

# **Associated Luxury Hotels Launches The “ALHI Level 5 Collection”**

. . . Collection Within Portfolio Features  
Over 12,500 “Level 5” Rooms & Suites

WASHINGTON, DC (January 2010) – To make it easier for meeting professionals, incentives specialists and association executives who wish to conduct a program at one of North America’s very highest rated hotels or resorts, **Associated Luxury Hotels International (ALHI)** has launched the “**ALHI Level 5 Collection**” within its distinctive portfolio of hotels and resorts. This collection consists of ALHI’s **14 member hotels and resorts** which have earned the highest and most distinctive recognitions of the prestigious AAA Five-Diamond rating, and/or the esteemed Forbes (Mobil) Five-Star rating, and ALHI’s newly-opened hotels that are designed to achieve one of these ratings when they ultimately become eligible for the ratings following their first year of operations.

The “ALHI Level 5 Collection” features a total of **more than 12,500 “Level 5” rooms and suites**, and **over 1.5 million square feet of meeting space**, making it one of the largest “Level 5” collections available to meeting professionals and incentive specialists in North America.

As part of the launch of this collection, ALHI has added an “**ALHI Level 5 Collection**” **Quick Reference button** to its home page at [www.alhi.com](http://www.alhi.com) to provide fast, one-stop access for planners seeking to research and conduct a program at one of the world’s highest-level meeting resorts or hotels. On the site, planners can quickly see and compare details of the ALHI Level 5 properties’ meeting, accommodation, recreational and dining offerings, as well as identify destination information and select “Luxury On Sale” value opportunities. A large photo gallery, meeting floor plans and specs, and a location map for each property are also easily accessible on the ALHI site.

“We established the ‘ALHI Level 5 Collection’ to applaud these members’ achievements at the highest level, and as a means for planners and incentive specialists to easily recognize and access our variety of options available at that high level,” said David Gabri, president and CEO of ALHI. “These prestigious designations distinguish these properties as among the very finest hotels and resorts in the world for meetings.”

Gabri continued, “While ALHI has a vast and incredible overall luxury portfolio worldwide, these members are recognized as being among the ‘best of the best’ – not just by our word, but by their earned ratings of AAA and Forbes/Mobil.”

For nearly 25 years, ALHI has served as a dedicated dues-based National Sales organization for its exclusive membership, to enable planners to gain reliable and local one-call, experienced national sales professional access and support to its outstanding member hotels and resorts worldwide which all specialize in meetings and incentive programs. ALHI’s portfolio of more than 125 Four- and Five-Diamond quality hotels and resorts worldwide features nearly 100,000 rooms and suites, and over 10 million square feet of meeting space.

### **North America Collection Includes Landmarks**

The “**ALHI Level 5 Collection**” provides extraordinary facilities and services for program options from one U.S. coast to the other, plus locations from northern cities down to the resort shores of Mexico. Options in the collection range from an exclusive 40-room resort to an impressive new 4,004-room resort, as well as properties with meeting space ideal for smaller groups, and hotels that can accommodate groups requiring up to 300,000 square feet of meeting space.

#### **California**

Three options in the “ALHI Level 5 Collection” are in California, including the 295-room **Island Hotel Newport Beach**, the 220-acre charming **Ojai Valley Inn & Spa**, and the world-class **Grand Del Mar** in San Diego.

**Island Hotel Newport Beach** provides stunning views of the Pacific Ocean, offers 30,000 square feet of meeting space, is adjacent to famed “Fashion Island,” and is situated midway between Los Angeles and San Diego.

The **Ojai Valley Inn & Spa** features 308 luxurious guest rooms and suites, the popular-with-the-stars Spa Ojai, a PGA Tour championship-level golf course, a full tennis center, and 16,000 square feet of first-class meeting space.

In Southern California, in San Diego County, the new **Grand Del Mar** is amazing, nestled amidst the picturesque Los Penasquitos Canyon Preserve, providing 249 impressive guest rooms and suites, a world-class championship golf course, award-winning spa, outstanding dining, and over 20,000 square feet of meeting space.

