



JOLIE QUEST

HOTELS & RESORTS

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JAYNE BETTS NAMED DIRECTOR OF REVENUE MANAGEMENT FOR JOLIE QUEST HOTELS & RESORTS

(Westlake Village, CA) -- Jolie Quest Hotels and Resorts is pleased to announce the appointment of Jayne Betts to the position of Director of Revenue Management for the Los Angeles-based hotel management and development company. Betts brings over a dozen years of knowledge and understanding of the hospitality industry to Jolie Quest with experience working at a variety of hotels in the greater Los Angeles area.

Before joining Jolie Quest, Betts was the Director of Revenue Management at the Wilshire Plaza Hotel in Los Angeles. There, Betts succeeded in maximizing the hotel's revenue by increasing their visibility on major third-party channels such as Expedia, Orbitz, Travelocity and Hotels.com. Prior to the Wilshire Plaza, Betts worked for two years at the Doubletree Hotel in Westwood where she worked her way up from Front Office Manager to Revenue and Group Sales Manager.

During her twelve years in the hospitality industry, Betts has developed a deep understanding of the complete workings of a hotel. "I started my career at the Hilton in Woodland Hills in reservations and sales where I worked closely with operations and the accounting department," says Betts. "I truly believe that this invaluable experience has given me the insight it takes to truly maximize the potential revenue of a hotel."

About Jolie Quest

Jolie Quest Hotels and Resorts was founded in August 2007 by Gary Peterson, owner and CEO of Opal Capital, one of Southern California's leading real estate investment and management firms. Jolie Quest is based in Westlake Village and is on a mission to acquire boutique properties that have the potential to be repositioned in the marketplace. Jolie Quest is dedicated to supporting a sustainable world by using non-intrusive, high quality, eco-friendly products and services, and aspires to become a leader in growth, development and overall guest satisfaction. With the acquisition of the [Park Tahoe Inn](#) in South Lake Tahoe and the [Peery Hotel](#) in Salt Lake City, Jolie Quest has taken the first step toward becoming one of the most innovative players in the country's lodging industry.

www.joliequest.com