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**FOR IMMEDIATE RELEASE****HALL PARK HOTEL NAMES NICOLE XIE DIRECTOR OF SALES AND MARKETING**

Nicole Xie

FRISCO, Texas. (April 23, 2024) HALL Park Hotel is pleased to announce the appointment of Nicole Xie as director of sales and marketing. In her new role, Xie is responsible for overseeing the performance and strategic direction of all sales and marketing efforts for the new Autograph Collection hotel, slated to open this fall in Frisco, Texas.

Xie brings over 20 years of sales leadership experience to her new position. She began her career in northeast China at the five-star Furama Hotel Dalian as group and catering sales manager and has since held senior sales and event management positions with Hilton, Hyatt, and Omni Hotels & Resorts. Xie was awarded “Manager of the Year” by Hyatt Hotels & Resorts and was named a President’s Circle Winner for eight consecutive years by Omni Hotels & Resorts. Prior to joining HALL Park Hotel, she served as the associate director of sales at Omni Dallas Hotel & Convention Center.

“HALL Park Hotel is going to be a fantastic addition to Frisco, bringing a one-of-a-kind art experience, great food and wine, and incredible event spaces,” said HALL Park Hotel General Manager Hans Ritten. “We are very fortunate to have Nicole and her extensive sales background and market knowledge, as part of our inaugural leadership team to lead our sales and marketing efforts.”

Xie holds a post-graduate degree in Hotel Management from the prestigious Glion Institute of Higher Education in Switzerland, and a dual bachelor’s degrees in Hotel Management and English from Dalian University in China.



HALL Park Hotel, Autograph Collection, will be home to a curated collection of contemporary art from both locally and globally recognized artists. The hotel will have 224 guest rooms, including 60 spacious suites that feature sweeping views of Kaleidoscope Park, as well as a state-of-the-art fitness center, pool, and an expansive patio overlooking the park. Additionally, the hotel will feature 20,000 square feet of indoor and outdoor event spaces and chef-driven restaurant and lounge. Coury Hospitality is serving as the hotel management company.

HALL Park Hotel is part of a \$7 billion reimagined masterplan that is transforming the development from a singular office focus into a dynamic, live-work-play community over the next 15-20 years. Also included in the first phase of the new masterplan is The Monarch, a luxury residential tower that opened at the end of 2023, Kaleidoscope Park, a dynamic 5.7 acre programmed park and The Tower at HALL Park, a 16-story trophy office tower, both slated to open this summer. A dynamic eatery on the ground level of The Monarch is expected to open in 2025.

To learn more about HALL Park Hotel, please visit our [website here](#) or follow along on Instagram: [@HALLParkHotel](#) Facebook: [@HALLParkHotel](#) and LinkedIn: [here](#). Renderings for the hotel can be found [here](#).

### **About HALL Park**

A pioneering development in Frisco since the mid-1990s, HALL Park today encompasses 2.2 million square feet of office space throughout 15 buildings. One-third of the park is dedicated to green space and includes three miles of walking trails, over 200 works of art including the Texas Sculpture Garden, the largest private collection of contemporary Texas sculpture made available to the public. In October 2021, its developer, HALL Group, commenced construction on the first phase of its new masterplan development that will evolve HALL Park into a dynamic mixed-use community. Upon completion, the full masterplan—anticipated to span 20 years of development—will encompass approximately 9.5 million square feet of usable mixed-use space with a projected value of around \$7 billion. Learn more at [hallpark.com](http://hallpark.com).

### **About Coury Hospitality**

Founded in 1999, Coury Hospitality is a distinguished lifestyle hotel management company headquartered in Dallas, TX. Renowned for its excellence in hotel, restaurant, and venue operations, Coury has emerged as a trailblazer in crafting unmatched moments across the culinary, entertainment, and design realms. Specializing in managing lifestyle hotels, bars, and unique restaurant concepts, Coury transforms locations into world-class destinations. Employing cutting-edge management techniques, from accounting to asset management, Coury elevates every aspect of its properties to deliver unparalleled travel and dining experiences. Discover the Coury difference at [CouryHospitality.com](http://CouryHospitality.com), where each property is not just a hotel but a destination, redefining hospitality standards.