

Family Values

An Interview with Kristie Goshow, Chief Commercial Officer, Loews Hotels & Co

EDITORS' NOTE Kristie Goshow is Chief Commercial Officer of Loews Hotels & Co. In this role, Goshow leads the company's commercial strategy with oversight of sales, hotel marketing, revenue management, meetings and events, brand, communications, e-commerce and distribution, digital marketing, and the customer engagement center. Goshow focuses on driving top-line revenue performance, strengthening and expanding customer relationships, increasing direct



Kristie Goshow

bookings, and elevating brand awareness across Loews' 27 properties. Goshow brings more than two decades of hospitality and travel industry experience to Loews Hotels. Most recently, she served as Chief Commercial Officer at Peregrine Hospitality Group (formerly KSL Resorts), where she was responsible for sales, revenue strategy, and marketing. Prior to that, she held the role of Chief Marketing Officer at Preferred Hotels & Resorts (now Preferred Travel Group), overseeing global marketing and loyalty initiatives for a portfolio of more than 700 hotels

across 80+ countries. Her career also includes senior leadership roles at Viceroy Hotel Group, Sabre, Jumeirah Hotels & Resorts, Le Méridien, and Utell (Pegasus). Earlier in her career, Goshow worked in travel logistics with MSAS before moving into aviation with Virgin Atlantic, where she served as Area Sales Manager. Notably, she spent nine years in Dubai with Jumeirah Hotels & Resorts, leading distribution, marketing, and business innovation for the global luxury brand.

Goshow is widely recognized for her leadership and industry impact. Her accolades include Skift's Women Shaping Travel's Future (2024-25), the Amaze Insights Vision & Leadership Award (2024), Hotel Management's Most Influential Women in Hospitality (2022), and Top 25 Women Leading Travel & Hospitality (2022). She is deeply engaged in advancing the industry, having recently served as a Trustee for the American Hotel & Lodging Association (AHLA) Foundation, a Board Director for the HSMIA Foundation & Americas Advisory Board, and as a Board Member for Alliance Strategies.

COMPANY BRIEF Headquartered in New York City, Loews Hotels & Co (loewshotels.com) is rooted in deep heritage and excellence in service. The hospitality company encompasses branded independent Loews Hotels and a solid mix of partner-brand hotels. Loews Hotels & Co owns and/or operates 27 hotels and resorts across the U.S., including eleven hotels at Universal Orlando Resort with three new hotels that opened in 2025 as part of their partnership with Comcast NBC Universal. Located in major city centers and resort destinations from coast to coast, the Loews Hotels portfolio features properties grounded in family heritage and dedicated to delivering unscripted guest moments with a handcrafted approach.

Will you discuss your career journey?

I've been fortunate to enjoy varying commercial roles across the travel industry, from airlines and agencies to distribution tech and hospitality. At heart, I'm a transport geek – an undercover plane and train spotter. Who knows, perhaps my third act will be a move into rail, assuming the U.S. ever commits to a truly integrated, multimodal transport system – which I happen to think it should. Or perhaps Loews Hotels & Co will pioneer the traveling hotel. Imagine the ultimate “on the rails” cross country leadership meeting. Stranger things have happened.

What excited you about the opportunity to join Loews Hotels and made you feel it was the right fit?

At this stage in my career, everything starts and ends with people; the caliber of talent, their engagement, and their willingness to make a genuine difference. That is Loews Hotels & Co. You feel it quickly in conversations at industry events or simply sitting in the lobby of any one of our 27 properties. There is a rare affinity for the brand among buyers, planners, agents, and guests alike. Family values aren't just talked about, they're visible. And that likely explains why the average tenure across the organization is unlike anything I've encountered before. Secondly, Loews doesn't choose the easy path. The company invests in complex destinations, and the developer operator model is not for the faint hearted. Both signal a confident, bold business that understands who it is.



Loews Arlington Hotel



Loews Helios

How do you describe Loews Hotels' culture and values?

I answer this with the humility that comes from a limited tenure. That said, I judge as I find and what I've found is a business that hires exceptional talent and gives people the latitude to do their best work. Family values run deep, but that doesn't mean uniformity or avoidance of difficult conversations. The Loews leadership quite literally walks together. Like any family, there are moments of compromise, candid debate and, on occasion, a touch of organized chaos. What underpins it all is camaraderie and a deeply rooted support system. Talent stays. The culture is built on loyalty, accountability, performance, and genuinely happy guests. It's an ecosystem that supports the brand promise rather than just describing it.

Will you provide an overview of your role and areas of focus?

It's often easiest to define the role of a Chief Commercial Officer by starting with the outcome and working backwards. Achieving budgeted revenues, nurturing deeply engaged guests, and maintaining a strong pipeline of future business requires an exceptional collective: superstar sellers, imaginative marketers, sharp analysts, bold brand thinkers, and relentless revenue strategists. Together, they architect the commercial engine of Loews Hotels & Co.

I have the privilege of working across each of these disciplines, connecting the dots and ensuring our total revenue demand engines are firing on all cylinders. It's a team sport, and I'm fortunate to be part of it.

How do you define the essence of the Loews brand?

Joyful care for every guest, associate, and partner.

How critical is it for Loews Hotels & Co to continue to evolve to meet changing consumer expectations?

The goal is to protect what people love, while evolving how we add value. No brand experience can stand still. It must grow alongside society and respond intentionally to behavioral signals that require changes to product, service or strategy. Thoughtful evolution, not reinvention, is the discipline.



Loews Miami Beach Hotel

Do you feel that there are strong opportunities for women to grow and lead in the hospitality industry?

I've long believed that travel and hospitality offer some of the richest opportunities for diversity of experience and progression. As AI reshapes our approach to labor, new roles will emerge – roles that focus on education, oversight, and direction of new technology. Those opportunities will belong equally to women and men. The industry's responsibility is to ensure access, development, and sponsorship keep pace with change.

What advice do you offer to young people beginning their careers?

Choose growth over speed. Don't be tempted to move too quickly for money or title alone. The right role, with the right people, can shape the opportunities you'll have years from now. Think beyond the next step.

Respect the wisdom around you. Learn from those who have gone before you, and remember that learning goes both ways. Insight can come from anyone, at any level, if you're willing to listen.

Be flexible and open to compromise. Sometimes growth requires change, whether that's adjusting expectations or even relocating. Being willing to move, adapt, and stretch yourself can unlock paths you never imagined.

Put your energy where it matters. Invest your time and talent where you can learn, contribute, and make a real difference.

Find joy in the journey. Careers are built one day at a time. Engage with purpose, add value where you can, and take pride in doing your best, even on the days that challenge you most – of course that's easier said than done. ●