### **Western U.S.**

Other Western U.S. “ALHI Level 5 Collection” options include famed destinations and resorts including **The Broadmoor** in Colorado Springs, the incomparable **Bellagio** in Las Vegas, **The Skylofts at MGM Grand** in Las Vegas, and the impressive **Grand America Hotel** in Salt Lake City. ALHI is also including in the collection two remarkable new properties which just opened in December 2009 in the impressive \$8.3 billion CityCenter development on the Strip in Las Vegas: the amazing 4,004-room **ARIA Resort & Casino**, and the first Mandarin Oriental Hotel in Nevada, the distinctive **Mandarin Oriental Las Vegas**.

**The Broadmoor** is a trifecta “Level 5” award winner member, with the resort having achieved and sustained 50 consecutive years of Level 5 excellence by Mobil and AAA, and Level 5 status with its signature Penrose Room restaurant, and also distinguished recognition of The Broadmoor Spa. This spectacular Colorado resort is nestled in the foothills of the incredible Rocky Mountains, and features 185,000 square feet of meeting space, 744 guest rooms, suites and cottages, as well as 18 restaurants and lounges, and three championship golf courses.

The 3,933-room **Bellagio** is world-renowned for its magnificent ballet of dancing fountains, world-class service steps beyond excellence, and incredible hotel in the heart of Las Vegas. Bellagio serves meetings and events with its 200,000 square feet of meeting space, and provides guests 19 dining options including two “Level 5” AAA Five-Diamond restaurants, a 65,000-square-foot spa, a fine art museum, world-recognized casino, and is home to the critically acclaimed “O by Cirque du Soleil” in its show theatre.

**The Skylofts at MGM Grand** is a luxury boutique hotel located on the top of the popular and premier MGM Grand, and thereby provides access to the elegant resort’s 600,000 square feet of meeting space (which includes the all-new 92,000-square-foot Marquee Ballroom), 18 restaurants, 8 bars and clubs, state-of-the-art spa, 6.6-acre pool complex, and 171,000-square-foot casino. The 51 lofts feature floor-to-ceiling windows that provide dramatic views of the famous Las Vegas skyline.

The **Grand America Hotel** in Salt Lake City is a fantastic discovery for many when they first experience the luxurious European charm and design of this city center hotel, which is set along side and convenient to the Rocky Mountains. Grand America Hotel features 775 beautifully appointed and large guest rooms, award-winning services, excellent dining and bar options, over 75,000 square feet of meeting space, impressive artwork throughout, and breathtaking views of the Rocky Mountains.

The contemporary **ARIA Resort & Casino**, which opened in the heart of Las Vegas’ new CityCenter in December 2009, offers 4,004 new guest rooms and suites, 300,000 square feet of technologically advanced and magnificent meeting space, 16 restaurants, and a new “Viva ELVIS by Cirque du Soleil” show in its theatre. Featuring a sleek and striking modern design, ARIA boasts spectacular public spaces, scenic gardens, and a soaring three-story lobby.

The 47-story, non-gaming **Mandarin Oriental Las Vegas** debuted in December 2009, bringing the traditions and world-renowned Mandarin Oriental service and ambiance to the “City of Lights” in an ideal location in CityCenter. The hotel offers 392 sophisticated guest rooms, 12,360-square feet of meeting space, an impressive 23<sup>rd</sup> floor Sky Lobby, a 27,000-square-foot spa, and an exceptional restaurant by Michelin-rated celebrity chef Pierre Gagnaire. Both Mandarin Oriental Las Vegas and ARIA Resort & Casino are connected to the remarkable and unique Crystals at CityCenter shopping and entertainment district.

### **Across North America**

Also garnering the “ALHI Level 5 Collection” honor are such extraordinary properties as the famed **Lodge at Sea Island Golf Club** in Georgia, the newly-constructed and extraordinary **Cloister at Sea Island** in Georgia, the elegant and world-recognized **Peninsula Chicago** in Illinois, **The Greenbrier** in picturesque White Sulphur Springs, West Virginia, and the newly-renovated multi-year Level 5 leader in Cancun, Mexico, the exceptional **Fiesta Americana Grand Coral Beach**.

