



The Peabody Orlando
Peabody Expansion Construction Update
for the Nation's Professional Meeting Planners
4th Quarter, 2009

Orlando, FL – October 2009 – This quarterly Peabody Expansion Construction Update, (PECU), has been specially created to keep meeting planners, the meeting industry's professional trade journals, travel agent and leisure travel editors and contributors, fully informed on the status of [The Peabody Orlando's](#) monumental \$450-million expansion and renovation.

“In our last issue, we brought you some visuals of the interior space designs for our expanded hotel,” said Alan C. Villaverde, president, Peabody Hotels, and general manager of The Peabody Orlando. “Now, we are days away from one of the most exciting milestones in our expansion, the Topping Out Ceremony, which takes place at 11:00 am, November 11, 2009. The professionalism, and commitment to meeting – and exceeding – projected construction deadlines by Balfour Beatty US, Metro Construction LLC and ESF Construction Company, are worthy of our praise and admiration, as is the stalwart commitment of all Peabody associates to our existing hotel's operations.”



Construction Updates

Jim Wright of Balfour Beatty Construction USA advises that on November 11, 2009, the company will host a Topping Out Ceremony at The Peabody Orlando expansion construction site to celebrate the safe completion of the concrete structure on the 32-story hotel tower. The celebration also will include acknowledgment of safe work practices by

all Subcontractors.

Balfour Beatty will serve lunch to the 900 team members who made this milestone in the project a success. An evergreen tree and an American flag will be hoisted to the top of the structure. This Topping Out tradition is believed to have begun in Scandinavia and symbolizes the completion of a wooden structure. The evergreen tree is believed to provide good luck for the building's future occupants, while the American flag demonstrates patriotism. Another exciting element about the date of this event is that it will be celebrated on Veteran's Day, and a US Veteran will raise the stars and stripes.

Kurt Kotzin, owner's representative for The Peabody Orlando Expansion, gives a sneak preview of the ultra-luxurious outdoor recreational amenities included in the expansion which started development this past quarter. Kotzin advises the following elements:

- **A small, zero-entry, heated wading pool for children, nestled among a sculptured rock grotto will feature soft play, friendly duck sculptures, and a large sandbox for children to romp and play in to their hearts' content.**
- **An interactive water feature with a computer controlled fountain will entertain children and adults alike with its random spray patterns.**
- **A serpentine water slide, nearly two stories high and 150 feet long will provide hours of fun for everyone.**
- **A plunge pool for the slide is separated from the main free form pool by one of three bridges that provide overlooks of the pool area. The main free-form pool is fully heated and has two zero-entry points. The pool's signature feature is a 14-foot high grotto waterfall.**
- **The pool area also will offer guests sixteen ultra-luxurious cabanas, a new pool restaurant and bar and many other areas for total relaxation.**
- **The outdoor pool area has a ten-person heated whirlpool spa.**
- **The existing pool on the Recreation Level will remain in place for guests who prefer lap swimming workouts and a more serene, quiet zone.**

Hotel Updates

Important News Briefing from Tony Aslanian, director of sales and marketing.

Aslanian advises that this quarter has been one of the busiest yet for his team of professional sales, and convention services specialists. "Here are just a few of the sales, and marketing projects covered in this period," said Aslanian. "As you will see, we are on a roll, and geared up to introducing meeting planners to the most exciting, exquisite, custom-designed, meetings venues in North America today."

- **The Peabody Orlando Sales team had its best month in September 2009 for closing contracts for future conferences through 2015.**
- **The Sales team is expanding its staff in Q4 2009 to better serve you in our top feeder markets in New York/New England, Chicagoland/Mid-West, and Washington, D.C./Mid-Atlantic.**
- **The increased awareness from our aggressive direct sales, marketing and advertising efforts will generate a record Q4 finish for booking future conferences, and pave the way for an exciting and successful start to 2010.**
- **A "Monumental" Press Event, themed to the \$450-million expansion of The Peabody Orlando, and to the performance of Beethoven's immortal, "monumental" Ninth Symphony, took place in late-September. It was attended by professional meetings trade publications, as well as travel agent and leisure travel publications.**

