BECKONS™



CHIEF EXECUTIVE OFFICER

Michael Crawford

Michael Crawford is Beckons Chief Executive Officer, leading a collection of some of the world's most extraordinary luxury lodges across Australia, New Zealand, Chile and Canada. A transformative hospitality executive and bestselling author, Michael brings a global perspective and a people-first mindset to shaping the future of ultra-luxury, experiential travel.

Michael Crawford's mission as Beckons CEO is to lead with purpose, crafting deeply personal journeys that connect guests to people, places and culture. With a career spanning global icons like Four Seasons and Disney, Michael is known for building hospitality experiences that are both imaginative and grounded in cultural and environmental stewardship. Today, Michael drives a movement that fuses ultra-luxury travel with regenerative impact, transforming luxury from consumption into connection.

Michael's leadership is defined by innovation, cultural intelligence, and an ability to elevate both brand and guest experience.

In 2025, Michael joined Baillie Lodges and Tierra Hotels as CEO of both companies, before leading the development of the new brand, Beckons, that launched in 2026, uniting Baillie Lodges and Tierra Hotels and positioning the company for future growth.

Previously, Michael served as Chairman and CEO of Hall of Fame Resort & Entertainment Co. (NASDAQ: HOFV), where he led the company's IPO and the development of a groundbreaking sports and entertainment company focused on real estate development, gaming investment and new media content in partnership with the National Football League.

Earlier, Michael spent nearly 25 years with The Walt Disney Company, where he held key leadership roles across five major resort launches globally, including as President of the Walt Disney Company in China and General Manager of the $4.5 billion Shanghai Disney Resort.

He also served as President of the Asia Pacific Region for Four Seasons Hotels and Resorts prior to becoming Global President of Portfolio Management where he focused on portfolio growth, branding and positioning. Michael doubled asset growth across Asia and lead the design and development of branded residential businesses and strategic positioning, with over $10 billion gained in real estate value for the company.

Today, Michael brings this deep experience to Beckons with a clear vision: to establish Beckons as the best luxury experiential travel brand in the world. Under Michael's leadership, the group is set to expand its portfolio of luxury lodges and experiences while championing a more personalized and regenerative approach to hospitality, where each guest journey is uniquely tailored and every stay contributes to the wellbeing of the surrounding environment and community.

Michael also serves on the boards of two publicly listed companies; Texas Roadhouse (NASDAQ: TXRH) and the Seaport Entertainment Group (NYSE: SEG). Michael holds a Bachelor of Science in Business Administration from Bowling Green State University and a Master of Business Administration from the University of Notre Dame.

Michael believes the most powerful journeys are personal, and that the best teams create experiences that stay with guests long after they return home.