

IFA's Annual Convention Attendees Have Chance To Win ALHI's "Peabody Orlando" 1-Carat Diamond

SAN ANTONIO, TX (December 2009) – Franchise business professionals attending the **International Franchise Association's Annual Convention**, February 5-8, 2010 in San Antonio, Texas, will have the chance to win a dazzling one-carat diamond solitaire necklace. The **one-carat "Peabody Orlando Diamond"** is presented and being given away by **Associated Luxury Hotels International (ALHI)** in recognition of its worldwide diamond-winning portfolio. Attendees at the convention simply need to stop by **ALHI's Booth #241** at the show to register for the chance to win the gem. The diamond is named in honor of The Peabody Orlando, one of the distinguished Four-Diamond rated members of ALHI, serving meetings and conventions of all types.

ALHI is exhibiting at the IFA convention for the first time, as the dedicated National Sales Organization, exclusively on behalf of its prestigious dues-based membership of more than 125 Four- and Five-Diamond quality hotels and resorts worldwide. ALHI assists meeting professionals, association executives, incentive/recognition specialists, and franchise business professionals planning programs requiring from 10 to more than 5,000 rooms. There is no cost to planners to utilize the services of ALHI, as its members' dues fund the organization. For a complete list of ALHI's portfolio, visit www.alhi.com.

"Franchise business executives should definitely stop by the ALHI booth to meet our team, learn more about our hotels and resorts, and to register for the truly beautiful gem, a one-carat diamond solitaire necklace," said David Gabri, president and CEO of ALHI, which features a diverse luxury portfolio of nearly 93,000 rooms and suites and 10 million square feet of meeting space. "We're giving this diamond away to showcase ALHI's entire portfolio of distinctive Four- and Five-Diamond quality hotels and resorts worldwide that provide solutions for meetings and incentive/recognition travel programs; and to spotlight the exceptional new Peabody Hotel in Orlando that is completing a comprehensive expansion and makeover this year."

The AAA Four-Diamond **Peabody Orlando** in Orlando, Florida, is undergoing an impressive \$450 million expansion and renovation. The project, which will bring the **new Peabody Orlando** total offerings to **1,641 guest rooms and suites**, includes the addition of 750 new guest rooms in a new 34-story tower, and a total makeover of its existing facilities. 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. 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 ALHI Booth #241 at the IFA show will feature ALHI National Sales professionals, and select members including The Peabody Orlando and the Arizona Biltmore Resort & Spa.

ALHI is a recognized specialist in providing professional insight, guidance, and helping assist “planners” identify the best solutions for their programs with the finest meeting venues in their portfolio. 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 significant entertainment options.

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.