

THE WESTIN

PORTLAND
HARBORVIEW

Deborah Pillatsch Named Director of Sales and Marketing For Westin Portland Harborview

PORTLAND, Maine - - (May 9, 2016) - - Jeffery Burrell, general manager of the [Westin Portland Harborview](#), a Rockbridge portfolio hotel, today announced that Deborah Pillatsch has joined the hotel team as director of sales and marketing. Pillatsch previously held the same position at the DoubleTree by Hilton in South Portland.

“Deborah comes to us with more than 20 years’ experience in hospitality, and more than a decade selling prestige New England hotels and resorts,” said Burrell. “She has a keen understanding of the demands of the business and the needs of corporate and social groups and has a tremendous track record of exceeding the expectations of both constituencies. I am certain she will make an immediate positive impact on our sales team and the entire hotel operation.”

Prior to coming to Portland, Pillatsch was a senior sales manager at the Providence Biltmore and the MGM Grand-Foxwoods. She is a member of Meeting Planners International, the National Tour Association, Maine Innkeepers, Maine Travel and Tourism and the Regional Portland Chamber of Commerce, among other professional organizations.

“There is no hotel in our city with more history, character and name recognition than the Westin Portland Harborview,” said Pillatsch. “It is perfectly positioned for meeting groups, corporate travelers and social groups thanks to its ample meeting space, outstanding culinary

offerings and unique attributes like Top of the East. I am eager to help this hotel reach its fullest potential as Portland's premier hotel.”

Located in the heart of Portland's arts district at 157 High Street, the 289-room and suite Westin Portland Harborview is the result of an 18-month, \$50 million renovation that transformed a beloved, 1920s era grand dame into the city's most elegant hotel. The Westin Portland Harborview is within easy walking distance of the city's best dining, shopping and art galleries, as well as the Old Port District. Recently ranked the “fifth hippest city in the U.S.” by *Travel & Leisure* magazine readers and the “#1 Foodiest Small Town” by *Bon Appetit*, Portland is celebrated for its live music scene, fine dining, independent boutiques and eco-friendly lifestyle.

For additional information, please go to www.westinportlandharborview.com.

About New Castle Hotels & Resorts

Westin Portland Harborview is operated by Shelton Ct. based New Castle Hotels & Resorts, an award-winning independent third-party hotel manager, owner and developer with 22 hotels and resorts and nearly 4,000 rooms under contract or in development. New Castle's growing portfolio of hotels spans 10 states and three Canadian provinces and includes several of Canada's historic landmark resorts. The privately-held company was established by CEO, David Buffam in 1980 and consistently ranks among the top hotel management and development companies in North America. New Castle is a preferred operator for diverse brands within the Marriott, Hilton and Starwood families. For additional information, please go to www.newcastlehotels.com.

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