

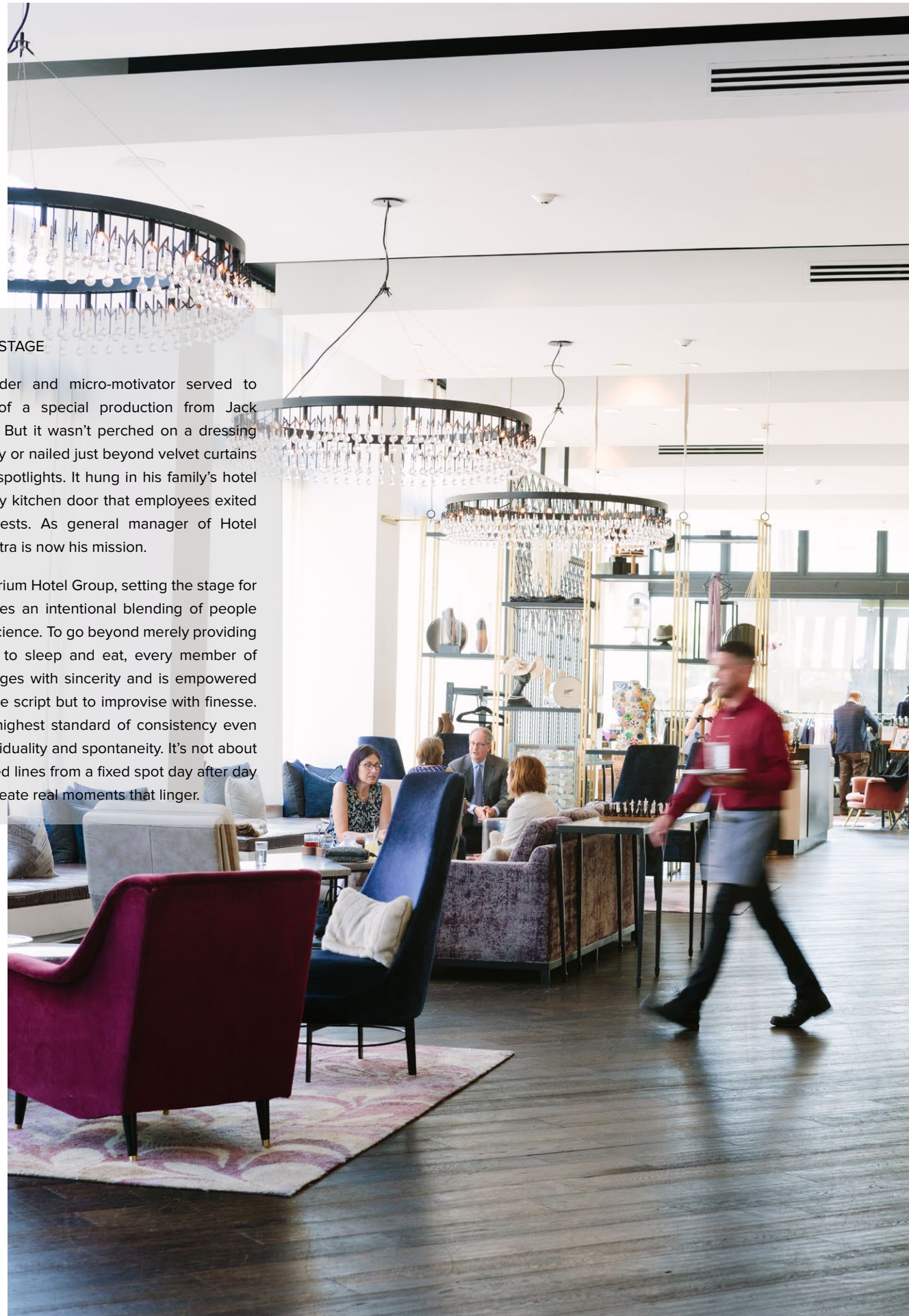


HOTEL COVINGTON

you are now on stage

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YOU ARE NOW ON STAGE

This framed reminder and micro-motivator served to prepare the cast of a special production from Jack Olshan's childhood. But it wasn't perched on a dressing room's brilliant vanity or nailed just beyond velvet curtains and just below the spotlights. It hung in his family's hotel on the back of every kitchen door that employees exited to interact with guests. As general manager of Hotel Covington, that mantra is now his mission.

