



Hospitality Leader Appointed General Manager Of Doubletree Resort Orlando – International Drive

ORLANDO, Fla. (Sept. 22, 2009) – Greg Gooding has recently joined Doubletree Resort Orlando – International Drive as general manager, heading the multimillion-dollar transformation of the 28-acre hotel in heart of Orlando’s entertainment and convention corridor.

Gooding brings more than 20 years of hospitality experience to his new position, having previously served as general manager of South Seas Island Resort, a 330-acre luxury resort in Captiva Island, Fla. While there, he led a team of more than 500 employees through the property’s 18-month, multimillion-dollar revitalization and repositioning following extensive damage caused by Hurricane Charley. Under his leadership, South Seas Island Resort debuted to numerous accolades. It was named one of the country’s Top Three family resorts by *Parents* magazine, 2008.

Prior to this position, Gooding spent nearly a decade with Wyndham Worldwide, where he managed leading luxury properties in North America and the Caribbean. Gooding spearheaded training programs that increased profitability, while improving amenities and service to garner multiple AAA-Four Diamond Awards and other honors.

As general manager of Doubletree Resort Orlando – International Drive, Gooding will draw upon his vision and expertise in hospitality operations, marketing and re-branding to position the expansive and strategically located hotel as a premier destination resort.

The current president of the Westwood Property Owners Association in Central Florida, Gooding has a long history of community leadership. He previously served as a professor at George Brown College of Hospitality in Toronto, where he taught supervisory and motivational skills to entry-level management students.

Gooding holds a degree in hotel & restaurant management from Sheridan College, Ontario. He has also been awarded advanced accreditation certificates in Hospitality Management Techniques from Humber College (Rexdale, Ontario).

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About Doubletree Resort Orlando – International Drive

Spanning 28 acres, the Doubletree Resort Orlando – International Drive is the largest property in Doubletree’s portfolio worldwide. The Balinese-inspired hotel is located in the heart of Central Florida’s thriving convention and tourism corridor. Showcasing a dramatic \$35 million dollar makeover, the hotel’s all-new 1,094 guestrooms feature contemporary dark-wood furnishings, flat-screen TVs, iPod-compatible radio, Wi-Fi access and plush Doubletree Sweet Dreams bedding. Guests enjoy three dining options, including the casual full-service Bamboo Grille, as well as a state-of-the-art fitness center, palm-tree-lined swimming pools, children’s game lounge, miniature golf course and 60,000 square feet of indoor/outdoor event space. Within walking distance to SeaWorld and across the street from its new *Aquatica* water park, Doubletree Resort Orlando – International Drive is minutes from the Orange County Convention Center, world-class attractions, shopping and dining. For more information call toll-free **1-800-327-0363** or visit **www.doubletreeorlandoidrive.com**.

About UrbanAmerica

UrbanAmerica, a minority-controlled, real estate private equity fund founded in 1998, is among the first registered investment advisors to participate in the revitalization of urban centers through investment of institutional capital in commercial real estate. UrbanAmerica has raised \$521 million in equity within its two funds and has acquired and developed over 5 million sq. ft. with assets valued in excess of \$2 billion. In addition, UrbanAmerica is the only urban real estate investment fund to receive three allocations of New Markets Tax Credits totaling \$152 million for investments within its target markets. More information about UrbanAmerica can be found at **www.urbanamerica.com**.

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