

Duck Into ALHI's "Luxury Lane"
At Holiday Showcase In Chicago This December
For Chance To Win 1-Carat "Peabody Orlando Diamond"

CHICAGO, IL (October 2009) – Association executives, meeting professionals, event planners, and incentive/recognition specialists attending Association Forum of Chicagoland's **Holiday Showcase** on December 15, 2009 in Chicago will have the chance to win the beautiful **one-carat "Peabody Orlando Diamond."** The gem is being given away by **Associated Luxury Hotels International (ALHI)** in recognition of its diamond-winning portfolio, and planners just need to stop by ALHI's "Luxury Lane" area at the show (Booth # 231) to register for the chance to win the one-carat diamond solitaire necklace. The diamond is named in honor of The Peabody Orlando, one of the distinguished members of ALHI.

ALHI is a dedicated National Sales Organization, exclusively serving its dues-based membership of more than 125 Four- and Five-Diamond quality hotels and resorts worldwide to meeting professionals, association executives, and incentive/recognition specialists planning programs requiring from 10 to more than 5,000 rooms. For a complete list of ALHI's portfolio, visit www.alhi.com.

"Association executives and meeting planners should definitely stop by the ALHI booth and Luxury Lane to meet our team, and to register for this diamond necklace, as it is a truly beautiful gem," said David Gabri, president and CEO of ALHI, which features a diverse luxury portfolio of more than 90,000 rooms and suites and over 9 million square feet of meeting space. "We're giving this diamond away to spotlight the exceptional Peabody Orlando, and to showcase our entire portfolio of distinctive Four- and Five-Diamond quality hotels and resorts worldwide, which provide distinctive solutions for meetings and incentive/recognition travel programs."

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Not resting on its laurels, the Mobil Four-Star, AAA Four-Diamond **Peabody Orlando** in Orlando, Florida, is undergoing an impressive \$450 million expansion and renovation. The project includes the addition of 750 new guest rooms in a new 34-story tower, which will bring the **new Peabody Orlando** total offerings to **1,641 guest rooms and suites**. The hotel also is adding an incremental 150,000 square feet of new flexible function space, which will bring its **total meeting space to 210,000 square feet**, including a new 55,000-square-foot Peabody Grand Ballroom, and a new 35,000-square-foot Windermere Ballroom, in addition to the existing 27,000-square-foot Plaza International Ballroom.

The comprehensive project also includes the renovation of the original hotel, a 2,100-car parking garage, and the addition of a new Spa, and more. Upon the completion of the project in November 2010, The Peabody Orlando will be the largest Four-Diamond Hotel in North America, excluding casino properties.

“**The Peabody Orlando Diamond**” at Holiday Showcase will be the 8th diamond given away in 2009 by ALHI as part of its “**2009 Diamond Tour.**” Previous diamonds awarded in 2009 include: the “**AQUA Diamond,**” which was awarded at MPI’s MeetDifferent in February; the “**Arizona Grand Diamond,**” given away at ALHI’s Luxury Showcase in Washington, D.C. in February; the “**Grand Wailea Resort Diamond,**” which was awarded at ASAE & The Center’s Springtime Expo in April; The “**Resort at Squaw Creek Diamond,**” given away at MPI WEC (World Education Conference) in Salt Lake City in July; “**The Peabody Orlando Diamond,**” awarded at **ASAE & The Center For Association Leadership’s Annual Meeting & Exposition** in August; the “**Chateau Élan Diamond,**” which was given away at **IncentiveWorks 2009** in August; and “**The Fiesta Americana Grand Coral Beach Diamond**” which was awarded at **The Motivation Show (IT&ME)** in early October.

ALHI member properties include extraordinary meeting and incentive resorts, incomparable city hotels, exclusive smaller hotels, golf resorts, historic and landmark properties, island destinations, resorts with spas, properties in international destinations, and hotels with gaming and entertainment.

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Associated Luxury Hotels has 16 professionally-staffed National Sales Offices to serve, with locations in Atlanta, Boston, Chicago, Dallas, Denver, Kansas City, Louisville, New York City, North Carolina, Orange County (CA), Orlando, Philadelphia, Richmond, San Diego, Toronto and Washington, DC. Go to www.alhi.com to identify the “ALHI Contacts” sales professional in your state/area. To inquire about a potential meeting at any of the ALHI member properties, contact your nearest ALHI National Sales Office, call the “ALHI Group Desk” toll-free at **866-303-ALHI (2544)**, and visit www.alhi.com.

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Note: **High-resolution photos** of Associated Luxury Hotels member properties, including those referenced in this release, are available by contacting Karen Lamonica.