- The first Autumn Customer Education Familiarization trip to The Peabody Orlando took place October 8 – 10; the next trip is scheduled for November 5 – 7. Planners learn all about the NEW Peabody Orlando, the destination and earn .3 CEU credits of classroom education. To participate in our Spring 2010 events, contact Catherine.Ruttigliano@peabodyorlando.com.
- The Peabody Orlando has won the Gold Key Award of *Meetings & Conventions* magazine for the 20th consecutive year. The annual Gold Key Award of Meetings & Conventions magazine is one of the most important measures of The Peabody Orlando's success, because it is voted upon by meeting planners who have experienced the hotel's services and facilities first-hand, and can vouch for them.
- HyperDisk, a digital marketing program was selected to highlight The Peabody Orlando's outreach to the nation's professional meeting planners, associations, corporations and leisure travelers. Known as Total Engagement®, the program provides outstanding services and opportunities for meeting planners and their clients. news.hospitality-1st.com/PeabodyHotels-102009.html

Marshall Kelberman, rooms director, reports on the hotel's new alliance with Clean the World, which was showcased on CBS Evening News on October 12.

www.cbsnews.com/stories/2009/10/12/eveningnews/main5380413.shtml?tag=contentMain;contentBody

He also gives a sneak preview of the new, exquisite, Zen-like, Peabody Spa and Athletic Club.

Kelberman joined forces with Clean the World, in a win-win program for the hotel's "green" initiatives, and to channel much-needed hygiene products to Third World countries. "The hotel industry daily dumps hundreds of thousands of soaps and other bathroom amenities into landfills across the nation," he explains. "Clean the World harvests these amenities and reshapes them into bars of soap which are then airlifted to Third World Countries, where the simple act of washing hands in soap and water prevents deaths of millions of little children due to diarrhea and respiratory diseases. What could be a better use of these hotel resources?"

Working with the interior design team of Wilson Associates of Dallas, Texas, and with the nation's premier creators of spa treatments ranging from the therapeutic, rejuvenating, and re-invigorating, to the ultra-soothing stress busters. Kelberman expects to provide specifics of the new Peabody Spa in the next issue of this newsletter. Meanwhile, an outline of the facility and its services.

A transforming reception area welcomes you to The Peabody Spa. It will include 12 spa treatment rooms, 2 couples suites, 4 massage rooms, 4 body massage rooms with showers for full body treatments, and 2 skin-care rooms. The Peabody Spa will also include men's and ladies' locker rooms each with sauna, whirlpool and lounges, and a co-ed lounge. Outdoor water features are part of the Spa - within the 'Grotto', an outdoor garden viewed from the spa will be a meandering stream, a large 20 person therapeutic spa that is maintained at 104 degrees, and Central Florida's only Watsu therapy spa.

The Salon at The Peabody Spa will provide up-to-the-minute hair styling and hair styling techniques, coloring, manicures/pedicures, and make-up.

The "new" Peabody Athletic Club will triple in size when it moves from its current well-regarded confines to its new home near The Peabody Spa. The athletic club will include its own reception area, a 2,450 sq. ft. cardio work-out area, separate areas for core training,

circuit and free weights, plus 2 exercise studios.



Alan Villaverde, president, Peabody Hotels, GM of The Peabody Orlando (third from right, front row), welcomes members of the meetings, travel trade and consumer press, to a beam-signing for the \$450-million expansion of the hotel.



Tony Aslanian, director of sales and marketing, (left, front row), hosts meeting planners to a "hard hat" tour of the \$450-million expansion of The Peabody Orlando's 250,000 sq. ft. of flexible function space.

Vital Statistics on Grand Opening

When the expansion of The Peabody Orlando is complete, it will feature a total of 1,641 ultra luxurious guest rooms, 250,000 square feet of state-of-the-art, flexible function/exhibition space, a parking garage for 2,100 cars, (already opened in July, 2009 ahead of schedule), 22,000 sq. ft. Peabody Spa & Athletic Club, Napa Valley Wine-themed restaurant overlooking a three-acre, free-formed, zero entry pool, surrounded by cabanas and lush tropical landscaping. Food-on-the-go outlets will be stationed throughout, and covered walkway access provides access to all sections of the Orange County Convention Center's 7-million square feet of combined meeting, function, and exhibition space. Many meeting planners already are booking business from the fall of 2010, 2011 and through the succeeding decade.

At last reporting, the official grand opening was scheduled for November, 2010. That date has been revised forward to reflect a grand opening in October, 2010. The existing hotel soon will begin a total makeover, floor-by-floor with minimal, if any, disruption of guests' enjoyment of the award-winning Peabody Service Excellence®.



The Peabody Orlando (www.peabodyorlando.com) is a *Mobil Travel Guide* Four-Star, AAA Four Diamond, and *Wine Spectator* Award of Excellence property of Peabody Hotels within the portfolio of [Peabody Hotel Group](#) of Memphis, Tennessee.

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