

**ROYAL PALMS RESORT AND SPA ANNOUNCES**  
**NEW DIRECTOR OF SALES AND MARKETING**

**PHOENIX** – (September 2008) – Alex Gregory has been named Director of Sales and Marketing for the Royal Palms Resort and Spa, a Destination Hotels & Resorts (DH&R) managed property. Pete Ells, general manager of the resort, cited Gregory's strong leadership skills along with his proven experience in sales and critical marketing disciplines as key factors in his selection. His responsibilities will encompass management of group and leisure sales, marketing, public relations, revenue management and reservations.

Gregory began his hotel career in 1994 as a Sales Manager with Hawthorn Suites Hotel in Charleston, South Carolina. From there, he moved to The Mills House Hotel, a Four Star-Four Diamond historic hotel in Charleston's Historic District. In 1998, he was appointed Assistant General Manager and Director of Sales for the Doubletree Guest Suites in Charleston.

He joined Charleston's Four Diamond Wild Dunes Resort, also managed by DH&R, in 2000 as Regional Sales Manager. Three years later he was promoted to Director of Sales and again promoted in 2006 to Director of Sales and Marketing.

During his eight-year tenure at Wild Dunes, he was recognized as the resort's Leader of the Quarter in 2005 and DH&R's Outstanding Sales Leader the same year. Gregory is a member of HSMAI and currently serves as Vice-Chair of the Resort Best Practices Committee.

A native of Fairfax, Virginia, Gregory received a degree from Randolph-Macon College in Ashland, Virginia before beginning his hotel career in Charleston.

A member of Historic Hotels of America, Royal Palms Resort and Spa is a AAA Four Diamond resort located at the foot of majestic Camelback Mountain. Combining the graciousness and sophistication of a Mediterranean villa with the intimacy and privacy of a secluded retreat, Royal Palms offers: 119 custom-appointed guest rooms, suites, intimate clusters of casitas and grand villas; regal Spanish Colonial architecture; over 20,000 square feet of estate-like meeting space; Tuscan-style gardens; exquisite tapestries, antiques and stone fireplaces throughout, a Mother-of-Pearl-tiled swimming pool with private cabanas; and a croquet lawn. Designed around the original historic private mansion built in 1929, Royal Palms is home to the award-winning T. Cook's restaurant and the Mobil Four Star Alvalora Spa. Just minutes from Scottsdale's shopping, galleries, golf, Phoenix Sky Harbor International Airport and the Camelback financial corridor, Royal Palms is an ideal retreat for business, pleasure and special occasions, offering luxury, privacy, romance and convenience.

Royal Palms Resort and Spa is one of more than 30 independent, upscale and luxury hotels, resorts and golf clubs in the United States managed by Destination Hotels & Resorts, the fourth largest independent hospitality management company in the country. The company, headquartered in suburban Denver, Colo., features a portfolio of more than 6,000 guest rooms, 11 golf courses and 13 full-service spas. Destination Hotels & Resorts properties are located in key metropolitan and resort markets including Washington, D.C., Houston, Denver, San Diego, Santa Fe, Aspen, Austin, Phoenix, Portland, Palm Springs, Maui and Lake Tahoe. The company is a subsidiary of Los Angeles-based investment, development and management firm Lowe Enterprises. For more information on the properties in the Destination Hotels & Resorts collection, please visit [www.destinationhotels.com](http://www.destinationhotels.com).

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