



HOTEL VALENCIA
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S A N A N T O N I O

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**Valencia Group Names Hospitality Veteran Trent Freeman as
General Manager of Hotel Valencia Riverwalk**

SAN ANTONIO – Jan. 5, 2017 – Hotel Valencia Riverwalk has named Trent Freeman as General Manager for the award-winning boutique property. In this position, Freeman will lead the hotel’s team in resetting the bar in San Antonio for providing “Timeless Hospitality.”

Freeman has held several management roles within Valencia Group over the past six years, most recently serving as Director of Corporate Projects for the Company. Prior to this position, he served as Director of Operations for Hotel Valencia Riverwalk; Director of Food and Beverage for Hotel Sorella CityCentre in Houston; and Food and Beverage Manager for Hotel Valencia Santana Row in San Jose.

“Trent is a consummate hospitality professional with an in-depth understanding of the myriad of details and personal touches that set Valencia Group properties apart from other hotels in our various markets,” said Roy Kretschmer, Executive Vice President of Operations for the Valencia Group. “He is the perfect person to lead the Hotel Valencia Riverwalk team as we unveil exciting new developments at the property in 2017.”

Prior to joining the Valencia Hotel Group, Freeman held various positions with The Peabody Hotel Group, Omni Hotels and Resorts and Four Seasons Hotels and Resorts. He holds a Bachelor of Business Administration degree from Texas State University and a Master of Hotel and Restaurant Management degree from the Conrad N. Hilton College – University of Houston.

“The hospitality business has been both my passion and my hobby for the past two decades,” said Freeman. “I love to work with a team to create amazing experiences for our guests. Beginning in 2017, we are poised to take these ‘amazing experiences’ that Hotel Valencia Riverwalk is renowned for to an entirely new level. I am thrilled to be on the forefront as we write the next chapter in Hotel Valencia Riverwalk’s story.”

Editor’s Note: To download a photo of Trent Freeman, click [here](#)

About Valencia Group

Houston-based Valencia Group is a fully integrated hospitality company that provides management, development, branding and repositioning services for independent, full-service hotels owned by the company, in addition to third parties. Exceptional service, style and location have become brand trademarks. Earning both national and international recognition for their distinctive designs, amenities and settings, Valencia Group properties are destinations and gathering places within their respective communities, some further benefitting from and enriching their space within the cultural heart of a city. The company continues to forge a niche with hotels that anchor and add value to urban, mixed-use environments, which further support or enhance the guest experience with superior residential, restaurant, retail and office components. The Valencia Group portfolio currently includes the Valencia brands: Hotel Valencia Santana Row in San Jose, CA and Hotel Valencia Riverwalk in San Antonio, TX. The Sorella brands include Hotel Sorella CITYCENTRE in Houston, TX and Hotel Sorella Country Club Plaza in Kansas City, MO. The newest court concept brands include Lone Star Court in Austin, TX and Cavalry Court in College Station, TX. New openings in 2017 will include: The George™ in College Station, TX and Hotel Alessandra in Houston, TX. For more information, please visit www.valenciagroup.com

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