For Olshan and Aparium Hotel Group, setting the stage for great memories takes an intentional blending of people and place, art and science. To go beyond merely providing a space for guests to sleep and eat, every member of the hotel staff engages with sincerity and is empowered not only to follow the script but to improvise with finesse. They maintain the highest standard of consistency even while fostering individuality and spontaneity. It's not about delivering memorized lines from a fixed spot day after day but connecting to create real moments that linger.

Though Olshan was initially focused on leaving the world of hospitality for work in hospitals, he eventually switched from studying medicine to studying business. After working briefly at a beach resort, Olshan took a job as a hotel inspector with LRA Worldwide. He was the youngest inspector they had ever hired.

"I had just been in it my whole life. Because of all my hotel experience, I don't think they truly realized how young I was until they were filling out my paperwork. The reason I gravitated to that position was because it was a side of the business I'd never seen. I'd always been on the other side of the desk for an inspection. I wanted to expose myself to a lot of hotels to see what worked and what didn't. I did everything from a Roadway Inn to a Grand Hyatt. When it was all said and done, I did over 2,200 inspections. It was a lot of traveling, but it was also invaluable."

Olshan added to his repertoire during his time with The Green Briar Resort and The Inn at Dos Brisas. He took on his role with Hotel Covington in the spring of 2016 and began to prepare for their grand opening later that fall. In addition to offering 114 elegantly appointed rooms, Hotel Covington refreshes guests with a diverse offering of food and beverage choices, including Coppin's Restaurant & Bar, The Walk Up, Coffee Bar, Courtyard, as well as banquet and private dining space for weddings and special events.

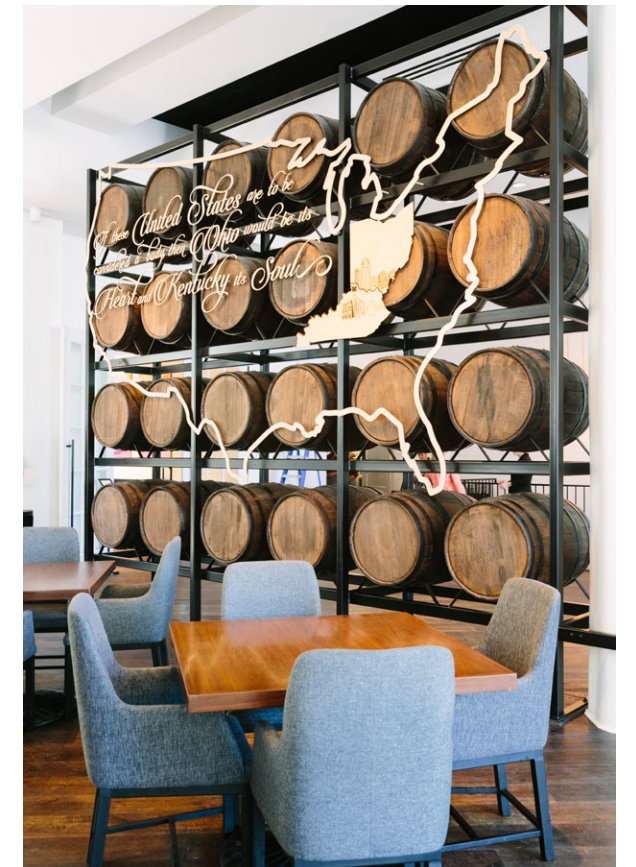
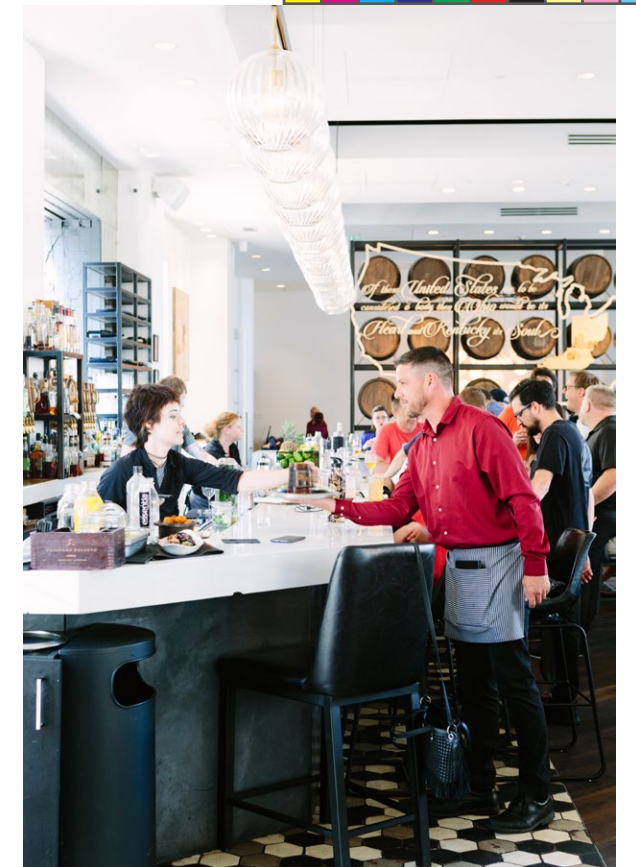
Embracing Aparium's vision of creating "translocal hospitality," Olshan and his crew celebrate the essence of Covington and the region to allow both locals and travelers to experience its true character and culture. There's also an internal culture where everyone works together, holding the guest experience as paramount.

