

THE PROVENANCE MANIFESTO

A hotel is just a building. Bricks and mortar. Glass and steel. At the end of the day, in that quiet moment when your head hits the pillow, there are some very important things a building cannot do. A building can't smile. It can't listen, or anticipate a need, or engage in conversation. A building can't remember a person's name. And there's one other thing a building can't do: it can't run itself. That's what we do. We believe a hotel is merely a vessel. Its real value is in the ideals, passions and traditions you imbue in it. The sense of humor, the drama and the personalities who bring it all to life.

We are people first and hoteliers second. And we do go ALL IN. With our hearts and our souls and with every ounce of hard-earned expertise. We go all-in, because that's the price of admission to the kind of enduring relationships we seek and cherish.

We go beyond putting heads in beds. We fill hotels with innovation and value, with substance and meaning, with ideas big and small for resetting the industry bar. We own the responsibility for making great things happen. It is on us. All of it. We own every moment. Every reservation, every aesthetic consideration, every guest experience, and, of course, the bottom line. If it has anything at all to do with the exuberant realization of your vision, it'll have everything to do with our service to you.

Because we see things from a rare and wonderful perspective:

Yours.

Provenance Hotels. We own it.

