

Board of Directors



Brian Averill is Owner/Operator of Averill Hospitality, a family-run resort and hotel management company in Montana with the vision of delivering exceptional guest experiences that exceed expectations in every way, every time, at all their properties.

Generations of the Averill family grew up in Montana and are proud to showcase the heritage and the beauty of their home at our unique properties. The Averill's have been a part of Montana's hospitality industry since the 1940s when Les Averill created The Flathead Lake Lodge with the vision of bringing western culture and a personal touch to hospitality. Today, they strive to give guests the same special memories they have from growing up in Montana – from its rugged beauty and diverse wildlife to its fun adventures and embracing community.

Averil Hospitality's mission is to provide true western hospitality in spectacular settings. They create warm, welcoming environments so guests automatically feel a sense of belonging when staying at one of their hotels, enjoying all the comforts of home in a luxurious and contemporary atmosphere. Averill Hospitality's goal is to create spaces with a spirit of fun, adventure and community, where connections are forged and souls nourished.