



**For Immediate Release**

**Contact:** Jonathan Lesser  
212.300.6684 x101  
[jonathan.lesser@lwhadvisors.com](mailto:jonathan.lesser@lwhadvisors.com)

Craig Simoneau  
202.365.4187  
[craig.simoneau@bisnow.com](mailto:craig.simoneau@bisnow.com)

**LW Hospitality Advisors (LWHA) & Bisnow Announce U.S. Lodging Industry Twitter Chat**

***Groundbreaking Social Media Discussion To Be Hosted By Daniel H. Lesser***

**New York, March 19, 2012** -- Daniel Lesser, President & CEO of LW Hospitality Advisors LLC (LWHA) and Doug Anderson, President of Bisnow, today announced a groundbreaking U.S. Lodging Industry Twitter Chat. The social media event will take place on Thursday, March 29, 2012 from 3:00pm – 4:00pm EST, and will be an online discussion with LWHA President & CEO Daniel Lesser. He will be hosting a Q&A session via LWHA's Twitter handle [@lwhadvisors](https://twitter.com/lwhadvisors) on the current state of the hotel market and forecasts for its future. Participants will be able to tweet their questions with the hashtag #HospitalityChat.

Doug Anderson said "Bisnow is co-sponsoring this digital conversation with LWHA in advance of our highly anticipated First Annual Bisnow Lodging Investment Summit (BLIS), scheduled to be held May 9-10, 2012 at The Ritz-Carlton, Tysons Corner." Mr. Lesser, a noted hotel real estate valuation/advisory/feasibility expert is one of several top executives who will be participating in BLIS. Other prominent panelists will include: Arne Sorenson, CEO – Marriott International, Steve Joyce, CEO – Choice Hotels International, Tom Corcoran, Chairman – Felcor Lodging Trust, James Francis, CEO – Chesapeake Lodging Trust, Mike Barnello, CEO – LaSalle Hotel Properties, and Jon Bortz, CEO – Pebblebrook Hotel Trust.

Daniel Lesser said, "As part of its newly launched social media platform [[facebook.com/lwhadvisors](https://facebook.com/lwhadvisors) and [@lwhadvisors](https://twitter.com/lwhadvisors)], LWHA is thrilled to have Bisnow co-host our upcoming U.S. Lodging Industry Twitter Chat. Bisnow is a cutting edge, rapidly growing media and event production firm that I have had the pleasure to collaborate with on many of their initiatives." Mr. Lesser further stated, "Bisnow's free online newsletters routinely contain a twist, rather than dry-as dust information. Their interviews are entertaining, as well as informational."

For more information contact: Jonathan Lesser at [jonathan.lesser@lwhadvisors.com](mailto:jonathan.lesser@lwhadvisors.com) or Craig Simoneau at [craig.simoneau@bisnow.com](mailto:craig.simoneau@bisnow.com),