

CONTACT:

Crystal Atkinson
Orchid Resorts & Escapes
crystal@orchidworldwide.com
646-861-1658
www.orchidworldwide.com

**ORCHID RESORTS & ESCAPES INTRODUCES MEMBERS OF ITS
CREATIVE ADVISORY BOARD**

NEW YORK, NY, September 8, 2010 - Orchid Resorts & Escapes, a premier sales and marketing company serving luxury boutique hotels around the world, proudly introduces members of its creative advisory board. The members of the esteemed board bring experience from diverse backgrounds in the luxury travel, food and wine, lifestyle, fashion, finance and real estate industries. “The addition of leading experts from multiple industries enables us to provide our clients with creative ideas that will benefit them in new ways,” said founder Stacy Dreyfus.

The goal of Orchid’s creative advisory board will be to help forecast national and international travel trends, create guest programs, special offers and exclusive deals available exclusively through Orchid Resorts & Escapes.

The newly created board members include:

- **Mr. Paul Jowdy**, Publisher & Vice President of **Bon Appetit**
- **Ms. Pamela Norwood**, Associate Publisher of **Travel + Leisure Magazine**
- **Ms. Barbara Gallay**, President of **Frosch Travel – New York**
- **Ms. Christine Magda**, Partner & Founder of **Area Daily**, an online luxury travel resources
- **Ms. Stacy Small**, President & Founder of **Elite Travel International**
- **Mr. Peter Carideo**, President of **CRC Travel**, an agency specializing in luxury custom travel
- **Mr. Paul Metselaar**, Chairman & CEO of **Ovation Travel Group**, a travel management company focusing on business and luxury vacation travel
- **Mr. Paul Cohen**, President of **Partner Concepts**, a full-service travel marketing firm
- **Mr. Michael Holtz**, Founder & President of **Smartflyer**, a full-service travel agency
- **Ms. Martha Gaughen**, Co-Owner & Vice President of **Sterling Brownell**, a top travel consultancy
- **Ms. Kimberly Richmond**, Director of Corporate Outreach for **Saks Fifth Avenue**
- **Mr. Eric Goldstein**, President, Founder & CEO of **Jean Shop**, worldwide denim experts
- **Mr. Michael Polenske**, Proprietor, Curator & Founder of **Blackbird Vineyards**, **Ma(i)sonry Napa Valley** & **I.Wolk Gallery** in St. Helena

- **Ms. Erica Frontiero**, Senior Vice President, Capital Markets, **GE Capital**, the financial services of **General Electric**
- **Mr. Leonard Burnett, Jr.**, Co-CEO & Group Publisher for the **Uptown Media Group & Vibe Media**
- **Mr. Tony Abrams**, President & CEO of **Four Hundred**, a lifestyle management firm
- **Mr. Scott Feldman**, President & CEO of **Two Twelve**, a brand management & marketing company

The board's multiple years of combined experience will provide Orchid with new, unique ways to serve its current and future clients. Amidst the rapid growth of the company's client list, the respected list of members can provide insight from many angles. The newest additions to the company's portfolio are the Hermosa Inn, Soho House Berlin and Soho Beach House Miami. "The collection's most recently added properties have contributed to our 200% growth over the past year," said Ms. Dreyfus.

Orchid will continue to focus on resorts and escapes that create a unique place for a romantic hideaway, corporate meeting, special gathering, refuge, executive retreat or simply a place to breathe and relax. To find out more about Orchid Resorts & Escapes and the entire collection, please visit www.orchidworldwide.com, e-mail reservations@orchidworldwide.com or call 646-861-1658.

###