence in leadership, service, and community affairs. The nominees were judged on outstanding performance, including providing excellent service to the property, guests, and community, as well as building strong teams. and encouraging excellence at their property. Winner: **Bess Miller, Courtyard San Diego Downtown**
- **Good EarthKeeping Award:** This category acknowledges lodging properties that have long integrated environmental practices into their operations, showcasing leadership in energy conservation, waste reduction, emissions control, water conservation, and responsible purchasing. Winner: **Evans Hotels**
- **Diversity, Equity, and Inclusion Award:** This category celebrates hotels embodying inclusive work cultures by implementing training, programs, and policies that promote the fair representation of diverse groups and equitable and inclusive environments. Winner: **Manchester Grand Hyatt San Diego**
- **James V. Cunningham Personalized Service Award:** This award honors an individual who, regardless of palpable pressures and demands, consistently displays a willingness to serve the hospitality industry. Winner: **Claudia Ludlow, Glorietta Bay Inn**
- **Revenue Management Professional of the Year Award:** This award recognizes and promotes excellence in the field of revenue management in the hospitality industry. Winner: **Justin Hulet, Sycuan Casino Resort**
- **Gold Key:** This award honors an organization that does not work directly in hospitality or tourism, but embodies the spirit of the industry to find innovative ways to contribute to the betterment of the industry. Winner: **San Diego Councilmember Stephen Whitburn**

About the San Diego County Lodging Association

The San Diego County Lodging Association is the leading resource and advocate for San Diego's more than 560 hotels, motels and boutique inns that employ more than 26,900 colleagues. SDCLA, established in 1980, works tirelessly to serve the needs of our members and represent them at all levels of government. For more information, go to www.lodgingsd.com