

MEDIA KIT

# ABOUT

Founded in 2017, by Davonne Reaves, The Vonne Group specializes in travel market research, asset and operational management, and brand development for boutique hotels. Our specialty is creating proven strategies to assist hotel owners in making sound financial and innovative decisions that match their goals and identify creative approaches to develop unique concepts.



FOUNDER  
DAVONNE  
REAVES

HOTEL OWNER + FINTECH + CONSULTANT

## MISSION

To teach people how to be successful hotel owners.

## VISION

To increase the percentage of African-American hotel owners.

## STATS

Current followers on social media accounts.



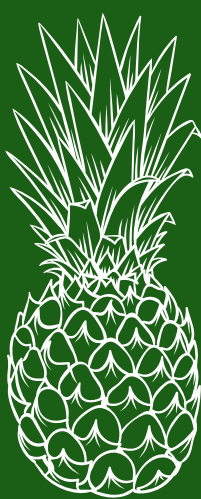
1.8k



97k



8k



## CONTACT

[www.thevonnegroup.com](http://www.thevonnegroup.com)  
[media@thevonnegroup.com](mailto:media@thevonnegroup.com)







# DAVONNE REAVES

**HOTEL OWNER + FINTECH + CONSULTANT**

Hospitality trailblazer Davonne Reaves is the Founder of The Vonne Group, an award-winning hotel consultant, asset manager, owner of 3 hotels, the Founder of Vesterr, the first Black owned crowdfunding platform for hotel investments, founder of Stay Black Experience, one of the largest Black-owned hotel directories, and co-host of NextGen in Lodging Podcast powered by Hotel News Now.

After starting as a front desk agent in the hospitality industry 15+ years ago, Davonne held various positions in the hospitality industry, including in asset management, where she managed portfolios totaling over \$1 billion in hotel assets.

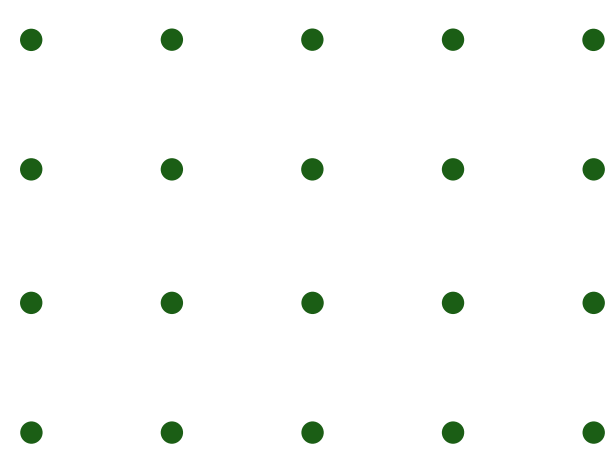
Today, she uses that experience to teach the Black community how to become successful hotel investors and owners.

Reaves makes hotel ownership tangible by providing education and resources on the hotel acquisition process. She has educated over 4,000 people and provided a path to hotel ownership to many individuals across the U.S.

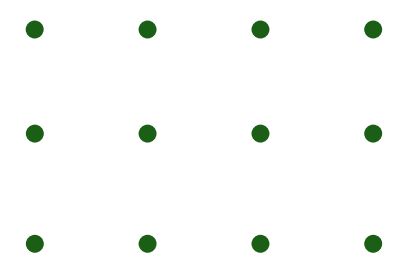
Reaves has been featured in Forbes, The Atlanta Business Chronicle, Black Enterprise, MarketWatch, The Atlanta Journal-Constitution, NextAdvisor (Time), and Franchise Times. Reaves has been recognized by organizations like The International Society of Hospitality Consultants, Hotel Management Magazine, and The International Hospitality Institute.

Reaves is a Philadelphia native with deep roots in the Atlanta community. She serves on the Board of her Alma mater, Georgia State University Cecil B. Day School of Hospitality, where she obtained a B.A. in Sociology.

Reaves was inducted into Georgia State University's top 40 under 40. She also received a Trailblazer of the year Award by The Urban League of Greater Atlanta, and was recognized as a top 100 most influential African American under 40 by The Root.







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AS FEATURED IN



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Forbes

HOTEL  
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LODGING

TRAVEL WEEKLY

TRAVEL ✈️ NOIRE

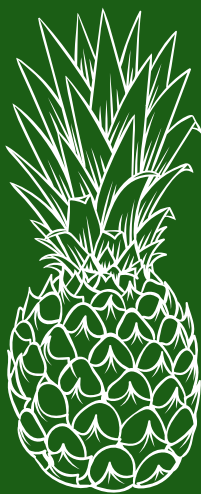
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