



**FOR IMMEDIATE RELEASE**  
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**THE PEABODY ORLANDO WELCOMES NEW VICE PRESIDENT OF SALES AND  
MARKETING AND ANNOUNCES RECENT PROMOTIONS**

**Orlando, Fla...** With less than eight months until the opening of its highly anticipated \$450-million expansion, The Peabody Orlando welcomes former general manager of The Peabody Little Rock, Gregg Hering, as new vice president of sales and marketing and announces the promotions of Barbara Bowden and Alan Villaverde.

- Gregg Hering, former general manager of The Peabody Little Rock, who recently led The Peabody Little Rock to receive the first and only Forbes Four Star award in the state of Arkansas, has been promoted to vice president of sales and marketing for the Peabody Hotel Group. In his new role, Hering will oversee sales and marketing functions for The Peabody Orlando and The Peabody Little Rock with direct responsibility for the expansion at The Peabody Orlando that is scheduled to open this Fall. Following the opening, he will also assume sales and marketing oversight responsibilities for The Peabody Memphis in 2011.
- Barbara Bowden has been promoted to general manager of The Peabody Orlando and will retain her position as the Peabody Hotel Group's corporate director of revenue management. In her new role, Bowden will be responsible for the overall operation of the hotel including business, staff and financial management.
- Alan Villaverde, CHA, has been promoted to managing director of The Peabody Orlando and will retain his position as president of the Peabody Hotels Division of Peabody Hotel Group, overseeing the operations of all three Peabody Hotel properties.

"I'm thrilled to announce these recent, well-deserved promotions at The Peabody Orlando," stated Marty Belz, president and CEO of the Peabody Hotel Group. "With our upcoming expansion opening this Fall, I am confident the success of the hotel will be reflected upon these highly qualified individuals."

When completed, The Peabody Orlando will feature 1,641 luxurious guest rooms including 193 suites, 300,000 total square feet of state-of-the-art, flexible function space, the 22,000 square foot, full-service spa, salon and fitness center and 10 delectable dining and entertainment options.

**About The Peabody Orlando:**

The Peabody Orlando, opened in November 1986, is a staple in the Orlando-area convention and tourism industry and famous for its Peabody Ducks. The hotel has received the prestigious *Forbes Travel Guide* Four Star rating for 22 consecutive years. Located directly across from and adjacent to the Orange County Convention Center and in the heart of the International Drive entertainment district, The Peabody Orlando currently offers 1,641 ultra-luxurious guestrooms, 300,000 total square feet of state-of-the-art, flexible function space, a 22,000-square-foot, full-service spa, salon and fitness center and ten delectable dining and entertainment options. Peabody Hotels, comprising The Peabody Orlando, The Peabody Memphis and The Peabody Little Rock (all Forbes Travel Guide Four Star rated hotels) is a division within the portfolio Peabody Hotel Group of Memphis, Tennessee. To learn more, please visit [www.PeabodyOrlando.com](http://www.PeabodyOrlando.com) or [www.PeabodyMeetings.com](http://www.PeabodyMeetings.com), connect on [Facebook](#) or follow on [Twitter](#).