



Media Contact:

Sarah Deam - The Hay-Adams

202-662-4813

sdeam@hayadams.com

Dan Sweet - RP3 Agency

240-643-0877

dsweet@rp3agency.com

Press Release

FOR IMMEDIATE RELEASE

April 27, 2021

The Hay-Adams Names Nicolas Beliard New Managing Director

Luxury Hotel Veteran to Begin Position on May 3

WASHINGTON – The Hay-Adams today announced Nicolas Beliard would become the property's new Managing Director effective May 3. Beliard will be replacing Hans Bruland, who is retiring after 22 years of service at the property.

Beliard comes to The Hay-Adams from Aman Resorts, where he served for the past year as Regional General Manager for the company's New York and Miami properties. He has over 24 years of experience managing luxury properties worldwide, including the Four Seasons in Paris and Geneva, The Peninsula in Bangkok and Hong Kong, and the Mandarin Oriental in Miami.

"I am thrilled for this opportunity to join The Hay-Adams family and to be part of such an iconic hotel with a stellar reputation in the industry for superior quality and outstanding guest services," said Beliard. "Hans is leaving some big shoes to fill, and I hope I can continue his legacy of making The Hay-Adams one of the premier luxury hotels in the world."

Beliard joins The Hay-Adams as the world's travel and leisure industry face unprecedented challenges due to the COVID-19 pandemic. The Hay-Adams has spent much of the last year addressing guest safety concerns by instituting best-in-class safety protocols while maintaining the outstanding experience its guest has come to expect. *Travel + Leisure* magazine has named The Hay-Adams as one of the best 500 hotels in the world for 2021.

"We are pleased to welcome Nicolas to the professional family of The Hay-Adams," B. F. Saul II Chairman and Chief Executive Office of B. F. Saul Company and Affiliates. "He joins a superb leadership team and a fine staff of hospitality experts that truly deliver world class service."



###

About The Hay-Adams

Steeped in rich history and surrounded by the nation's most iconic institutions, The Hay-Adams is the downtown Washington hotel for discerning guests.

Enveloped by views of the White House, St. John's Church, and the scenic Lafayette Park, the 5-star accommodations at The Hay-Adams are the embodiment of refined residence. Marked by Washington, DC's most accommodating amenities and dedicated services, The Hay-Adams is the boutique hotel of choice for the modern luxury traveler and is consistently recognized as one of the world's best hotels by Condé Nast Traveler, Travel + Leisure, Fodor's Travel and U.S. News & World Report.

For reservations and additional information, visit www.hayadams.com.