



For Immediate Release

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The Townsend Hotel Presented William F. McLaughlin Hospitality Award for Service Excellence at Detroit Metro CVB's 2017 ROSE Awards

DETROIT – The Detroit Metro Convention & Visitors Bureau (DMCVB) presented The Townsend Hotel the William F. McLaughlin Hospitality Award for Service Excellence at the 2017 Recognition of Service Excellence (ROSE) Awards last night. More than 500 people attended the celebration at the Ford Community & Performing Arts Center in Dearborn.

The William F. McLaughlin Hospitality Award is the only award in the state of Michigan that honors customer service excellence in businesses.

The Townsend Hotel received the award because of its distinct service culture. The property delivers unprecedented, gracious, thoughtful and personalized service, constantly exceeding guest expectations. The strong leadership and mutual respect for and between associates was also noted, as well as The Townsend's community partnerships. The Townsend is also consistently recognized for award winning service by Forbes Travel Guide.

"The Townsend Hotel is a leader in providing outstanding customer service to visitors," said Larry Alexander, DMCVB President & CEO. "The DMCVB is honored to give the hotel the recognition it deserves."

More than 200 members of the hospitality community were also recognized for their excellent customer service at the event.

WXYZ's Glenda Lewis served as mistress of ceremonies for the evening, which included entertainment by iLuminate™ and DJ Kevin. The event was sponsored by Centerplate.

For more information about the ROSE Awards, go to theroseawards.com.

Photos available upon request.

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The Detroit Metro Convention & Visitors Bureau (DMCVB) is a private, not-for-profit organization with a mission to market and sell the metropolitan Detroit area on a worldwide basis as a destination for leisure and business travel including conventions, trade shows, corporate meetings, tours and incentive travel to maximize additional visitors, visitor expenditures, state and local tax revenues and job opportunities.

More than 700 businesses are represented in the DMCVB's membership. The DMCVB was founded in 1896 as the world's first convention and visitors bureau. visitdetroit.com