Located along Southeastern Georgia’s scenic Atlantic Coast, the **Sea Island Resorts** (the incredible **Lodge at Sea Island Golf Club** and the new **Cloister at Sea Island**) provide a true touch of the south. The Lodge is reminiscent of an English country manor, and offers 40 spacious and luxurious guest rooms and suites that overlook emerald fairways of its championship golf courses and the St. Simons Sound. The stately and significantly larger Cloister at Sea Island offers 175 large guest rooms and suites, situated among hundred-year-old oaks, overlooking the Atlantic Ocean and tidal Black Banks River. Offerings at Sea Island include a total of 17,000 square feet of meeting space, three championship golf courses, five miles of private beach, the 65,000-square-foot Cloister Spa and Fitness Center, a golf learning center, a tennis center with eight Har-Tru clay courts, a beach club, and the Five-Star Georgian Room restaurant.

**The Peninsula Chicago** was recently voted the #1 hotel in the United States by *Condé Nast Traveler* and *Zagat Survey*, and offers 339 exquisitely-furnished and large guest rooms and suites. Located literally along the center of Chicago’s famed Magnificent Mile, this world-renowned hotel features 9,500 square feet of elegantly-appointed meeting space which includes a beautiful glass-enclosed ballroom that is connected to an outdoor terrace, providing spectacular panoramic views of the Magnificent Mile. The hotel offers four restaurants from which to choose, and is just steps from world-class shopping, entertainment, restaurants and parks.

With renowned first-class service, and new ownership and excitement, **The Greenbrier** features 634 exceptional guest rooms and suites, and 85,000 square feet of conference space (with more than 35 meeting rooms). Tucked among 6,500 majestic acres of the truly picturesque Allegheny Mountains in West Virginia, the famed resort offers more than 50 recreational options, which includes three championship golf courses, a 40,000-square-foot spa, a culinary arts center, and the Golf Digest Academy, as well as eight restaurants and lounges including the exceptional new Hemisphere restaurant.

The all-suite **Fiesta Americana Grand Coral Beach**, which is Mexico’s longest standing recipient of the AAA Five-Diamond award, is ideally situated opposite the Convention Center and within walking distance of malls, dining, shopping, recreation and nightlife. Providing 602 newly renovated oceanfront suites which offer panoramic views of the Caribbean from large balconies, the hotel also features 85,000 square feet of dedicated meeting and function space, a world-class spa and fitness center, marina, poolside/beach activities, and five dining options including the AAA Five-Diamond Le Basilic restaurant.

Associated Luxury Hotels has 16 professionally staffed National Sales Offices to serve, with locations in Washington, D.C., Atlanta, Boston, Chicago, Dallas, Denver, Kansas City, Louisville, New York City, North Carolina, Orange County (CA), Orlando, Philadelphia, Richmond, San Diego, and Toronto. Go to [www.alhi.com](http://www.alhi.com) to identify the ALHI sales professionals in your area.

Gabri added, “The ALHI National Sales team consists of trained sales professionals who know all of the details of the ‘ALHI Level 5 Collection’ hotels and resorts, as well as ALHI’s entire impressive worldwide portfolio. So they’re ready to be great resources for meeting and incentive specialists, and can help identify the best venues for your specific programs and objectives. And since there is no cost to planners’ organizations to utilize the National Sales services of ALHI -- since ALHI is funded by members’ dues -- a call to ALHI makes planning programs so much quicker and easier.”

For more information on the “ALHI Level 5 Collection,” or for a copy of ALHI’s 155-page “**ALHI National Sales Guide To Meeting Facilities 2009-2010**,” contact your nearest ALHI National Sales Office, call the “ALHI Group Desk” toll-free at **866-303-ALHI (2544)**, and visit [www.alhi.com](http://www.alhi.com) .

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Note: **High-resolution photos** of ALHI member properties, including those referenced, are available by contacting Karen Lamonica.