



Leslee L. Fritz, CTA

Business Travel Sales Manager

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Leslee L. Fritz is the business travel sales manager for AHC+Hospitality in Grand Rapids, Michigan. She is a skilled professional with 25+ years' experience in hotel and convention sales management. Her role with AHC+Hospitality allows her to help the travel manager make the best choice for company travel needs.

In each of the past three years, Leslee has increased corporate travel revenues by 15% on average. Her past experiences include a successful record of building sponsorship and advertising revenue bases that resulted in high level of customer satisfaction and customer loyalty. With a proven ability to balance priorities, Leslee meets tight deadlines, and exceeds organizational goals. She thrives in dynamic, high-pressure environments.

Along with the team at the Amway Grand Plaza, Leslee helped successfully convert the independent hotel to a Curio Collection by Hilton hotel in December 2015.

Leslee has been a member of the American Business Women's Association, Destination Marketing Association International, the Society of Government Meeting Professionals, Global Business Travel Association, Michigan Business Travel Association, INFORUM, Rotary International, and served on the selection committee for ATHENA Grand Traverse, Membership and Ambassador Committees for Meeting Planners International Michigan Chapter (MMPI), nominated for the MMPI Finest Sales Professional Award, and was awarded the Certified Tourism Ambassador™(CTA) designation in 2014.

Since joining Michigan Business Travel Association, Leslee helped create an Ambassador role to introduce guests and new members to others, allowing them to feel more comfortable joining in at meetings and events. She serves on the Meeting Planning Committee and leads the annual April West Michigan meeting. Leslee has also attended the past three GBTA Conventions and plans to earn the Global Travel Professional® (GTP) Certification in the coming year. Her passion for the organizational goals and the dynamic membership has led to her desire to service on the MBTA board as secretary.

Leslee enjoys mentoring the up-and-coming women leaders in her organization and is helping to start a mentoring program within the company. She is known to be an outstanding people connector.

Outside of work, Leslee loves winter activities including snowshoeing and snowmobiling, and enjoys running, kayaking, biking, and being almost anywhere in Leelanau, Benzie, or Grand Traverse Counties! She also has an unusual obsession with the architectural features of American historic asylums, specifically Kirkbride Buildings. Just ask her.

ABOUT AHC+HOSPITALITY Featuring 1,100 beautifully appointed downtown guest room accommodations and over 240,000 square feet of meeting space. Without even leaving the hotels, guests may dine or relax at their choice of 13 restaurants and lounges including Mixology, Ruth's Chris Steakhouse, and The Kitchen and The Kitchen Counter by Wolfgang Puck.

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