



INTERNATIONAL HOUSE

Amy Reimer

Petite Powerhouse at International House

At first glance, you might not think the pert little blond bustling around the handsome lobby of **International House** is the general manager of the acclaimed boutique hotel, and its sister property, **Loft 523**, AND Chairman of the influential **New Orleans Metropolitan Convention and Visitors Bureau**. Amy Reimer is something of an anomaly – and yet she was born into the industry, and is poised to be a leader at this most crucial period in the city's recovery.

Amy's childhood was imbued with knowledge of the industry at a four-star level. Most days after school were spent doing homework in her mother's hotel office, where she absorbed the language, the issues, and priorities of the industry with the sponge-like facility natural to children. Hotels were a way of life for Reimer – and very naturally became her vocation. Ms. Reimer, who began her hotel career as Marketing Manager at International House and Loft 523 in 1998, and quickly rose to General Manager of both properties in 2001, is one of only a handful of female general managers in the decidedly male-dominated hotel business in New Orleans — and for that matter, around the world. When Reimer took the helm of NOMCVB in 2007, she hit the ground running -- and felt right at home. A board member since 2004, she serves on the Bureau's Tourism, Membership, and Convention Committees. Long before that, in fact, she began her career on the NOMCVB staff.

Reimer's talents brought such accolades including *Where New Orleans Magazine* saluting her with the Crescent City Hospitality Industry award for General Manager 2016. *New Orleans CityBusiness Magazine* has honored her as one of 50 New Orleans-area women who have made notable contributions in business and the community. In addition, the magazine highlighted International House as one of "Best Places to Work" in 2006. Each year, *CityBusiness* identifies New Orleans' top employee-friendly companies and anoints them the best places to work. Spoken from a true professional, Reimer states, "Even more important than a hotel's atmosphere, if you ask me, is its *attitude*. That is, the level of service it provides, and the spirit with which it does so. And that all depends on the staff. I learned as a child that the success of a hotel, like the success of a family, depends on the mutual respect and support of its members."

"It is such a thrilling, overwhelming honor," she says of being named Chairman of the NOMCVB, "Hospitality is the very heart of this city, as its primary industry and its second nature, and it will have a major role in the city's post-Katrina renaissance. It is a critical and challenging moment in New Orleans' history, and we have got to do it right."

In her "spare time" outside running the two celebrated hotels and all the work she does for the NOMCVB, Reimer takes on even more responsibility for the sake of her beloved Crescent City. She is a sought-after board member of numerous other civic and

charitable organizations in New Orleans, valued for her experience, intelligence, energy, and ideas. On any given day, she can be found applying her talents to issues of the **Greater New Orleans Hotel Lodging Association**, where she serves on the PR Committee of the Board of Directors; the **Greater New Orleans Sports Foundation**, where she is on the Executive Committee; **Friday Night Before Mardi Gras Fundraiser for AIDS**, as a Director since 2003; and the **Bravehearts Bring New Orleans Back** Committee.

Ever the gracious southern woman with a warm welcome for her guests and a caring word for her staff, it's a wonder Amy Reimer isn't a mere blur of frantic speed as she whirls through her lobby. But then, perhaps the secret of her success is keeping busy – and loving every minute of it.

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