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## **Hotel Association of Los Angeles Recognizes Industry's Brightest Stars** **Top hotel employees across a wide range of categories are given awards.**

**LOS ANGELES, CA – (April 10, 2024)** —[The Hotel Association of Los Angeles](#) (HALA) celebrated the best and brightest of the industry Tuesday night at the second annual HALA Stars of the Industry Awards.

Wendy Burch, KTLA's star veteran reporter, MCed the dinner gala at the Omni Los Angeles with her unique flair, announcing awards from Best Housekeeper to Best General Manager. Across all roles, winners were recognized for hard work, dedication, going beyond their normal duties, and—most importantly—supporting their colleagues.

Another key criterion: delivering great experiences to guests.

"I learned... at a young age how offering kindness and support can bring me and the people around me immense joy," said Hector Prieto, who was named Outstanding Lodging Employee of the Year. "It's the primary reason I pursued a career in hospitality. Being helpful and hospitable is second nature to me, it is my passion."

HALA President and CEO, Dr. Jackie Filla, echoed this philosophy. "Our industry has one purpose: to create joy for travelers coming to L.A." she remarked. "Sometimes it's personalized care from a manager—sometimes it's an immaculately clean room. Wherever the traveler finds joy, there are hardworking people creating these experiences, and I'm delighted to celebrate them all. They're the ones who make this all happen."

These year's award winners are as follows:

- **Community Service:** Hoxton Downtown Los Angeles
- **Rising Star:** Melissa Swieca – Hilton Los Angeles/Universal City
- **Housekeeping:** Tracy Hu – JW Marriott Los Angeles L.A. LIVE
- **Outstanding Lodging Employee of the Year (Small/Medium Property):** Hector Prieto – Hotel Casa Del Mar
- **Outstanding Lodging Employee of the Year (Large Property):** Todd Hulce – Fairmont Century Plaza
- **Outstanding Manager of the Year (Small/Medium Property):** Alexandra Cove – Cara Hotel
- **Outstanding Manager of the Year (Large Property):** Jeri Zavala Tovar – Hotel Figueroa
- **Outstanding General Manager of the Year:** Javier Cano – The Ritz-Carlton, Los Angeles & JW Marriott Los Angeles L.A. LIVE

These winners were selected from scores of nominees. “Honestly, I wish we could have given out more awards—there are so many deserving candidates,” said Mark Davis, Chair of HALA’s Board of Directors. “Our industry can be demanding, and these professionals show grace and skill on the job every day.”

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### **About the Hotel Association of Los Angeles**

[The Hotel Association of Los Angeles](#) has been the voice of L.A.’s hotel industry since 1932. The organization works to advance the industry and better the lives of all who work in it—from international chains to local family-owned boutiques, from senior management to hourly staff. HALA’s members comprise a cross-section of the industry—including owners, managers, suppliers, and vendors.