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CFHLA Names Gerald Urquiola Hotelier of the Month for March 2009

April 24, 2009 (ORLANDO, FL) – The Central Florida Hotel & Lodging Association (CFHLA) announced that Gerald Urquiola, general manager of Caribe Royale All-Suite Hotel & Convention Center, has been named Hotelier of the Month for March 2009. The CFHLA Allied Relations Council, which consists of supplier members that are elected by their peers to serve as board members, select deserving CFHLA Lodging members monthly based upon a set standard of qualifications. These qualifications include the following: CFHLA Leadership, recent CFHLA accomplishments, and serving as a CFHLA ambassador.

Gerald Urquiola was chosen by the Council due to his ongoing commitment to CFHLA, including; chairing the CFHLA 2008 Hospitality Gala Committee, hosting the 2008 Hospitality Gala, and his appointment as the 2009 CFHLA Corporate Treasurer. Urquiola possesses more than 30 years of experience in the hospitality industry, including 21 years of general manager experience. He was general manager of various properties in Knoxville, New Orleans and Miami before he joined Sierra Lodging, Inc. as general manager of Buena Vista Suites. In October 2007, Sierra Lodging, Inc. promoted Gerald to general manager of the Caribe Royale All-Suite Hotel & Convention Center.

Urquiola has been on the CFHLA board for twelve years, most recently as treasurer on the executive committee. In that time he has chaired every committee within CFHLA at least once including Golf, Bacchus Bash and Gala. He is proud to serve on the Florida Citrus Sports Board of Directors as the liaison to CFHLA. During his career, Gerald has also been active with fundraising for causes such as Give Kids the World and the Russell Home For Atypical Children. Gerald considers himself a Florida native, despite having lived in many cities throughout the southeast United States. He married his high school sweetheart, Juliet, and they have two sons – Nick, 18 years of age, and JT, 20 years of age. Gerald enjoys golf, tennis, basketball and supporting his hometown team, the Orlando Magic.

The Caribe Royale is an all-suites hotel in Orlando, Florida that features 1,218 newly renovated one-bedroom suites and 120 two-bedroom villas. Each room is elegantly appointed and ideal for families or business travelers. Located just 1.5 miles from the Walt Disney® Theme Parks, the hotel offers complimentary scheduled shuttles to those parks as well as the Downtown Disney® area.

The jointly owned and operated Caribe Royale Orlando All-Suites Hotel and Convention Center and the adjacent Buena Vista Suites Hotel, both located in the lake Buena Vista area, 16 miles from Orlando International Airport, combine to form Orlando's largest independently owned all-suite hotel combination.

More information about the Caribe Royale Orlando and Buena Vista Suites is available by visiting <http://www.cariberoyale.com> and <http://www.buonavistasuites.com>. The Caribe Royale Orlando and Buena Vista Suites are properties of the Sierra Land Group in Glendale, California.

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