



## **CoralTree Hospitality Expands into the Northeast with Management of the Seaport Hotel in Boston**

**DENVER – July 8, 2025**— [CoralTree Hospitality](#), one of the fastest growing hospitality companies in the United States, announces the latest addition to its impressive portfolio of managed properties - [Seaport Hotel](#) in Boston. This management agreement represents a significant milestone for the Seaport Hotel, as the hotel has entered into an agreement with CoralTree to run and manage its daily operations. The hotel previously had been self-managed since its inception in 1998.

“We’re honored to be entrusted with the management of Seaport Hotel,” said Tom Luersen, president of CoralTree Hospitality. “We believe in the power of our local teams and their expertise. Our goal is to leverage this knowledge to enhance guest services and fully realize the hotel’s potential. By embracing Seaport’s unique character, we strive to deliver exceptional value to customers through our professional third-party management services.”

The AAA Four-Diamond Seaport Hotel opened in 1998 as the first hotel in Boston’s Seaport District, and it is a premier waterfront destination that combines modern luxury with eco-friendly hospitality. Overlooking Boston Harbor, the hotel offers stunning views of both the water and the city skyline. Its prime location provides convenient access to Logan Airport, the Boston Convention & Exhibition Center, and cultural attractions like the Institute of Contemporary Art. Renowned as one of Boston’s greenest hotels, the Seaport features a rooftop garden that supplies fresh herbs and vegetables to its restaurants, along with beehives that produce organic honey used throughout the hotel.

Guests enjoy residential-style rooms with upscale amenities, complimentary Wi-Fi, and access to Wave Health & Fitness. The hotel caters to business and leisure travelers with distinctive dining at TAMO Bistro + Bar, more than 42 event spaces, and family-friendly programs like Seaport Sailors. Its prime location along the Boston Harborwalk and proximity to top dining, shopping, and entertainment venues make the Seaport Hotel a uniquely scenic and convenient choice in Boston.

The Northeast offers a vibrant landscape for the hospitality industry. With its rich history, diverse cultural attractions, and bustling urban centers, the region attracts millions of visitors each year. Boston offers a blend of historical landmarks, world-class dining, and entertainment options. The area's picturesque countryside, charming coastal towns, and seasonal attractions also provide ample opportunities for year-round tourism. The strong economic infrastructure and high population density further enhance the potential for success in the market.

“The team at Seaport Hotel has done an outstanding job curating unique programs that deliver a truly memorable guest experience,” said Mike Everett, executive vice president of CoralTree Hospitality. “Seaport aligns perfectly with our company’s values. At CoralTree, we believe in celebrating the individuality of each property - empowering hotels and resorts to bring their locations to life and authentically embrace local culture. Our team has deep roots in the Northeast and knows how to leverage the region’s unique character to help the Seaport Hotel thrive.”

CoralTree Hospitality's management approach focuses on culture and commitment, ensuring that each property offers unique and memorable experiences that reflect their communities. The company's diverse collection of properties is a testament to its ability to cater to various guest preferences while maintaining a high standard of service. CoralTree's emphasis on local, immersive guest experiences aligns perfectly with the Seaport Hotel's mission to provide guests with an authentic taste of Boston.

"CoralTree's management philosophy aligns with the Seaport Hotel's deeply rooted culture of treating team members like family," said Seaport Hotel Interim General Manager Pat Murphy. "Their commitment to empowering employees and fostering a supportive, inclusive workplace makes us confident that our dedicated team will continue to thrive. We are positive that CoralTree will build upon our tradition of delivering exceptional personal service and unforgettable guest experiences, while introducing thoughtful innovations that enhance both employee satisfaction and operational excellence."

### **About CoralTree Hospitality**

CoralTree Hospitality is one of the fastest-growing hospitality management companies in the United States with a diverse portfolio of more than 50 hotels, resorts, and vacation rentals. Formed in 2018 and based in Denver, CoralTree is dedicated to delivering distinctive and memorable experiences that celebrate the unique surroundings, culture, and community of each property. CoralTree's collection includes independent, branded, and soft branded properties in key metropolitan areas and resort markets. By embracing the unique features of each location, CoralTree crafts personalized guest experiences across its collection, which includes resort communities, lifestyle hotels, the CoralTree Residence Collection and other exceptional properties.

CoralTree's brand pillars focus on serving from the heart and fostering empowering experiences for team members. This dedication has earned the company recognition as one of the top small companies to work for in Colorado by the Denver Post Top Workplace survey three years in a row. The company has developed initiatives to better serve its team members, communities, stakeholders, and customers, including Bloom, an environmental sustainability program, and CoralTree Cares, the company's philanthropic platform. CoralTree is a wholly-owned subsidiary of Los Angeles-based Lowe, a real estate investment, management, and development firm. For more information, visit [www.CoralTreeHospitality.com](http://www.CoralTreeHospitality.com).

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*For high resolution, downloadable images of properties in the CoralTree collection, please visit <https://coraltree.intelligencebank.com>*