

For Immediate Release:

Aimbridge Hospitality Takes Control of Plantation Golf Resort & Spa and Ushers in a New Era

Crystal River, FL (March 17, 2010) – Aimbridge Hospitality, one of the nation’s leading independent hotel investment and management firms based in Dallas, TX, was selected to serve as hotel manager for [The Plantation Golf Resort & Spa](#). The full-service hotel, conference center, golf course, spa and marina rests on 232 acres in Crystal River, FL.

“We are delighted to have been selected as the right management company to reposition The Plantation Golf Resort & Spa in the Crystal River community,” said Dave Johnson, President of Aimbridge hospitality. “We view this as a real opportunity for us to bring value to the property and the community by returning the resort back to its rightful place as a paradise for vacationers and a coveted destination for [meetings and weddings](#) as well as local residents.”

About The Plantation Golf Resort & Spa:

The property, which was renovated in 2007, is approximately 70 miles north of Tampa, FL, and 90 miles west of Orlando. In addition to the golf course, the property features approximately 13,000 square feet of meeting space – including outdoor venues, two on-property golf courses, a full service restaurant and bar, spa, fitness center, outdoor swimming pool, tennis courts, croquet lawn, volleyball, shuffleboard court, and a marina with dive shop. The Plantation Golf Resort & Spa is also the only resort in FL located next to the [Crystal River Manatee Swim & Snorkel Area](#), featuring the highest concentration of manatees in the world and the only place in the world where guests can legally interact with manatees in their natural habitat. Known as the “gem of the nature coast,” Crystal River is the network of more than 30 springs, a system that travels west for about six miles before emptying into the Gulf of Mexico.

About Aimbridge Hospitality:

Aimbridge Hospitality is one of the nation’s leading independent hotel investment and management firms with a proven track record for delivering superior returns for its strategic partners in a variety of markets and economic cycles. Aimbridge provides management, asset management, development, renovation and consulting services. Based in Dallas, TX, Aimbridge currently owns and/or manages 52 upscale, independent and branded hotels with nearly 11,000 rooms across the United States, including such affiliations as Marriott, Hilton, Embassy Suites, Doubletree, Hilton Garden Inn, Hampton Inn & Suites, Aloft, Hyatt, Wyndham and the Phoenix Inn Suites chain of hotels. For more information on Aimbridge Hospitality, please visit www.aimbridgehospitality.com.

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