The hotel had been open less than two years when a major disruption created an opportunity for the crew to show just how much they understood hospitality—being a part of the community, not just being located there; truly taking care of guests, not just working a job.

"There was a power outage. When it came back on, it sent some sort of surge through our building and basically fried all of our fluorescent lights, causing them to spark and smoke. The hotel was booked, the restaurant was booked, we had three private events, the whole lobby was filled with hundreds of people. It was packed. It could not have been a worse time. It was also like ninety degrees out."

To get everyone out of the building, they had to pull the fire alarm. Immediately, the team began reaching out to businesses in the neighborhood, like Braxton Brewing and The Hannaford, to make sure everyone had somewhere comfortable to wait, with access to excellent drinks and food.

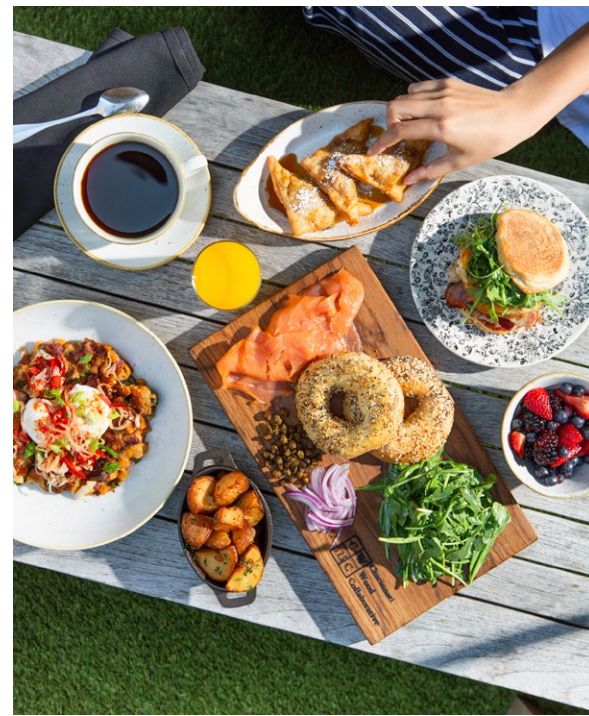
"It was so obvious to me that everyone's first priority was making the guests happy. No one was asking 'Who's going to pay for this?', 'How are we going to stall?', or 'What are we going to do with all this food?' It was just, 'Let's make the guests happy.'"



The simple formula is paying off. Hotel Covington was voted among the Top Hotels in the South for the *Condé Nast Traveler* Reader's Choice Awards in 2018. This year, US News and World Report honored the establishment with Best Hotel in Kentucky.

Olshan and his team remain humble as their stellar reputation grows on the regional and national stages. Whatever the future brings, it is certain they will continue to make each guest feel like the star of the show.

Though the sun rises and sets each day on 638 Madison Avenue, the curtain at Hotel Covington never falls.



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