



Industry Veteran Heads Sales and Marketing At New Doubletree Resort Orlando – International Drive

ORLANDO, Fla. (Sept. 22, 2009) – Larry Goldman recently joined Doubletree Resort Orlando – International Drive as director of sales and marketing. An industry veteran with more than 20 years of experience, Goldman will draw upon his marketing vision and expertise to drive sales and meetings bookings for the newly unveiled Doubletree hotel in the heart of Central Florida’s thriving tourism corridor.

Spanning 28 acres, the hotel is the largest in Doubletree’s portfolio worldwide, housing 1,094 rooms and 60,000 square feet of event space. In conjunction with its new flag, the Doubletree Resort Orlando – International Drive recently completed a dramatic \$35 million dollar makeover.

Located less than two minutes from the Orange County Convention Center, the hotel is within walking distance of SeaWorld and its new water park, *Aquatica*, and minutes from world-class shopping, dining and entertainment. In his new position, Goldman will lead sales and marketing of the premier, strategically located resort.

Previously, Goldman directed sales and marketing efforts at the 1,052-room Wyndham Orlando Resort and held regional and corporate positions with TPG Hospitality, Inc., a subsidiary of The Procaccianti Group (TPG), and Tishman Hotel Corporation. During this time, Goldman oversaw marketing and sales initiatives for full-service boutique properties and branded hotels such as Hilton, Marriott and Starwood in locations throughout North America and in the Caribbean, including Florida, Georgia, Washington, D.C., Virginia, New Mexico and San Juan, Puerto Rico.

Earlier in his career, Goldman spent more than a decade at Sheraton Hotels and Resorts Corporation, serving in marketing and sales leadership roles on both the property and regional level. During his tenure with Sheraton, his leadership and management skills garnered numerous awards, including the ITT Sheraton’s President’s Award for personal achievement and the Team Management Award for sales and marketing performance.

Goldman holds a degree in communications from Loyola University of Chicago. He lives with his wife and two children in Orlando, Fla.

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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 firm founded in 1998, is among the first registered investment advisors to participate in the revitalization of urban centers through the investment of institutional capital in commercial real estate. UrbanAmerica has raised \$521 million in equity within its two funds and has acquired and developed more than 5 million square feet of building space 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 in its target markets. More information about UrbanAmerica is available at **www.urbanamerica.com**.

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