

NCRLA HOSPITALITY



A.I. SUMMIT
RALEIGH



MONDAY, AUGUST 10 | 9 AM
McKimmon Center

Kyle Highberg

*Vice President of Hospitality
Biltmore Farms, LLC*

Kyle Highberg is a hospitality leader with more than 20 years of national experience in the lodging industry. Since returning to North Carolina in 2022, he has served as Vice President of Hospitality for Biltmore Farms, LLC, where he focuses on driving excellence in quality, revenue, profitability, and long-term growth opportunities.



Deeply committed to his community, Kyle serves as Vice President of the Asheville Buncombe Hotel Association, sits on the Advisory Board for Western Carolina University's College of Business Hospitality & Tourism Management program, and contributes as a member of the Foundation Board at Asheville-Buncombe Technical College.

Prior to his time in Asheville, Kyle held leadership roles in major markets including Chicago, Milwaukee, and Phoenix, achieving success across select-service, extended-stay, and full service hotels. Originally from Omaha, Nebraska, he now resides in Asheville with his wife, Amanda, and their three children. Guided by a spirit of service and a passion for advocacy, Kyle is dedicated to ensuring North Carolina remains a premier destination for visitors while fostering growth and opportunity for current and future hospitality professionals.