

MICHAEL CHAFFIN BIO

Michael's hospitality career has spanned two decades and taken him from coast to coast. He served as GM for ten years, and held progressive leadership positions in eleven properties, all at the upscale and luxury levels.

Since 1998, Michael has become focused in the area of hotel openings, historic restoration and tourism development. He has personally led three pre-opening campaigns, assisted with six start-up projects and two downtown redevelopments, Austin, Texas and Asheville, North Carolina.



Michael is a respected authority on hospitality marketing, service and brand design. He coaches existing and prospective hoteliers on how to develop memorable experiences by creating and delivering authentic stories to their guests. He founded Memorable Solutions in 2004 to provide guidance and resources for independent hoteliers with emphasis on project development, owner representation, marketing and opening. His work is published at [*Star In The Margin](#) and he can be heard on his weekly hospitality program, [indieHotelier](#).

In addition to a distinguished hotel career, he has voluntarily served at the board level in ten civic and industry organizations including city and state hotel associations in Texas and North Carolina. Notable positions include President of the Austin Hotel Motel Association in Austin, Texas, and Chair of the Asheville Product Development Committee, Asheville, North Carolina.

Michael is a private pilot with an instrument rating. He and his family reside in Pagosa Springs, Colorado.

Opening Experience

[Keyah Grande](#), Pagosa Springs, Colorado

[El Monte Sagrado](#), Taos, New Mexico

[Inn on Biltmore Estate](#), Asheville, North Carolina

[Intercontinental Stephen F. Austin Hotel](#), Austin, Texas

[Crossings](#), Austin, Texas

[Edelweiss Lodge & Spa](#), Taos Ski Valley, New Mexico

Management Experience

General Manager

[Keyah Grande](#), Pagosa Springs, Colorado
[Inn on Biltmore Estate](#), Asheville, North Carolina
[Intercontinental Stephen F. Austin Hotel](#), Austin, Texas
[Omni Hotel](#), Austin, Texas

Progressive Management

Omni Hotel, San Antonio, Texas
Doubletree Hotel, Walnut Creek, California
Inn at The Park, Anaheim, California
DoubleTree Hotel & Conference Center, St. Louis, Missouri
Doubletree Hotel, Orange, California
Doubletree Hotel, Vail, Colorado
Doubletree Hotel, Houston, Texas

Volunteer Experience

American Hotel & Lodging Association, Resort Committee- Member
Asheville Tourism Product Development Committee, Chair
North Carolina Hotel & Lodging Association, Board Member.
Western North Carolina Pilots Association, Board Member, President.
Angel Flight Mid-Atlantic, Volunteer Pilot
Federal Aviation Administration, Aviation Safety Counselor
Greater Austin Chamber of Commerce, Board Member
Texas Hotel Motel Association, Board Member
Austin Hotel Motel Association, Board Member, President
Downtown Austin Alliance, Board Member
Boy Scouts of America, Assistant Scoutmaster
General Aviation Pilots Association, President
Diablo Valley College, Pleasant Hill, California. Certified Instructor

EDUCATION

University of Florida, Gainesville. B.S. Business Administration, Marketing
Cornell University, Ithaca, New York. Advanced Hotel Investments