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Apple Tree Asia Names New Deputy General Manager

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Fabrice Lehmann

Fabrice Lehmann, who first joined Apple Tree Laos as assistant operations manager at Villa Maly in 2012, was last week appointed deputy general manager in charge of both Villa Maly Boutique Hotel and Kamu Lodge Experience.

After receiving his hospitality degree from Lycée d'Hôtellerie et de Tourisme du Val de Loire in Blois, France, Lehmann began his around-the-world career in neighboring France. His fascination with international cultures led to posts in diverse destinations, such as Chile, Monaco and Mauritius.

In Lima, Lehmann taught courses in revenue and yield management at the renowned institution, Le Cordon Bleu. In 2005, he joined the prestigious *Societe des Bains de Mer* group in Monaco and was a part of the opening team at the Monte Carlo Bay Hotel & Resort. Later on he uprooted to Mauritius for a stint at Lux Bellemare before returning to Switzerland to assist in the restructuring of another hotel.

Lehmann's promotion comes one year after his arrival at Villa Maly, an historic property in the heart of Luang Prabang. Fluent in English, French and Spanish, Lehmann says Laos is one of his most exciting posts yet.

"Apple Tree's portfolio counts some of the most distinctive properties in the region," said Lehmann. "To be a part of this fast-growing group at a time like this is a unique opportunity for any hotelier."

ABOUT APPLE TREE GROUP IN LAOS

Villa Maly is a 33-room boutique hotel that is anchored by a vintage colonial-era villa, once the home of a distinguished royal family. Kamu Lodge Experience is a collection of 20 riverfront safari tents and thatched bungalows on the Mekong River, 35 kilometers upstream from Luang Prabang. The Nava Mekong is a traditional Lao longboat that offers daily lunch and dinner cruises from Luang Prabang.